

head fabrics of domestic and industrial purposes, taking into account features of equipment installed at the enterprise. New approaches to the principles of construction and design of fabric structures, adapted to the conditions of production and the technical features of specific textile companies allow you to design fabric of any degree of complexity, both of domestic and industrial purposes.

This department also offers services to develop structures, drawings and manufacturing technologies of double-layer jacquard curtain fabrics with a double-sided pattern. Originality lies in new approaches to the design of decorative fabrics for the manufacture of curtains, in non-traditional principles of the construction of two-layer structures, combining new approaches to the rhythm of color warping in order to obtain a large number of colors, both at the face and the back side of the fabric. To achieve variety of shades, textures and pattern expressiveness new double-layer weaves are used, allowing to create a two-side effect. Due to the use of asymmetric warping and different raw materials in the upper and lower layers in combination with new weaves and special arrangement of a jacquard pattern, the double-sided effect and the imitation of a mono pattern of curtains (bedspreads) is achieved.

Thus, international student mobility seems to be potentially the most rewarding segment of the market. So, many countries in the world can benefit from innovations in textile and light industries coming from the students of the EI "VSTU". Hopefully, despite all challenges, our students' mobility will also contribute to the global knowledge economy.

УДК 338.001.36

## EASE OF DOING LOCAL BUSINESS: BENCHMARKING STUDY

*Stepanov D.A., a teacher, Denisenko A., a 4<sup>th</sup>-year student*

*Vitebsk state technological university, the Republic of Belarus*

The best countries for entrepreneurs do not necessarily have the biggest economies. In fact, based on a new report by the Organization for Economic Co-operation and Development, four of the 10 best countries for entrepreneurship have among the smallest economies in the developed world. While it is no surprise that the United States and the United Kingdom are among the best countries for entrepreneurs, most businesses would not put Portugal or New Zealand among them.

In order to determine the best countries for starting a business, the OECD took into account the time it takes to start a business, the number of procedures necessary to start a business, the cost of following through with those procedures compared to national income per capita, and the minimum paid-in capital necessary as a percentage of income per capita. Based on this data, 24/7 Wall St. identified the 10 countries where it is easiest to start a business.

Just because it is easy to start up a business does not mean that small businesses are being started or that they comprise a large part of the economy. While New Zealand is one of best countries to start a small business, it ranks 21 out of 29 countries (where data was available) in the percentage of people working for small businesses. Meanwhile, the country ranks third in the percentage of people who work for large companies.

24/7 Wall St. also looked at the countries' total gross domestic product and GDP per capita, anticipating a correlation between the ease of starting a small business and the strength of the economy. However, no relationship was apparent. While several of the best countries for entrepreneurs are among the largest countries in the world, such as the U.S. and France, smaller economies such as Chile and New Zealand also made the top 10.

The OECD also looked at the perception of entrepreneurship among citizens, including perceived opportunities to starting a business, the percentage that believe they have the skills to start a business, those who believe the fear of failure would prevent them from attempting to start a new venture and the high status of successful entrepreneurs.

Based on the OECD report, perception does not necessarily produce good opportunities. For example, while Switzerland has the eighth-worst score for starting a new business, residents had the seventh-highest perception about opportunities. Meanwhile, South Korea is the seventh-easiest country to start a small business, but only ranked 25th in perception out of 34.

	No. of procedures necessary to start a business:	No. of days to start of business	2010 GDP, \$	Employment by companies with 250+ employees, %
Chile	7	7	203 billion	n/a
Portugal	5	5	230.6 billion	20.9
France	5	7	2.6 trillion	39.5
South Korea	5	7	1.03 trillion	26.1
United Kingdom	6	13	2.2 trillion	48.6
Ireland	4	13	205.7 billion	26.2
United States	6	6	14.7 trillion	52.8
Canada	1	5	1.6 trillion	n/a
Australia	2	2	1.1 trillion	n/a
New Zealand	1	1	134 billion	42.1

Table 1: 10 countries that are best for entrepreneurs

The situation in Belarus is very different from the world's leading countries. Belarusian government recently reaffirmed its desire to become a top-30 nation in the World Bank's Doing Business Report. To assess how well local authorities across the country pursue this goal a number of Belarusian organizations hold a special competition – "The Best Town/District and Oblast for Doing Business in Belarus".

The latest competition results were announced at the Assembly of the Business Circles of Belarus at the end of February. Now the Belarusian business community and potential foreign investors know where their entrepreneurial activity can yield the highest profit in 2013. But because of the voluntary and populist methods of economic governance in Belarus both entrepreneurs and officials are skeptical that the country will land in the top-30 of the most favourable places to do business.

The competition compared business climates in all Belarusian towns and regions and identifies where a local or foreign businessman can enjoy more favourable conditions for doing business.

The study assesses various factors, including the number of small enterprises per 1,000 inhabitants and the share of small businesses in the overall number of the employed, the amount of taxes paid and investments. It also takes into account opinions of local business associations about the attitudes of local authorities to businessmen, the image of entrepreneurship in local media and opportunities for young people and particularly women to run their own business.

This year the authorities of 76 (out of 118) districts submitted their documents for the competition, the highest number ever. This could be an indication that local authorities are becoming increasingly interested in attracting private investments.

The assessment results revealed a number of interesting facts. For example, the city of Minsk has the biggest share of population employed by small enterprises (more than a quarter of the working population). In the east of Belarus this share is significantly smaller than in the West. In some districts of the east less than three percent of the population work for private firms.

The share of taxes paid by small businesses is the highest in central Belarus. In some districts the share reaches a half of all the taxes collected. In eastern Belarus this share is generally the lowest.

Perhaps, the most telling data concerns capital investments by small businesses. It shows where in Belarus entrepreneurs feel more secure and can make long-term plans. According to the competition jury, after the 2011 economic crisis there were simply no "safe havens" for long-term investments in the country. However, in some regions of Belarus private investors are still active. For example, certain parts of central Belarus receive more than 40% of all investments from small businesses. Whereas, in some areas in the West this indicator is close to zero.