

UDC 339.5(477)

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FOREIGN-TRADE SECTOR OF UKRAINIAN ECONOMY

There have been discovered specific trends of the movement of foreign – trade flows and changes under institutional conditions, which have turned out to be in Ukraine within the recent years and in the current year in particular.

There have been revealed the reasons for reducing price competitiveness of export and the possibility of the transition to non-price methods of competitive struggle. There have been characterized the reasons and consequences of critical retardation of Ukraine in the area of high-technological export, positive and negative sides of import substitution, shortcomings of customs protection in the innovation sphere, there have been offered the measures towards improving the situation in the foreign-trade sector of Ukraine.

Keywords: export, import, competitiveness, customs, policy, import substitution, restructuring.

Мазараки А., Мельник Т. Внешнеторговый сектор украинской экономики. Выявлены характерные тенденции движения внешнеторговых потоков и изменения их товарной структуры в институциональных условиях, сложившихся в Украине в течение последних лет и в текущем году в частности.

Раскрыты причины снижения ценовой конкурентоспособности экспорта и возможности перехода к неценовым методам конкурентной борьбы. Охарактеризованы причины и последствия критического отставания Украины в сфере высокотехнологичного экспорта, положительные и отрицательные черты импортозамещения, недостатки таможенной защиты в инновационной сфере, предложены меры по улучшению ситуации во внешнеторговом секторе Украины.

Ключевые слова: экспорт, импорт, конкурентоспособность, таможенная политика, импортозамещение, реформирование.

Background. The globalization of the world economy and orientation of the world policy of Ukraine towards the integration with the EU raise the important demands to the country concerning acceleration of economy restructuring, modernization of production, harmonization of legislation, etc.

But because of different reasons the fulfillment of these demands and tasks have been impeded for the last two decades that led to the accumulation of non-solved problems and the sharpening of their consequences.

Within the first half of 2013 we observe the decline of GDP in Ukraine that together with zero inflation leads to the standstill in economy.

Stagnation practically covered all the sectors of economy in which we observe the 10 % rise. Economy can raise GDP by 1 % at the expense of agricultural economy. Metallurgy and chemistry, for the products of which the world demand reduced, will not present positive indicators of the raise.

Unsatisfactory dynamics of GDP in the current year, first of all, is linked with the conjuncture of foreign market, the decline of the world demand and prices for metal, the products of basic chemistry, and separate types of machine–building products. However, these indicators became characteristic as for the market of EU, as well as for the RF, to which also temporary "trade wars" concerning exporting Ukrainian dairy products, railway carriages etc. were added.

During the period of January–July 2013, the decline of construction by 17.7 % according to the corresponding period of the previous year witnesses the decline of investment demand and availability of serious problems in the formation of the basis of the further raise of economy.

The budget deficit and the raise of debt liabilities became the heavy weight for Ukrainian economy. In the first quarter of the current year the budget deficit exceeded 4.5 billion UAH, whereas at the same period of the previous year we observe the profit over 0.9 billion UAH [1].

The state debt at the beginning of 2010 made 318 billion UAH, at the beginning of 2013 – 516 billion UAH, the raise of the state debt makes 63 % within 3 years. During the first quarter of 2013 the debts rose by billion UAH. Gold – currency reserves according to the balance of payments [2] make 23 billion USD but they mainly exist in securities which are not easy to realize.

Analysis of the latest research and publications. In modern science literature the problems of economic development of Ukraine, the determination of its development under the conditions of the world globalization and the challenges made by the crisis, the formation of mechanisms affecting the state influence and the security of self capability as a subject of international economy is actively studied by national scientists, among the scientific works of whom there are the most grounded research of V. Geits, M. Yakuboskiy, Yu. Kindzerskiy, V. Sidenko [3–9].

The aim of this research is to determine movement trends of foreign-trade flows and changes in the goods structure under the institutional conditions that have been established in Ukraine during the recent time, to discover the reasons for reducing price competitiveness of exports and to develop the proposals as to improving the situation in the foreign – trade sector of Ukraine.

Results. Experts define modern Ukrainian economy (as strategically non–defined because of the absence of strategic forecasting of technologic

development and priorities), institutionally ineffective (insufficient, confidence to the government, high tax pressure, delaying restructurization), low competitive.

One of the reasons for creating such a model of economy the scientists see in bended distribution of financial flows when financial corporations win over revenues of non-financial corporations. It does not correspond with national economic interests, narrows investment abilities of economy and impedes economic growth [10].

Such a high level of its monopolization hinders the economic development.

According to separate data from 76 up to 80 % of GDP is produced by financial–industrial groups, and 200 large companies, often together with foreign capital, produce up to 85 % of GDP [11].

The progress of economy in impeded by the absence of strategic vision of perspective development in the country, the limitation of the budget "horizon" for a year, which is often based on insufficiently grounded major forecasting indicators.

As a result of the above mentioned reasons the appropriate indicators of economic development within 2008–2012 and January – August of the current year have been formed (*table 1*).

