

Germany is one of the highest in Europe. Employers pay their employees well and provide them with good working conditions. Naturally, many companies require the same approach from their suppliers. The Germans are a very reasonable people, which is why it is habitually in Germany to build business plans for 10 years or more. Also, Germany is a country of bureaucracy, so compliance with the processes for Germans is the most important thing in the work, everything should be done slowly, thoughtfully, and clearly in accordance with the established procedure. Germany showed itself very well during the "corona crisis", 353 billion euros were allocated to support companies and employees, small businesses alone received 50 billion euros free of charge, such assistance to small businesses was invaluable.

So, let's sum up all the above. For a businessman who needs cheap labor and who is ready to cope with and in the future comprehend the concept of "guanxi", it is worth choosing China. For a businessman who is ready to compete with giant companies for the market and customers, it is worth choosing the USA. Well, those, who always think everything through and will be able to cope with paperwork, should choose Germany.

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## **FEATURES OF DOING BUSINESS IN EU COUNTRIES**

### **Особенности ведения бизнеса в странах ЕС**

Before starting a business in Europe, an entrepreneur needs to understand that this requires a balanced approach. First of all, cultural peculiarities should be taken into account. In addition, it is important to analyze such features of the chosen country as: nuances of office work and taxation, the mentality of local residents, local principles of business ethics. Knowledge of the language is also quite an important aspect, because English proficiency at an acceptable level will not always be the key to success. If you approach the matter as responsibly as possible, then it is worth studying the national language of the chosen country at least at a basic level.

The main arguments in favor of starting a business in the EU countries include: a legal framework for business protection, a loyal taxation system, protection of assets and capital, rapid business development and entry into the international market, programs and grants for business development, immigration programs for entrepreneurs.

Citizens of foreign countries, including those who arrive on the territory of the country on the basis of a tourist visa, can become a business owner or an individual entrepreneur in Bulgaria. The company can be opened even without staying on the territory of the state. This

indicates that Bulgaria has a positive attitude towards relations with foreign investors. The mentality of Bulgarians is very close to the citizens of the CIS countries, which is another significant plus. Moreover, the legislation of the country provides for the possibility of granting a residence permit for a period of one year with the right to extend for foreign citizens wishing to conduct business in the country. The advantages of registering a business in Bulgaria include: gaining access to EU markets, exemption from double taxation, supported by signed agreements with many countries, low income tax -10 %, opportunities for obtaining business visas and residence permits.

In Romania, business is also allowed for foreign citizens, and the requirements for foreign entrepreneurs and investors are quite loyal. The advantages for registering a company in Romania include: a loyal tax system, rapidly growing indicators of the country's economic development, a lot of qualified labor personnel in the local labor market, the possibility of remote registration of a company, access to the European Union market. The basic tax rates in Romania in 2022 are as follows: income tax is 16 %, for small business owners with a turnover of up to 1 million euros, the tax is 3 %, standard VAT is 19 %, the tax on dividends is 5 %.

Poland today is also among the most promising countries of the European Union for business registration. The moderation of tax rates, stable economic, political and social situation make it possible to launch your business here, making it as profitable as possible. The main advantages of registering a business in Poland are a simple registration procedure, a comfortable business environment, access to the European market, convenient geographical location of the country, support from the state in the form of subsidies, lending at low rates. For foreigners who wish to start their own business in Poland, the country's migration legislation provides for the possibility of obtaining a temporary and then permanent residence permit for the business owner together with his family members. The basic tax rates in Poland are as follows: 19 % is corporate income tax, 23 % VAT, 15 % dividend tax.

Despite all of the above, there is a crisis all over the world and in the EU countries due to an increase in the cost of energy, sanctions, a decrease in purchasing power and an increase in prices for goods and services. Therefore, before starting a business in the EU countries, a thorough analysis of the potential market in modern realities should be carried out.

Business immigration in 2022 opens up new unique opportunities for entrepreneurs around the world. In many countries, comfortable conditions are being created for the organization and development of business in order to attract foreign investment, strengthen the economy of their own state and improve the quality of life of their own citizens in general.

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## **COMPARATIVE ANALYSIS OF THE COMPLEXITY OF DOING BUSINESS IN THE REPUBLIC OF BELARUS AND THE USA**

### **Сравнительный анализ сложности ведения бизнеса в Беларуси и США**

The objective of this study is to determine the complexity of doing small and medium-sized businesses in the Republic of Belarus and the USA.

385,028 small and medium-sized businesses operated in the Republic of Belarus at the end of 2021, which is 101.1 % by 2020. According to the figures, we can talk about the presence of a positive growth dynamics in the number of small and medium-sized businesses, however, it is difficult to build a forecast for the end of 2022 and the beginning of 2023 due to the decree “On temporary measures to stabilize prices”. 99.9 % or 30.2 million — of businesses in the United States fall into the small business category. It’s estimated that these small businesses combined have around 60.6 million employees, which accounts for 47.1 % of all employees in the US. A recent study by US Bank has shown that 82 % of small businesses fail due to problems with cash flow. The main challenges for US small businesses in January 2020 are shown in Chart 1, %:

