

Існує думка, що загальнолюдські цінності обґрунтовуються виходячи з етології, наприклад, як цінності, збереження яких сприяє збереженню людського виду.

За іншою точкою зору, домінуючі моральні цінності виділися в результаті процесу цивілізаційної конкуренції. Цивілізація, який досяг успіху в такій конкуренції, стверджувала свої цінності як «загальнолюдських».

Прогрес більш розвиненого суспільства йде за рахунок деградації освоєваних, які потрапляють в залежність від світового керуючого центру, безповоротно втрачають не тільки інтелектуальні ресурси розвитку, але і здатність їх виробляти. Відбувається «шаблонізації» способів життя, коли розвиток слабких країн відбувається за наданими передовими країнами шаблонами, за допомогою використання інформаційних технологій в якості керуючого і змінює свідомість початку. Але на сучасному етапі розвитку є шанс для таких країн піти від такої залежності і знайти свій шлях, якщо вони не будуть забувати своє коріння, традиції, цінності.

У глобальному світі, як свідчать результати численних досліджень останнього десятиліття, розвиваються і процвітають ті країни, які на перше місце успіху поставили історично накопичені цінності, традиції і духовність. Саме через звернення до культурно-ціннісним, духовно-моральним засадам тільки і можна практично реалізувати імператив виживання людства, не допустити скочування його в небуття, чому сприяє гламур як нинішня форма потреб. В єдності трипостасевої природи людини як біо-соціо-духовної істоти і структури її діяльності сьогодні актуалізується духовна іпостась, з якої власне і пов'язана людяність. Ми повинні віддавати належне людського виміру, якому притаманні не тільки знання, інформація, а й національну свідомість, духовність, культурні цінності, трудовий менталітет і творчі мотиви, які будуть визначальними у створенні нового здорового органічного суспільства.

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THE CANADIAN MARKET: FREE TRADE AND ITS POSSIBILITIES FOR UKRAINIAN EXPORTERS

Thanks to the 1.3 million Canadians who claim about their Ukrainian origin, we have deep personal and cultural ties, which pass through several generations. Last year, we celebrated the 125th anniversary of the beginning of immigration

Ukrainians to Canada, therefore based on these ties, Canada and Ukraine can significantly strengthen their cooperation for the mutual benefit.

Finally, after the completion of the ratification procedures, the Agreement on free trade between Ukraine and Canada (CUFTA) came into force on the 1st of August 2017. CUFTA is the first transatlantic free trade agreement, concluded by Ukraine, which provides duty-free access for 98% of Ukrainian goods to the Canadian market, and also contains a number of provisions that will stimulate economic rapprochement between the two countries.

This applies, first of all, to both industrial and agricultural goods (except for 108 tariff lines that can be exported without customs within the limits of Canada's global quotas). In addition to these product groups, it will also be interesting to export services, especially in the areas of information technology and of course, textile products and shoes, etc.

Like Canada, Ukraine has a free trade agreement with the European Union that enables companies to implement duty-free trade within a large economic bloc [1].

For example, if you take into account the Ukrainian IT sector that is developing rapidly, the first Ukrainian IT mission in Canada took place during the Branham 300 Launch Event in May 2017, where Ukraine was a special sponsor, this event was accompanied by more than 50 meetings with leading Canadian IT companies.

Thus, 17 Ukrainian enterprises in the field of information technologies have support in the development of partnership relations, which comes from the Government Office for Export Promotion (EPO), which operates in close cooperation with the Canada-Ukraine Trade and Investment Support Project (CUTIS) – a five-year development support project funded by the Government of Canada through the Department of Foreign Affairs of Canada (Global Affairs Canada) and implemented by the Conference Council of Canada and the Canada-Ukraine Chamber of Commerce. Both EPO and CUTIS have identified IT sector as a priority sector for business relations between Ukraine and Canada. Increasing exports by Ukrainian companies in the technology sector can contribute to achieving the objectives of the project – reducing poverty and accelerating sustainable economic growth in Ukraine [4].

The population of Canada and, accordingly, the Canadian market are diverse and rather heterogeneous. Such a multiculturalism of Canada opens up great opportunities for business subject to a detailed market study with the aim of finding the target consumer.

Although the Canadian market may seem far away, and shipping goods to Canada may look expensive and long lasting, technological progress allows not to take into account long distances in international trade in the twenty-first century [2].

Undoubtedly, transport costs determine the potential access to foreign markets, and the cost of delivery affects the variable costs of doing business. Besides, long distance can be a problem if the goods are perishable (e.g., fresh fruits and vegetables). In this particular example, it will be better to choose sea transportation with temperature control.

If it is impossible to fill the entire container with your own goods, you should join the cargoes, consisting of many separate shipments. After all, long sea transportation also has the advantage: according to some estimates, an additional

kilometer of overland transportation will be seven times more expensive for an additional kilometer by sea.

So, now the logistic and shipping company offer individual customized solutions for the delivery of cargo anywhere by air, sea, rail, road [3].

If you'll analyze the situation of pears imported from China, wine from Chile, you'll see that these products are sold at relatively reasonable prices in supermarkets of Ukraine. Thus, according to the portal Distances Sea, from Shanghai to Odessa (8379 nautical miles distance) and the road takes 35 days. In the case of Chile, time and distance are almost the same. The transportation for so many kilometers can not be cheap either. In addition, due to the fact that Ukraine now has free trade with China and Chile, and the goods are imported with the payment of import duties on the Ukrainian border [4].

It should also be noted that the Ukrainian exporter will face the competition of American and other foreign producers in the Canadian market. However, this competition will encourage him to improve its products and offer new values to Canadian consumers.

Time waits for no man, therefore, Ukrainian exporters now need to explore the Canadian market and the tastes and preferences of Canadian consumers in relation to their products in order to start to export the first batch of goods without payment of import duty.

And the free trade agreement really opens a lot of opportunities for Ukrainian exporters, given the significant and immediate cancellation of import duties, and Canada has a huge Ukrainian Diaspora, which can serve as a bridge to Canadian consumers, distributors, agents, retailers and the like.

Because of the fact that Canada is a very diverse country with multinational population, this diversity is a strength of Canada and a good opportunity for Ukrainian exporters, to find a new market for their goods.

In fact, there is no single solution for all exporters to resolve the issue of the distance between Canada and Ukraine.

Yes, it is true that the margins on goods in the Canadian market are low, but transport costs (which, in turn, are not constant, because the rates are constantly changing) can impact on competitiveness. However, distance is not a problem since the development of transportation technology offers a variety of options to reduce costs and to optimize the duration of the transportation to Canada.

Thus, the Canadian market is closer than it may seem at first, so don't be afraid to conquer new markets, even if they are far away.

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