Table 1

Indicators of economic development of Ukraine, % to the previous year

Indicators	2008	2009	2010	2011	2012	January–August 2013 % to the appropriate period of the previous year
GDP	2.3	-15.1	4.1	5.2	0.2	-1.1
Products of industry	-5.2	-21.9	11.2	7.6	-1.8	-5.7
Products of agricultural economy	17.1	-1.8	-1.5	19.9	-4.5	15.4
Investments into major funds	-2.6	-41.5	-0.6	22.4	1.5	-7.9*
Real available profit of the population	7.6	-8.5	16.2	6.1	9.7	4.7*
Level of registered unemployment	3.0	1.9	2.0	1.8	1.7	1.6*
Level of unemployment (according to ILO methodology)	6.4	8.8	8.1	7.9	7.5	8.0*
Balance of the master budget (% to GDP accordingly)	-1.5	-2.4	-4.4	-1.75	-3.8	-4.3*
State debt and debt secured by the state (% to GDP accordingly)	20.0	34.8	39.9	36.3	36.6	–
Export of goods and services	10.5	-19.0	3.2	6.0	2.6	-8.6
Imports of goods and services	14.9	-46.5	13.1	12.8	-6.6	15.3
Balance of trade (% to GDP)	-7.4	-1.2	-6.8	-8.6	-9	-16.8*

*Data including January–June, 2013.

It was calculated by the authors according to the data of the State Statistics Service of Ukraine. – Access mode: <http://www.ukrstat.gov.ua/>; NBU. – Access mode: <http://www.bank.gov.ua/>; of the Ministry of Finance of Ukraine. – Access mode: <http://www.minfin.gov.ua/>.

The analysis of indicators for the economic activity of Ukraine witnesses that the abilities for the economic development are found to be rather limited because national production is characterized by the over high costs volume, insufficient results and effectiveness of using recombined national potential (table 2).

Table 2

Effectiveness of economic activity of Ukraine and some other countries of the world

Country	2005	2006	2007	2008	2009	2010	2011
Costs Volume *							
Ukraine	61	59.9	59.4	60.2	59.3	60	61.3
Moldova	61.8	61.7	62.8	63.8	60.2	60	59.3
Germany	50.9	51.6	52.2	52.8	51.5	52.2	53.7
Poland	55.6	56.8	57.8	57.8	55.5	56.4	57.4
Russia	48.8	49.2	49.5	49.2	50.4	51.2	51.2
USA	45.3	45.4	45.3	45.8	43.2	44.1	44.8
Japan	45	46.1	47.3	49.8	46.6	47.1	47.8
Efficiency **							
Ukraine	44.3	46	46.1	45.8	46.7	45.3	45
Moldova	45.5	46	44.7	44	47.3	48	49
Germany	54.4	53.6	53.3	52.7	54.4	53.4	51.8
Poland	50.4	49.2	48.3	48.2	50.1	49.4	48.6
Russia	58.3	58.1	57.4	57.6	56.9	56.4	57.3
USA	54.6	54.5	54.5	53.7	56.8	55.9	55.2
Japan	52.8	52.1	51.4	49.8	53.9	53.4	52.8
Effectiveness ***							
Ukraine	72.7	76.9	77.5	76	78.8	75.5	73.3
Moldova	73.7	74.5	71.2	69	78.6	79.9	82.5
Germany	106.8	103.8	102	99.8	105.7	102.3	96.4
Poland	90.5	86.5	83.5	83.5	90.2	87.6	84.7
Russia	119.3	118.1	116.1	117.1	112.9	110.2	111.9
USA	120.4	120.1	120.2	117.2	131.4	126.9	123.1
Japan	117.5	113	108.7	100.1	115.5	113.3	110.4

* *Costs volume* – is the correlation of intermediate consumption up to gross output.

** *Efficiency* – is the share of market value of final products and services in wholesale output.

*** *Effectiveness* is the correlation of the market value of final products and services in intermediate consumption.

Source: It was calculated by the authors according to the International national accounts within the corresponding years. – access mode: <http://data.un.org>.

Because of the high expenditure of resources in 2012 in Ukraine 73.3 cop. of final products for 1 UAH of intermediate spending were produced in Ukraine. The similar meaning of the indicator Belarus has, that witnesses the policy of wasting one's own resources. However, the countries that reached significant success in activization of one's own innovative potential

have rather better results. Particularly, in 2011 the effectiveness of economic activity of Japan made 1.10 USD of final products for 1 USD of intermediate spending of Russia – 1.12 USD, USA – 1.23 USD.

The unsatisfactory is the situation in the foreign-trade sector because of deterioration of the pricing terms in trade and the decline of price competitiveness that generated the deficit of trade balance (*table 3*).

Table 3

Main indicators of foreign-trade operations and trade terms

Indicator	2008	2009	2010	2011	2012	January–June 2013
Exports, bln. USD	66.97	39.70	51.41	68.39	68.81	35.93
Import, bln. USD	85.54	45.43	60.74	82.61	84.66	41.74
Balance, bln. USD	-18.57	-5.74	-9.34	-14.21	-15.85	-5.81
Coefficient of trade terms	1.006	0.738	1.067	1.041	0.890	0.760
Real effective exchange rate	115.1	96.5	99.0	99.4	101.7	102.3

Source: it was made by authors according of the data of the State Statistics Service of Ukraine. – Access mode: <http://www.ukrstat.gov.ua>; World Bank. – Access mode: <http://data.worldbank.org>.

During January–July 2013 the real effective exchange rate rose by 0.69 UAH, that reduced price competitiveness by the same amount under the absence of opportunities to raise non-price competitiveness of economy, as there were no modernized progress, and the process of ageing is still going on (coefficient of ageing rose from 43.7 % in 2000 up to 74.9 % in 2010) [10].

