

AREAS OF FORMING THE EXPORT STRATEGY OF UKRAINE

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Aim of the article is to study the main features of Ukraine's foreign trade and determine the directions of development of the export strategy of Ukraine.

In this work the current state and trends of development of foreign trade relations of Ukraine are analyzed, comparative characteristic of indicators of foreign trade of Ukraine and individual countries of the world is given.

The article also examines the effectiveness of concluded free trade agreements between Ukraine and Canada and the consequences of Ukraine's accession to the Pan-Euro-Med agreement.

Special attention is paid to the studying of current state and peculiarities of organization of the export strategy of Ukraine. It is determined that the scope, structure and organization of state support of export in Ukraine are in a very unsatisfactory state and do not answer the requirements of economy of the modern state.

To determine the guidelines for developing the export strategy of Ukraine, the experience of state support programs for exports in Poland was analyzed. These programs are characterized by a wide spectrum of actions and various support instruments.

Among basic directions of the Polish programs of development of export marked: irrecoverable financial assistance for the orga-

nization of export production for small and medium enterprises; a wide network of advisory institutions that provide organizational and legal support in promoting Polish goods to foreign markets; provision of preferential loans and export guarantees to exporters; financing granting the delay in payment of contracts for importers.

Based on the study, there were developed proposals to improve the mechanism for stimulating exports in Ukraine: the development of an export insurance agency; creation of trade missions abroad; financial assistance for the development of export programs, especially for small and medium enterprises; creation of conditions for the facilitation of granting importers a delay in payments under contracts with Ukrainian exporters; development a network of consulting centers for exporters; organizational and financial support for searching the outlet and promotion the products to foreign markets; development of national cluster programs.

It is necessary to work on improvement of already existing free trade agreements in triangle of Ukraine-EU-Canada, including for regulation of the rules of origin of goods.

Also, intensification of cooperation within formal and informal regional associations of the Baltic-Black Sea region should significantly improve the export potential of Ukraine.