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FORMATION PROGRAM FOR THE DEVELOPMENT OF EXPORT POTENTIAL OF UKRAINE

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This article investigates the baseline conditions of Ukraine's export. The foreign experience of export potential development of the country is considered. The necessity of the modernization of the transport system in general and the marine industry in particular for the balanced development of Ukraine's exports is grounded. Priority directions of the maritime industry development are provided. The program for the development of Ukraine's export is proposed.

Keywords: export potential, external economic potential, transport system, maritime industry, maritime ports, shipping companies, shipyards.

Statement of the problem. Due to the current trends in the geopolitical situation in the world Ukrainian export experienced significant changes. Over the past several years, the decrease in export products from Ukraine is observed. Thus according to the results in 2014 the value of export fell almost to the values of 2010 and run at \$53.9 billion comparably to \$62.3 and \$68.8 billion in 2013 and 2012 accordingly. Taking into account that the share of exports in GDP of Ukraine is about 50% (49.2%) negatively affects both the balance of payments of the country and the economy as a whole.

Due to the fact that the EU market is glutted with its own output production, Ukraine can supply it only with raw materials nowadays.

If the government wouldn't activate the measures of Ukrainian export support (the adaptation of European standards, creation of export agencies, transport systems, etc.), the decline rate of Ukrainian export can be much higher in the future.

Analysis of recent research and publications. A lot of scientists have publications, which are dedicated to the review of problem on development of export potential and its individual structural elements, they are: Kibik O.M., Kotlubai O.M., Hovrak I.V., Hayminova J.V., Romanenko K.M. [6; 7; 8] and others. The problems of oriented-on-export enterprises in various industries, the questions of European integration and its impact on export potential of Ukraine and separately the problems development of marine industry are examined.

Unresolved components of the general problem. However, as a rule, the issue of development of export potential are considered at the micro level, or for specific sectors without considering the specificity of their interaction and interpenetration, the role of part of the transport system is not considered in general and the marine industry in particular. Modern economic and political trends require preparation of the program for the development of export potential of Ukraine based on international experience and considering the development of the transport system.

The purpose of the article. The main aim of research is to study the basic problems of Ukraine's export and the program development for their settlement.

The main material of the research. World globalization and the development of international

trade create favourable conditions for the development of national economy, one of the main parts of which is export potential. Export potential of the country is formed by the potential of companies, which are independent participants of international business activity [1].

According to the 2014 results Ukraine's export to CIS countries fell to \$7 bln. Because of the prohibitions and restrictions, Russia was supplied less of Ukrainian goods for \$5.2 billion in 2014. Removal of EU import surcharge fell short of expectations to compensate the losses of Ukraine at the CIS market. Ukraine's exports to the EU increased just for \$0.331 billion per year. In December 2014 the \$0.52 billion decrease in exports of Ukraine to the EU was observed compared to December 2013 [2].

In the first half of 2014 growth of Ukrainian export to the EU amounted to 14.9%. For the first nine months of the last year growth in exports to the EU amounted only to 12.3%. Based on analysis of the data of 2013, three quarters and 2014 in total, the 22% fall of Ukrainian exports to the EU in the IV quarter is observed [3]. It's connected with the falling of steel industry export in 2014 to 13.1% (to all countries of the world), and in December – to 31.7%.

As known the world economy is divided between countries. There is a tough US presence in Latin America and EU and China – in Africa. Prospective sales markets for Ukrainian food products can be India and Arab countries. At the US market the best perspectives for the Ukrainian export are agro-industrial sector, information technology sector and in the aerospace industry [4].

Analysis of international experience shows that almost all countries regulate and stimulate foreign economic activities at the macro and mesolevel. Export support abroad is a whole system of interacting and interrelated governmental and non-governmental institutions, which include ministries and departments, specialized agencies and expert centres, financial institutions, diplomatic missions and more.

In the majority of countries special departments are set up, which are delegated by the state to regulate foreign trade.

The experience of many countries that are recognized as oriented-on-export and established successful export structure long time ago and can be adopted. They are, for example, Germany, Austria and Denmark in Europe, South Korea in Asia,

Mexico and others in the USA. Not everything will work here as it works there, but successful approaches, for example of Lithuania or Canada, can be taken as a basis. The main thing is that we have basic elements.

Analyzing the structure of the current Ukrainian government, it can be mentioned that all theoretically corresponds to the situation of Canada or Lithuania. External relations are provided by two departments – the Ministry of Foreign Affairs and Ministry of Economy and Trade. The first is represented by Ambassador abroad. The second have to provide information on the state of the national economy and export potential, to study the interests of the host country by economic adviser at the embassy.