However we don't observe any positive changes in goods structure of export (*table 4*). The goods of, mainly, raw materials function, dominate in it (foodstuffs, ore, metals), which are greatly dependent on the fluctuation of the world conjuncture.

In 2011–2012 the part of agricultural raw materials has increased in the exports structure and has reduced the part of mineral products, products of chemical industry and metals that are goods the demand for which has fallen on the world market.

Because of such changes in the commodity pattern the bigger share of machine building products and prepared foodstuffs was formed.

The share of highly technological products is rather low which is connected with the decrease in innovative activity of enterprises the part of which decreased by 1.5 times from 26 % to 17.4 %. It means that every sixth enterprise was innovatively active, this index is several times less than in innovatively developed economies (*table 5*).

Table 4

Commodity structure of national export, %

Commodity group	2000	2005	2007	2008	2009	2010	2011	2012
I Mainly raw materials	31.5	35.82	30.7	34.4	39.9	38.9	42	43.9
Agricultural raw materials	6.7	8.8	8.5	12.4	18.7	14.3	14.5	20.9
Mineral products	9.6	13.73	8.7	10.5	9.8	13.1	15.0	11.0
Products of chemical industry	12.3	10.4	10.2	9.0	7.7	8.1	9.3	8.9
Wood and its products (except furniture)	2.9	2.89	3.3	2.5	3.7	3.4	3.2	3.1
II Mainly products of investment function	57.1	54.5	59.4	54.73	49.6	51.5	49.7	46.8
Ferrous and non-ferrous metals and their products	44.4	40.97	42.2	41.2	32.3	33.7	32.3	27.5
Machines, equipment, transport vehicles, devices	12.7	13.53	17.2	13.52	17.3	17.8	17.4	19.3
III Mainly goods of consumer function	7.80	7.35	7.30	6.10	7.90	7.00	6.10	6.70
Finished foodstuffs	2.8	3.77	4.2	3.8	5.3	5	4.3	5.1
Leather and fur raw materials and their products	0.8	0.6	0.8	0.5	0.4	0.3	0.2	0.2
Textile and its products	4.20	2.98	2.3	1.8	2.2	1.7	1.6	1.4
IV Other goods	3.6	2.3	2.6	4.8	2.6	2.6	2.2	2.6

Source: it was made by the authors according to the data of the State Statistics Service of Ukraine. – Access mode: <http://www.ukrstat.gov.ua>.

Table 5

Indices of innovative activity of industrial enterprises

Index	1994	1999	2004	2005	2006	2007	2008	2009	2010	2011	2012
Number of innovatively active enterprises (units)	2180	1376	1359	1193	1118	1472	1397	1411	1462	1679	1758
Part in the total number of industrial enterprises %	26.0	13.5	13.7	11.9	11.2	14.2	13.0	12.8	13.8	16.2	17.4
Volume of realized innovative products, billion UAH	–	–	18.78	24.99	30.89	40.18	45.83	31.43	33.7	42.4	36.2
Part of innovative product in the total volume of realized product, %	–	–	5.8	6.5	6.7	6.7	5.9	4.8	3.8	3.8	3.3
GDP	–	–	5.44	5.66	5.68	5.57	4.83	3.44	3.11	3.26	2.56

Source: it was made by authors according to the data of the State Statistics Service of Ukraine. – Access mode <http://www.ukrstat.gov.ua>.

Table 4 data show that the part of innovative product in the total volume of realized industrial product remains very low. In 2012 this index was only 3.3 % and the part of innovative product relative to GDP – 2.56 %. For all this reduction of these indicators from 2006 shows the destructive processes in the investment allocation in favor of raw material industries (primary industries) of Ukraine.

Innovatively active small and medium-sized (SMB)¹ enterprises constituted 63 % of total number of innovative enterprises contrary to 49 % in 2005, but their share is only 14.4 % of realization of innovative product while as at the same time, the rest production volume (89.6 %) was realized by the 47 % of innovatively active large enterprises.

Almost two times reduction of the innovative activity scale indicates that current institutional conditions do not create opportunities for Ukrainian enterprises to engage in this activity, and their further stagnation can lead to the recession of domestic innovation potential.

In the leading countries – the USA, Japan, Germany and France the portion (share) of innovatively active enterprises varies within the limits of 70–80 % [2].

During 2000–2012 the number of items of mastered production of innovation products reduced by more than 4 times, and the number of introduced new technological processes increased by more than 1.5 times (from 1403 to 2188) (*figure 1*).

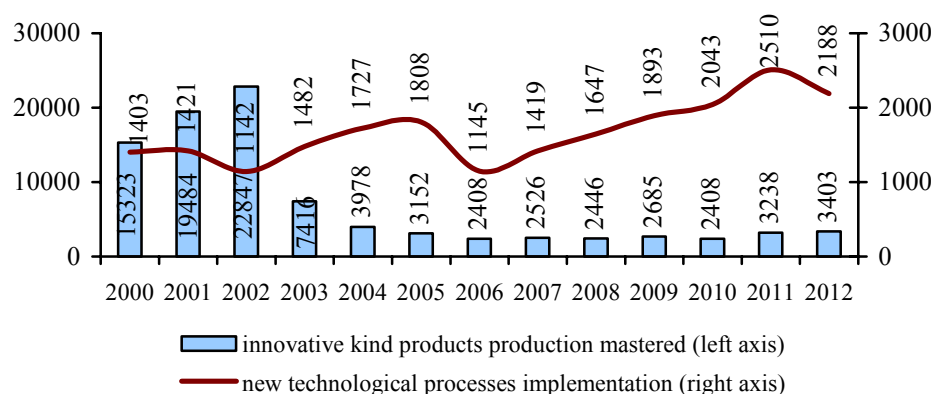


Figure 1. Dynamics of innovation implementation at the enterprises of Ukraine in 2000–2012 units

Results of research show that in the domestic industry there dominates the tendency not to the renewal of production capacity but loading existing, non-production capacities.

