

Reason number six is that there are no barriers to opening and running a business. For example, you can be at home somewhere in Minsk or St. Petersburg and open a legal entity online in the UK. To do this, you need an identity document. It can be a passport, a driver's license or a document certifying your address. In general, any non-resident of the UK can open a legal entity in England in 24 hours. And it is quite inexpensive, that is, it costs from 25 to 500 pounds to open a legal entity.

The seventh reason is state support. The state support here is enormous. If you have moved to the UK and you are a director and a resident, or you have a resident director and it is not you, you can get funding from various sources. Number one is the state, all kinds of grants. In England, there is a grant system for technology companies. There are, respectively, various PPP schemes, investments from a business bank and a bank patent. There is a great number of benefits in the UK for both large and small companies. Therefore, companies such as Facebook and Google have moved their European «daughters» to London. These benefits are calculated by the companies themselves, for example, you can return up to 30 percent of your research and development expenses, even if you hired contractors from another country for this. There are also benefits that apply to investors who invest in these companies.

Having studied and considered the reasons and conditions for doing business in the UK, we can assume that it is really worth starting a business there. Registering a company in the UK is financially affordable, which makes it one of the easiest in Europe.

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SPECIFICS OF PROMOTING IT SERVICES IN THE INTERNET SPACE OF BELARUS, THE USA AND THE UAE

Особенности продвижения ИТ-услуг в интернет-пространстве Республики Беларусь, США и ОАЭ

The purpose of our study is to identify the specifics of verbal and non-verbal promotion of IT services in the Internet space in Belarus, the USA and the UAE.

Digital marketing helps businesses and retailers promote their products and services at a reasonable cost and through effective methods of targeting audiences

and influencing their purchasing decisions. Digital marketing provides the ability to track and analyze user behavior on websites, social media and other digital programs by measuring reach, conversion and audience engagement.

The choice of the research topic is due to the fact that nowadays the number of IT companies is rapidly growing in the whole world and all of them encounter the same issue with promoting their products and services. It will be beneficial to find out how cultural differences affect promoting IT services in the homeland of the Internet (the USA), the main business hub of the world (the UAE) and the country with rapidly growing IT sector (Belarus).

To solve the listed set of tasks we analyzed the top IT companies of each country and their main digital marketing strategies. That gave us a vivid picture of the specifics of promoting IT services in these countries. As materials for the study we used websites, blogs and social networks (Instagram, Twitter, Reddit).

The leaders of the IT market in the USA are Apple, Alphabet and Microsoft. After analyzing the marketing strategies of these IT giants, we found out that the companies are constantly studying their target audience, which allows them to develop strategies that will affect the consumer on a psychological level, thereby stimulating them to buy. They perfectly picture a portrait of their regular customers and try to please loyal customers in every possible way. Their digital marketing features can be reduced to constant modernization of offers, improvement of quality and introduction of new services and products that most likely will be appreciated by the customers.

After analyzing Amazon, Oracle and Etisalat as the main players of IT market in the UAE, we could draw a conclusion about the main trends that allow not only to survive in difficult COVID times, but also to attract new customers, successfully retaining old ones. Companies focus not only on innovations in their field, but also pay maximum attention to market segmentation, distribution of their services and products. It is important to note that for such a specific region the price factor is very important. It allows these companies to successfully interact with the target audience and capture its various segments.

The biggest companies in IT sector in Belarus are EPAM, IBA and Wargaming. After analyzing the marketing strategies of these companies, we could see a striking difference from the leading companies in the US and the UAE regions. Companies in Belarus are more focused on the human component of their business: a large amount of investment goes to support the company's image and its social activities. The audience in Belarus is interested not so much in the innovativeness of the product, as in its image and the image of the company itself. A large reach of the target audience is achieved through social events and forming partnerships with other businesses that have weight in the eyes of potential buyers.

The analysis allows us to draw the following conclusions: specifics of promoting IT services in the Internet space of Belarus, the USA and the UAE differ

a lot. Companies in the US focus on pleasing their customers by implementing their needs in company's products and services, while the UAE companies focus on innovation and market segmentation. Digital marketing in Belarus differs a lot from the USA and the UAE – companies mostly focus on their brand image and social activities.

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ESSENCE AND FEATURES OF INTERNATIONAL INVESTING

Сущность и особенности международного инвестирования

At the moment, the most important condition for the economic success of the state is increased competitiveness. It is achieved through the modernization of national production, the development of advanced technologies, which is impossible without attracting investment. Under conditions of limited resources, one of the important sources of formation and expansion of the high-tech sector is the attraction of foreign capital in the form of foreign direct investment.

Investments can be classified according to various criteria. The main feature of the classification is the object of capital investment, on the basis of which direct and financial investments are distinguished.

Direct investment is the investment of funds in real assets in order to make a profit. It is possible to participate in the management of the enterprise.

Financial investment is acquisition of assets in the form of securities. They by themselves do not give an increment of real material capital, but they are able to make a profit, in the absence of the possibility of managing the enterprise.

Depending on the form of ownership of the invested funds, private, national, foreign and joint investments are distinguished. As a rule, export-oriented countries benefit more from foreign direct investment than countries focused on import substitution.

In the Republic of Belarus, great attention is paid to attracting direct investment. There is a big difference in investment between the capital and the rest, thus it tells us that the other regions lag behind the capital with their technologies at enterprises, which is not a good indicator. All of the above can lead to the fact that the capital and the metropolitan region will develop rapidly, unlike other regions, which will lead to a large imbalance, because the regions of the country will not be