The difference is only in the absence of Ukrainian export-credit agency. Ukraine loses often due to the fact of deficiency of such institution, and therefore its companies lose out to foreign companies. The big problem is also the lack of understanding of the role of non-governmental organizations, who are the exports promoters.

Export duties are another major problem that prevents the development of exports to Ukraine. In the United States, Germany, Britain, Sweden the customs duties make few percent of budget revenues. For Ukraine – it's the third part. In 1993-1997 Ukrainian export can be compared with exports of Turkey, Poland and the Czech Republic. During the 2011-2014 it dramatically came down and now it amounted to 25-30% of index numbers of these countries (Poland – \$218 bln, Turkey – \$176 bln, Czech Republic – \$147 bln, Ukraine – \$52 bln) [5].

In the age of economic globalization the regions face the new challenges in social and cultural capital forming, human capital development, including the intercultural skill training of personnel for development of foreign economic potential.

For foreign colleagues our cultural characteristics are difficult, sometimes they are like impassable barrier to build a mutually beneficial economic relationship.

Formation of regional culture at the basis of cultural interaction will shape a strategy that structures the development of foreign economic potential in four main interacting levels: business, industry, country, international environment.

It is necessary to draft the Code of regional economic culture, as well as programs for study and use of the most successful methods of intercultural interaction at all levels of foreign economic relations as well as for the region and for the country in general.

The problem of corruption eliminating also requires fundamental reforms in Ukraine. Until this problem is resolved, Ukraine will not be able to get the most out of trade and economic preferences from the EU.

The transport sector is the circulatory system of the economy of any country, that's why the problems of its development should be tended. The advanced and modern transport system is key notion to the development not only of the economy as a whole, but also the export sector in particular.

Analysis of world trends in the development of transport shows that any country can't control the risks of its economy, without strong shipment items.

The characteristics of transport services directly affect the completeness in economic relations within the country and abroad, as well as the movement possibilities of all segments of the population for satisfaction of production and social needs.

Transport is an independent sector of the economy that has its own export potential. A transportation provision of the foreign trade that is foreign trade transportation is a major part of transport services exports.

According to the experts' research, the export potential of Ukrainian transport sector is significantly undervalued and underused, the deployed system supporting exports and access of Ukrainian goods to the markets of other countries are required.

Export potential of transport can be realized by means of compelling infra-structure. Economic interaction between transport markets and infrastructure services should be compelling and complementary, forming one single unit for cargo owners, other customers and consumers of the services.

The most important issue is the technical and technological lag of transport system of Ukraine, compared with the developed countries. Ukraine is not ready yet for widespread use of modern technology.

The transport system of Ukraine is currently experiencing a period of stagnation. If we analyze the development of the transport system and its individual elements during the existence of Ukraine, it is possible to conclude that the necessary funds for infrastructure development in the state run short all the time. Unfortunately, Ukraine during its development basically used only the extensive development path and accordingly being given a purely raw-exports role of the developed countries. Low cost of goods, lack of innovation development leads to a lack of proprietary funds of private enterprises for their own development.

One of the main reasons for the low innovation activity is insufficient scope of finance, especially concerning the science [6].

In the transition to intensive, innovative socially-oriented type of development, the country aims to become one of the leaders of the global economy and requires reasonable strategic decisions on the development of the transport sector for the long term perspective.

The central tasks of the state in the functioning and development sphere of the transport system of Ukraine are the following: arrangement of conditions for economic growth, competitiveness of the national economy and quality of life through access to safe and high quality transport services, maximum use of geographical features of Ukraine, balanced development of efficient transport infrastructure, provision of accessibility and transport and logistics services in the sphere of freight transport, integration into the global transport field, realization of the transit potential of the country, improving the safety of the transport system and so on.

Due to the fact that Ukraine is the maritime state, one of the main issues facing the country is the development of the maritime industry, key elements of which are sea ports, shipping companies and shipbuilding factories. The issue of the maritime industry must be given sufficient atten-

tion from the State, as this field being an element of export potential in addition also relates to the strategic sectors of Ukraine.

Maritime field also plays an important role in social and economic development of coastal regions. There is a direct correlation of some port cities and even regions of stable operation of maritime industry companies.

On the basis of the studies [7,8,9] the main priorities of the maritime industry development in the medium term can be determined:

- optimization and structural transformation of the maritime industry of Ukraine;
- development of scientific, technical and industrial potential of the maritime industry;
- improving the regulatory framework to ensure the functioning of all structural elements of the maritime industry of Ukraine;
- improving the attractiveness of the ports to attract new cargo flows and investments;
- creation of a reliable material base that fits in quantitative and qualitative terms the requirements of the national economy, foreign trade, international standards of transport systems;
- improvement of navigation, environmental and technological safety in ports;
- creation of appropriate financial and credit conditions for Ukrainian ship owners for vessels construction and to improve the competitiveness of the domestic shipbuilding industry in the international shipbuilding market;
- establishment of the International Vessel's Register of Ukraine;
- creating appropriate stimulating economic conditions for shipment of both Ukrainian and transit goods by internal waterways.