Long delay of their modernization increases innovation gap between technical equipment of national producers and their international competitors, thus deepening technological lagging of Ukraine behind world leaders.

¹ According to the cl.62.7 CCU small businesses (regardless of ownership) refer to the enterprises in which an average number of employees in the financial year is not more than 50 persons, big businesses refer to the enterprises in which an average number of employees in the financial year is not more than 250 persons, others – are medium sized businesses.

The innovations at the enterprises of process industry were the most actively implemented, the share of which was 99.7 % of all implemented innovations in 2012, including machine building (47 %), foodstuff industry (19.6 %), chemical and oil-chemical industry (12.3 %).

In extracting industry the number of new technological processes implementations was only 1.6 % of their total number [13].

In engineering the number of new technological processes implementation was insignificant (7 %). Taking into account the fact that production of this industry is the substantial exports share, with the aim of improving its competitiveness level, the task of innovation renewal of this industry production is urgent.

Export supply of innovation product of 14.5 billion UAH value in 2012 was done by 332 industrial enterprises of Ukraine (in 2010–343 enterprises on 13.7 billion UAH (figure 2).

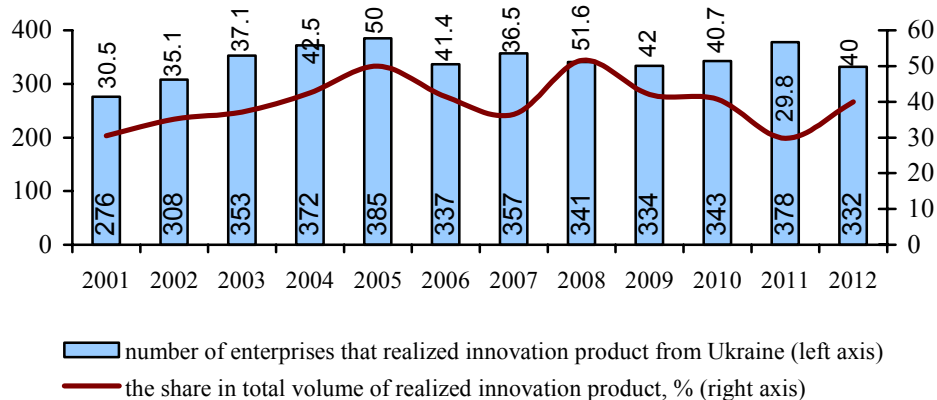


Figure 2. Dynamics of enterprises number and share of realized innovation product by them from Ukraine

Source: it was made by authors according to the data: *Scientific and Innovation activity in Ukraine* – access mode (http://ukrstat.org/uk/druk/publicat/kat_u/publnauka_u.htm).

The share (portion) of exports supply of innovation product has been reduced from 52.6 % to 40.0 % of total volume of this product realization during the period from 2008 to 2012.

Commodity structure of highly technological exports within the researched period is being almost stable from 2005.

The lion's share (the biggest share) of highly technological (over 65 %) is formed by aerospace technique, namely turbo-jet and turboprop engines, aero planes and spacecrafts.

On the level of 16.7 % there are scientific devices that include devices and appliances for automatic regulation and control, for taking pressure, oscilloscopes, spectrum analyzers, etc.

The third position is taken by the electronic and telecommunication goods, the share of which is 11 % including radars, commutators, consoles, digital devices. The share of pharmaceutical goods is 3.4 %, computer and office technique – 3.0 %. All in all, the dynamics of highly technological exports share in total commodity exports volume was characterized by trend very close to the GDP change connected with crisis (2005 and 2008) and with the share reduction in 2011 (*figure 3*).

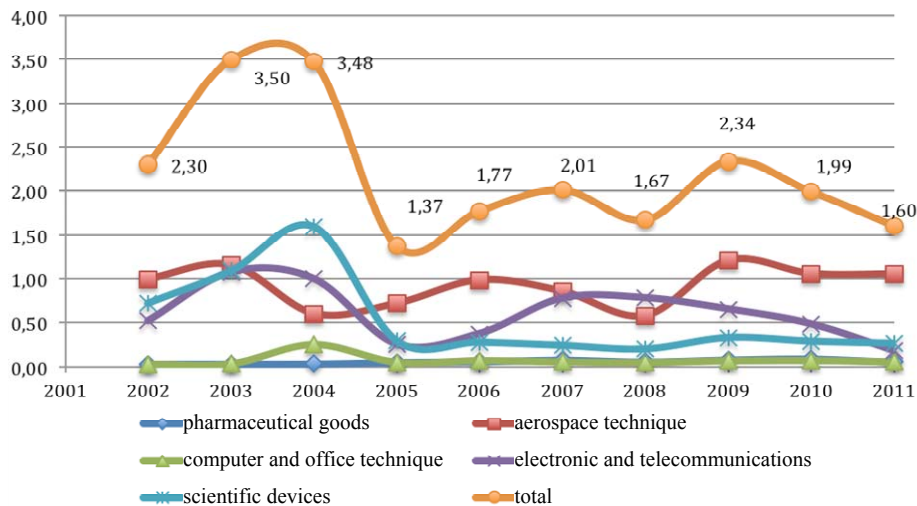


Figure 3. Dynamics of highly technological exports share in the total volume of commodity exports from Ukraine

Foreign trade HTG of Ukraine is characterized by credit balance, which is during the investigated period more than 1 billion USD annually.

