

the negotiations to choose the right place for the meeting, to set the goals and objectives of these negotiations.

What innovations contribute to the simplification of negotiations? An example of innovation with foreign companies can be the introduction of a smart contract. Its purpose is to realize a commercial operation through a computer network without the participation of intermediaries. The parties sign a smart contract using methods similar to signing a send of funds in live cryptocurrency networks. After signing by the parties, the contract is saved and comes into force. Now this topic is very relevant, and is gradually being introduced to Belarus.

Thus, the use of a competency-based approach in negotiations will allow us to systematize the processes of successful negotiations, providing a profitable, satisfying end for both parties, and innovations can take us to a new level. Considering all these factors it should be noted that entering into business contact with foreign business partners, you are always a representative of not only your company, but also your country.

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FEATURES OF DOING BUSINESS IN KENYA

Особенности ведения бизнеса в Кении

Every year, there are fewer and fewer opportunities for setting up and doing business in the world: most markets are oversaturated with manufacturers and a variety of goods. Entrepreneurs seek to explore new markets for goods and services. Thus, the issue of determining the features of doing business in African countries, for example Kenya, where the business sector is in a state of development, is becoming increasingly important.

The purpose of this scientific work is to analyze statistical data and highlight the benefits for doing business in Kenya.

Doing business is measured by the following metrics [1]: ease of starting a personal business (starting business, hiring staff); comfortable business location (dealing with construction permits, getting electricity, registering property); assessing finance (credit, protecting minority investors); dealing with day-to-day operations (paying taxes, trading across borders, contracting with the government); work in a safe business environment (enforcing contracts, resolving insolvency).

According to the Doing Business database 2020 Ease of doing business ranking, ease of doing business was: in Morocco — 73.4 (53rd), Kenya — 73.2 (56th), Namibia — 61.4 (104th), Côte d'Ivoire — 60.7 (110th place), as well as in Egypt — 60.1 (110th place). In total, there are 190 countries in the ranking, of which Belarus is in 49th place with a score of 74.3, and New Zealand took the highest place — 86.8 DB score [1]. The above data allows us to establish that the climate for doing business in several African countries such as Morocco, Kenya, Namibia is quite appropriate.

In 2018–2019, a number of Doing Business reforms were carried out in Kenya. It has improved and empowered the business management apparatus [1]: has made the process of obtaining construction permits more transparent by providing online access to processes. The lower taxes; empowered the reliability of electricity supply by improvement of its existing infrastructure and by opening a new substation in Nairobi; makes it easier to access loans by making online registration process accessible; empowered minority investor protection; has simplified the tax payment system. Implemented online submission and payment of social package contributions; made resolving insolvency easier by modernization of the debtor's business during insolvency proceedings.

In the world, Kenya ranks 46th in terms of its area, and the population is more than 57 million people [3]. Today it is one of the most dynamically developing African countries (GDP for 2019 was 177.954 billion, and the Human Development Index is 0.601 — average) [2]. According to statistics from the Take-profit. org exchange portal, the unemployment rate in Kenya for 2021 was 6.6 % [4]. High unemployment indicates the presence of free workers, allows you to predict the possibility of investing in production, building new enterprises in Kenya. The literacy rate of young people from 15 to 24 years old is 85.9 %, which provides building for the foundation of well-trained employees [3].

Thus, Kenya is a profitable country for doing business because of low taxes, high level of education (foundation for building up skilled staff), high unemployment, easy access to credit, access to reliable power supply, simplified tax collection system, access to reliable power supply, and also help to debtors and investors protection. Constant reforms to improve the conditions for doing business allow us to draw a conclusion about the flexibility of the state apparatus and the desire to provide a comfortable environment for doing business.

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