Based on the above for full use of export potential, in our view, the following set of measures should be taken:

- to ensure the institutional development of the export sector using foreign experience;
- to simplify customs procedures;
- to create the conditions for the application of exporting enterprises results of research in full, as its' done in developed countries, as well as the introduction of technological innovations;
- to modernize the domestic industry, for the improvement of quality and competitiveness of the products;
- to modernize the infrastructure of the transport system in general and the marine industry in particular;
- to provide training at the enterprises for qualified personnel in the field of exports;
- to provide tax and other benefits for exporters.

The implementation of these and other measures in the context of Ukraine's export potential will be possible only with reforms in the economic, legal and social sphere.

Conclusions. Justification of its export potential directions is the topical issue which faces Ukraine. After all, provision of export development is a priority for any state that takes care of the world market and its economic growth. Addressing export development should be carried out in conjunction with the development of the transport system as a whole and its maritime field in particular. This development will provide a multiplier effect of the economy development for the whole country in the future.

Implementation of the proposed program will improve the competitiveness of Ukraine as an exporter, which will have a positive effect for future intensive work of the government of Ukraine on building-up of its exports to other countries, that in its turn will provide an acceptable level of diversification of sales markets.

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ФОРМУВАННЯ КОМПЛЕКСУ ЗАХОДІВ РОЗВИТКУ ЕКСПОРТНОГО ПОТЕНЦІАЛУ УКРАЇНИ

Анотація

Досліджено сучасний стан експорту України. Розглянуто закордонний досвід розвитку експортного потенціалу країни. Обґрунтовано необхідність модернізації транспортної системи загалом та морської галузі зокрема для збалансованого розвитку експорту України. Визначено пріоритетні напрями розвитку морської галузі. Запропоновано комплекс заходів щодо розвитку експорту України.

Ключові слова: експортний потенціал, зовнішньоекономічний потенціал, транспортна система, морська галузь, морські порти, судноплавні компанії, суднобудівні підприємства.

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ФОРМИРОВАНИЕ КОМПЛЕКСА МЕРОПРИЯТИЙ РАЗВИТИЯ ЭКСПОРТНОГО ПОТЕНЦИАЛА УКРАИНЫ

Аннотация

Исследовано современное состояние экспорта Украины. Рассмотрен за-рубежный опыт развития экспортного потенциала страны. Обоснована необходимость модернизации транспортной системы в целом и морской отрасли в частности для сбалансированного развития экспорта Украины. Определены приоритетные направления развития морской отрасли. Предложен комплекс мероприятий по развитию экспорта Украины.

Ключевые слова: экспортный потенциал, внешнеэкономический потенциал, транспортная система, морская отрасль, морские порты, судоходные компании, судостроительные предприятия.

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BASIC PRINCIPLES OF UKRAINIAN CONSTITUTIONALISM IN THE EUROPEAN DIMENSION

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The article is dedicated to the essence and the functional links between the rule of the, the supremacy of human rights and the constitutional democracy as of the main principles of the European constitutionalism during the European integration. The author states that nowadays these principles gain the huge value to Ukraine because of the country's aim to form the democratic society and the state with the rule of law using the European standards and values.

Keywords: constitutionalism, principles of the European constitutionalism, rule of law, human rights, constitutional democracy, constitutional reforms, European values and standards.

Scientific and practical problem. The current stage of the constitutional reforms in Ukraine aims to democratize the state regime based on the main European values. In order for the European integration to become efficient, it is advisable to constitutionalize all of the processes, related to the harmonization of the Ukrainian legislation with the European standards.

The constitutionalism is grounded on a number of basic principles by mankind, which has become world standards when it comes about building a democratic state and civil society. These principles are the foundation of constitutionalism system. They should provide a stable and progressive

development of institutions of constitutionalism and act as a basic regulatory framework functional mechanism of Ukrainian constitutionalism. The principles of constitutionalism were designed to ensure the establishment, development and operation of institutions of constitutionalism system. Their theoretical and practical purpose is difficult to overemphasize.

The theoretical purpose of the principles is that they encourage content constitutionalism, giving it integrity and a single focus, because all elements – elements of the constitutionalism (constitution and constitutional law, constitutional legislation, constitutional justice and constitutional order) – ac-