The reason of such situation is, first of all, the absence of systematic state support of exports, exports crediting, lack of exporters interest protection on the world markets.

Under these conditions a very small share of Ukrainian exports of highly technological product in the total volume of world exports is being formed. According to the World Bank data this share in 2011 was only 0.1 % against 0.05 % in 2000 and 0.06 % in 2005. In other countries this share and the rates of its growth were more substantial. Thus in Poland the share of highly technological goods in world exports in 2011 has grown up to 0.45 % or by 6.4 times, in Czech Republic accordingly – from 0.18 % to 1.21 % or by 6.7 times.

The same dynamics of exports share of HTP was made by China (by 6.8 times) (*table 6*).

Table 6

Share of separate countries exports of HTG, %

Country	2000	2005	2006	2007	2008	2009	2010	2011
China	3.55	13.62	15.0	18.14	14.21	14.34	23.23	24.11
USA	17.11	12.14	12.13	12.31	8.61	5.83	9.61	7.66
Germany	7.19	9.06	8.80	8.39	6.05	5.86	9.94	9.67
Japan	11.08	7.80	7.01	6.53	4.61	4.08	4.97	6.67
Czech Republic	0.18	0.56	0.66	0.83	0.68	0.63	1.16	1.21
Poland	0.07	0.17	0.18	0.22	0.27	0.42	0.37	0.45
Ukraine	0.05	0.06	0.05	0.07	0.06	0.09	0.09	0.10

Source: calculated by authors according to the data Indicators of the World Bank. – Access mode: <http://data.worldbank.org>.

By WTO criterion exports competitive goods are those goods for which the country share in the world exports of this commodity group makes more than 3.25 % [14]. On the basis of UN statistics as to the goods trade (Comtrade) it is defined that only 0.76 % of sub positions of Ukrainian highly technological goods (3 sub positions from 395) correspond this criterion.

In 2012 the following highly technological goods in the group of aerospace technique were marked as competitive on the foreign market:

- space devices (including satellites), missile-carriers and suborbital missiles (code UKGFAC 8802 60) – 7.1 % of worlds exports;
- turbo-jet, turbo-prop engines and other gas turbines with traction not more than 25 kN (code UKGFAC 8411 11) – 10.5 % of world exports;
- turbo-jet, turbo-prop engines and other gas turbines with power above 1100 kW (code UKGFAC 8411 22) – 22.8 % of world exports.

It became possible at the expense of price factors of competitive struggle, the comparison of separate average value of exports and imports of highly technological product by the criterion Moller-Nilson testifies to it (table 7).

Table 7

Mid-annual price indices of Ukrainian goods foreign trade

Year	Export price, USD/kg		Import price, USD/kg		Price difference, %	
	HTG	other	HTG	other	HTG	other
2002	73.7	0.16	26.1	0.19	64.6	-18.8
2003	130.7	0.20	25.4	0.22	80.6	-10.0
2004	169.9	0.26	36.6	0.29	78.4	-11.5
2005	49.6	0.28	27.8	1.27	43.9	-353.6
2006	81.1	0.46	28.9	1.27	64.3	-176.1
2007	123.5	0.39	35.8	0.59	71.0	-51.3
2008	133.3	0.49	37.1	0.84	72.2	-71.4
2009	126.1	0.29	71.9	0.60	43.0	-106.9
2010	116.5	0.37	61.9	0.59	46.9	-59.5
2011	118.3	0.37	58.5	0.80	50.5	-116.2
2012	150.1	0.39	48.7	1.03	67.5	-164.1

Source: calculated by authors on the basis of date [15] by methodic [16].

According to this criterion if the separate values of exports and imports differ by more than 15 %, then it is considered that goods are of different quality [17]. Difference of mid-annual price on exports and imports of highly technological goods in Ukraine varies within 40–80% and during the investigated period it was always in favor of domestic product. But the share of export of highly technological goods from Ukraine in the total volume of exports did not exceed 3.5 % for the last decade. The opposite situation is typical for other exports goods; their price in 2012 was 1.6 times lower than of separate imports value.

The existence of such tendencies in the foreign trade of Ukraine testifies to certain problems.

First, in the sphere of high technologies Ukraine imports cheap goods which are formally considered to be highly technological but are no more advanced in the world, i.e. domestic demand is provided by old technological goods.

Second, Ukrainian exporters neglect the instruments of non-price competition.

Because of that, the main competitive advantage of domestic producer – low price – very often provoke antidumping investigation and minimize effectiveness of used innovative potential, and sometimes causes innovative inaction of whole branches of industry. So, competitiveness for those kinds of domestic products that have competitive advantage may be characterized as temporary indicator which is unable to provide non-turbulent environment for Ukrainian producers on foreign markets.

