

THE STATE AND PROSPECTS OF DEVELOPMENT OF EXPORT POTENTIAL OF THE MARKET OF ROAD TRANSPORT SERVICES

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Transformation processes in the market economic system led to the reform of the mechanism of state regulation in all spheres of the national economy, including one of the important areas of road transport. The stated measures on demonopolization and deregulation of government in important areas of the economy should contribute to changes in the forms and methods of regulation of activity in the market of transport services in an effective competitive environment. One of such measures is the demonopolization and deregulation of potentially competitive markets for road transport and their development, providing an access to new members to them. In addition, there remains a question of the settlement of the issue regarding the conformity of the legislative framework in the field of road transport with the provisions of international law that will improve efficiency in transportation of passengers and cargoes by motor transport, introduction of effective monitoring of the functioning of the road transport market and European conditions of access to the transport market.

The implementation of these measures necessitates the study of measures of the

development of transport infrastructure and export of road transport services in order to increase transit potential as a competitive advantage of the country.

One of the important types of the state economic policy is an innovative policy in the market of transport services, because road transport is one of the most knowledge-intensive industries of transport, which involves the introduction of scientific-technical decisions directed to decrease negative influence of motor transport on road safety and the environment, improve the quality and safety of transportation, and improve the efficiency of road transport.

The market of road transport services is an important component of the transport industry; however, the decline in exports of road transport services limits opportunities for improving the competitiveness of the national economy. The development of export potential is limited by factors such as: the lack of transport infrastructure and considerable wear, a high level of consumer and industrial prices, weak state support for exports.

The need for modernization of transport infrastructure for the promotion of road

transport services is caused by increased integration of the national transport system into the European one and the increase of transport services export. It is the high potential of export of transport services that will

enhance the efficiency and competitiveness of the sector and implementation of transit potential of the transport system as a strategic direction of development of the road transport industry and road infrastructure.