

FORMATION OF COMPETITIVENESS OF ENTERPRISES OF THE SOUTHERN REGION THROUGH INNOVATIVE LOGISTICS DEVELOPMENT OF EXPORT POTENTIAL

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Dynamics of gross regional product per capita as the main indicator of the competitiveness of the region in recent years suggests that the southern region of Ukraine belongs to the category of backward and the gap between the region and average in Ukraine is growing. In the southern region clearly held a stable export-import relationship, the regional major exporters are also the largest importers in the region. The main increase in exports of goods in the southern region over the past 5 years is due to the development of domestic production and export opportunities, protection of domestic market from the import

of goods by supporting local producers, the availability of natural raw material resources for export. The lack of effective mechanisms for increasing exports remains one of the significant reasons of low competitiveness of the economy. Innovative-logistics development of the export potential of enterprises is a source of competitive advantage of enterprises of the southern region. The improved position in the global market is possible only provided that the relevant export policy and the introduction of innovative logistics development of the export potential of enterprises in the region.