Today the economic competition on the world markets concentrates not only on price but on non-price indicators also: quality of product, sales conditions and after sale service.

Conditions of complex machine building product trade became especially worse.

Even if the country produces competitive as to consumer quality, goods – it is not enough for its successful realization abroad.

It is urgent for domestic companies to get their own position on certain foreign markets. It is necessary for this to provide confirmation of quality certification, servicing, financial accompanying, i.e. to provide, while selling technically complex product, a consumer (commercial) credit to customer.

Now on the world market competition is going on not so much by the price of product as by the terms of this credit. Any of these directions was developed. But if you do not work at this actively you may further lose possibilities to increase exports and to balance foreign trade credit balance.

Under the new Tax codex Ukrainian small and medium-sized enterprises are not allowed to engage foreign economic activity. It means that small businesses which are the main inventors and sellers on the foreign markets of innovations in the developed countries, in Ukraine are limited by

internal demand, solvency of which is rather narrow. By the International financial corporation estimation only 7 % of small and 15 % of the medium sized businesses in 2008 carried out exports operations (table 8).

Table 8

Indices of small and medium sized business development in separate countries of the world

Country	Share of SMB in total number of enterprises %	Share of SMB exporters in the total number of SMB subject %
Belarus	94.2	38.9
Great Britain	99.5	18.2
Italy	99.7	18.0
Canada	99.8	86.0
Korea	99.9	33.0
Netherlands	99.6	20.0
Germany	99.5	23.2
Russia	95.2	14.6
USA	99.6	30.0
Finland	99.5	16.4
France	99.8	12.6
Sweden	99.6	23.8
Japan	99.3	30.0
Turkey	99.9	56.0
EU 27	99.8	65.0
Ukraine	99.4	7-15*

*SMB share corresponding

Source: made by authors according to the data [19].

The urgent task to stimulate foreign economic activity of SMB is carrying out non-discrimination policy aiming not at the reducing tax burden but at simplifying law demands. Studying entrepreneurship in HEE may contribute to the increasing the level of business-education of SMB. This instrument in the world practice is rather effective; it does not require additional state expenses and has a prolonged effect. Studying will make it possible for SMB to renew the right for foreign economic activity.

The support of the effectiveness of exports activity of SMB subjects begins from adopting certain program aimed at assisting the access to international markets. Such program (strategy) is adopted in many countries of Eastern partnership and according to this program there were established agencies which are specialized at supporting export-oriented enterprises. In Ukraine the project of National strategy of exports development and the bill on creating state exports agency are now being developed.

But they are very slow being implemented into real activity. It is worth to speed up the creation of such agency under the Ministry of

economic development and trade of Ukraine. It might be useful to delegate to the functions of the Ministry the power to support the possibility to get the estimation of creditability, to arrange external contacts providing SMB with the information as to international markets, stimulating investigation and development and implementing international standards of quality.

The increase of HTG outside of Ukraine in proportion of the development and improving the structure of their production depends on the strengthening the state support of exports, first of all, giving the exporter guarantee of VAT compensation while exporting innovation product, protection of domestic exporters interests and assistance in promotion of their product to world markets.

One of the powerful ways that influence the production and foreign trade of innovation goods is the institutional component of these processes.

The institutional environment is still the weakest (poor) environment on the map of Ukraine competitiveness. Thus, according to this element in the rating of Global index of competitiveness, this position occupies 131 place from 142 of investigated countries in 2011. Among the most problematical questions are ineffective normative-legal base (135 place), property rights un-protection (138) and injustice of legal proceedings (138).

By components of index innovation capacity, institutional system of Ukraine occupied 96 place from 131 countries which were investigated. This rank indicator is conditioned by low effectiveness of management (97) and unstable state policy (101).

Institutional component of Global index of Ukraine innovation occupied 103 place among 125 countries. Under this there was also defined substantially low effectiveness of normative-legal base (101) and political instability (103) that lower rank of Ukraine in the rating more than unfavorable terms of doing business (81). In spite of different institutional regulators of Ukraine estimation in world ratings, it is possible on their base to make a conclusion about the existence of problems that impede influence of institutional indicator on the economy of Ukraine.

Lowering of external demand for Ukrainian product resulted in growth of goods exports lagging from imports and growth of import flow of goods. Such dynamics of foreign trade operations caused the formation of negative balance of trade, which in 2012 was 15.8 % billion USA dollar or 9 % GDP.

Existing commodity structure of foreign trade of Ukraine resulted in chronic deficit of balance of payment. As statistic shows, exports of Ukraine has raw material character and consists of products of first technological processing and imports on the contrary, consists from highly technological products and goods of finished consumption as well as energy carriers. In the structure of domestic imports in 2012 the machine-building product constituted the main part (26.4 %). One would think that under such situation the problems with technological modernization should not exist, but almost half of imported machines and equipment is goods of durable consumption

(automobiles, domestic electrotechnics and electronics). At the same time raw materials constitute 55.8 % of total volume of imports (*table 9*).

Table 9

Commodity structure of imports into Ukraine, %

Commodity groups	2000	2005	2007	2008	2009	2010	2011	2012
I. Mainly raw materials	59.2	52.2	49.2	50.1	62.1	60.1	58.3	55.8
Agricultural raw materials	2.3	3.4	3.3	4.4	6.4	5.3	4.1	5.4
Mineral products	43	32	28.4	29.7	34.5	34.8	36.4	32.5
Products of chemical industry	11	14	14.4	13.3	17.6	16.7	15.1	15.4
Wood and products of wood (but furniture)	2.9	3.4	3.1	2.7	3.6	3.3	2.7	2.5
II. Mainly goods of investment purpose	22.2	34.8	41	39.8	26.4	27.8	31.2	32.6
Ferrous and non-ferrous metals and products	4.6	7.4	8.2	8.7	6.3	6.8	6.9	6.2
Machines, equipment transport, devices	17.6	27.4	32.8	31.1	20.1	21	24.3	26.4
III. Mainly consumer goods	8.7	9	6.6	6.5	8.5	8.5	6.7	7.7
Finished foodstuffs	3.8	4	3.4	3.1	4.5	4.1	3.7	3.5
Leather and fur raw materials and products	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3
Textile and its products, shoes	4.6	4.7	2.9	3.1	3.7	4.1	2.8	3.9
IV. Other goods	9.9	3.4	3.2	3.6	3	3.6	3.8	3.9

Source: made by authors according to the data of State Statistics Service of Ukraine. – Access mode: <http://www.ukrstat.gov.ua>.

The most sensitive to imports expansion into Ukraine became the domestic market of consumer goods. The share of these goods that were realized through the trade network of Ukrainian enterprises has grown from 24.7 % in 2000 to 38.1 % in 2011, out of which foods – from 6.8 % to 12.8 % and nonfoods – from 41.3 to 52.8 %. That is only through the retail turnover of goods almost 10.2 % of national GDP of Ukraine is used to support foreign manufacturers. As a result, Ukrainian imports satisfying the current consumers demand did not become, as it is in many developed countries, active instrument of speeding up scientific-technical progress, modernization of production and technological potential of the country, but instead, weakened competitive position of domestic producers on the internal market.

The structure of using import products in Ukraine illustrates the contribution of import into the economy of Ukraine (*table 10*).

Table 10

Structure of using import product in the economy of Ukraine

Year	Intermediate use		Final use		Gross (wholesale)		Total import
	billion UAH	%	billion UAH	%	billion UAH	%	billion UAH
2005	139386	62.3	44705	20.0	39464	17.7	223555
2007	223217	61.3	63153	17.3	78003	21.4	364373
2008	325990	62.6	94578	18.2	100020	19.2	520588
2009	271425	61.9	92365	21.0	75043	17.1	438860
2010	395418	68.1	121662	20.9	63864	11.0	580944
2011	530879	67.3	148306	18.8	109716	13.9	788901

Source: national calculation of Ukraine. Tables "Expenses-output" in main prices in corresponding years.

The structure of using import during 2005–2009 was rather stable, especially the share of products of intermediate use, which from year to year was within the limits of 62 %. It is connected with the preserved structure of industrial production, insufficient implementation of progressive technologies which impede possibilities of significant changes in technology and resource intensity of production processes. In 2010–2011 the share of intermediate consumption grew a little and was 68.1 and 67.3 % correspondingly.

The share of highly technological import in 2000–2011 reached maximum 5.89 % to the total volume of commodity import to Ukraine in 2006 and lowered up to 2.5 % in 2011 (figure 4).

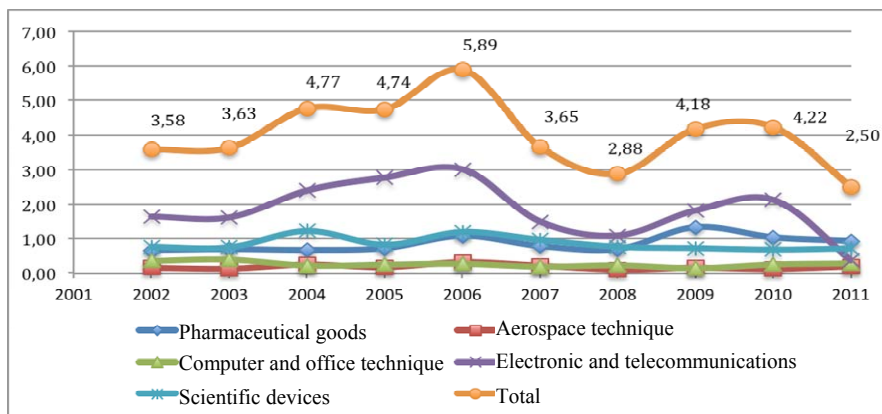


Figure 4. Dynamics of highly technological share of import in total volume of commodity import to Ukraine

Demand for highly technological import to Ukraine mainly was formed by trade positions shown in table 11.

Dynamics of highly technological goods import to Ukraine, billion USD

Year	Pharmaceutical goods	Aerospace technique	Computer and office technique	Electronic and telecommunications	Scientific devices	Total
2002	110.8	27.5	63.2	277.8	128.9	608.2
2003	157.0	30.8	93.3	381.7	173.0	835.8
2004	191.0	74.6	65.6	695.7	355.6	1382.5
2005	256.7	64.8	92.3	999.3	299.0	1712.2
2006	353.5	108.7	91.5	987.3	393.4	1934.5
2007	468.9	135.8	117.3	902.5	587.5	2212.0
2008	587.9	90.7	200.2	928.8	654.5	2462.0
2009	602.8	72.8	67.5	827.8	329.0	1899.8
2010	625.6	74.9	158.2	1293.7	413.7	2566.1
2011	763.9	167.3	241.3	302.2	594.4	2069.0

The volume of highly technological goods import in terms of money in 2011 decreased comparing to 2010 by quarter and reached almost 2.1 billion USD which is 1.9 times more than volume of such goods export. In 2011 the volume of HTG decreased only at the expense of electronic and telecommunications goods. Volumes continued to grow in other positions. Such situation was formed by steady domestic demand for pharmaceutical goods, electronic and telecommunications. Decisive commodity position of the first became medical goods on the basis of antibiotics and for treatment immune system disease. In electronic and telecommunication group mobile phones predominate; customs duty for them is 0 % [21].

Among the goods, import volume of which decreased in comparison with the demand for them in 2010 are electronic and telecommunications (23.4 %). The reasons of such demand reducing is the fluctuation of financial stability of most part of enterprises, when it is not safely to withdraw large sums from circulation, and lack of investment sources of finance, namely credits.

During 2002–2011 in foreign trade of highly technological goods in Ukraine we can observe negative credit balance, which was 0.97 billion USD in 2011. As a result, coefficient of cover of highly technological imports by domestic exports is still very low; in 2010 it was only 0.4 and in 2011 – 0.53 (table 12).

The average meaning of trade terms index, which shows the rate of growth of average price of exports with regard to imports during the investigated period exceeds "one" which also confirms bigger cost of domestic high technologies comparing the imports goods. Considering physical volumes of imports, one may say that Ukraine carries out in equivalent exchange by highly technological goods with economically developed countries. Besides, the lack of financing and uncertainty of expectations in current years don't assist scale processes of import substitute.

Table 12

Coefficient of cover of highly technological goods import by corresponding export and index of trade terms in Ukraine

Index	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Coefficient of cover of import HTG by corresponding export in quantity	0.68	0.97	0.82	0.27	0.32	0.45	0.45	0.49	0.40	0.53
Index of terms of trade HTG	–	1.82	0.90	0.38	1.57	1.23	1.04	0.49	1.07	1.07
Mid-annual price HTG, thousand USD export	73.7	130.7	169.9	49.6	81.1	123.5	133.3	126.1	116.5	118.3
import	26.1	25.4	36.6	27.8	28.9	35.8	37.1	71.9	61.9	58.5
Difference of mid-annual prices, %	64.	80.6	78.4	43.9	64.3	71.0	72.2	43.0	46.9	50.5

Source: calculated by authors according to the data of State Statistics Service of Ukraine: Commodity structure of foreign trade of Ukraine in 2002–2010. – Access mode: <http://www.ukrstat.gov.ua>.

One of the ways of domestic producer protection and stimulating the demand for domestic highly technological goods in the current system of tariff regulation in the innovation sphere.

This system has the discrimination character as according to the national legislature there envisages tariff privileges in the form of temporary and without time limit preferences for separate group of highly technological goods, namely:

- exemption of the goods from import duty. This preference refers without time limit to pharmaceutical products and ingredients, that are used for their production, but are not produced in Ukraine; goods for nanotechnological industries; scientific, laboratory and research equipment and also components and materials that are not produced in Ukraine according to the nomenclature and volumes envisaged by the project of scientific park; up to 2015 for aggregates, systems and their components for space complexes, space rocket carriers, space apparatus and ground segments of space systems; up to 2016 for goods of aircraft manufacturing;

- exemption of goods from VAT with time limit to 2015 for goods of space industry and up to 2016 for goods of aircraft manufacturing.

Tariff preferences on import of HTG are not expanded on the groups of computer and office technique, electronic and telecommunication, scientific devices, To investigate the influence of spot preferences given to foreign manufacturers in the sphere of high technologies there was

estimated the rate of protection of domestic industry in this sphere by means of definition the import duty for highly technological groups of goods.

Calculations showed that the average rate of import duty for common HTG group is 25% and for the most goods (62.5 %) import duty rate is 0 %, 16.5 % has rate of 10 %, 8.6 %, 5.0 %, and 3 % of categories have the import duty rate of 1.0 % and 2.0 % (table 13).

Table 13

Average rates of entry tax on HTG into Ukraine as of 2011

Code, groups of goods by UKGFAC*	HTG group	Average duty rate, %	Distribution of import duty rates by the categories of goods (share of goods categories that have defined duty rates in the total volume of categories of certain groups of goods), %										Total number of goods categories
			0	0.1	1	2	4	5	6	8	10	25	
29, 30, 84, 85, 88, 90	Total group	2.5	65.6	0.8	3.0	3.0	0.5	8.6	0.3	1.0	16.5	0.8	395
29, 30	pharmaceutical product	0.0	100	–	–	–	–	–	–	–	–	–	33
84, 88, 90	aerospace technique	1.1	77.8	–	2.8	5.6	–	8.3	–	–	5.6	–	36
84, 90	computer and office technique	0.9	90.9	–	–	–	–	–	–	–	9.1	–	22
85	Electronic and telecommunication	3.9	53.5	2.1	0.7	6.3	–	4.9	0.7	2.8	26.8	2.1	142
90	Scientific devices	2.3	63.0	–	6.2	0.6	1.2	14.8	–	–	14.2	–	162

* Code of group of goods by UKGFAC contains separate position and sub-positions Customs tariff of Ukraine does not provide import duty.

Source: calculated by authors on the basis of data [22].

Among the goods of HTG the highest average import duty (3.9 % and 23 %) have groups "Electronic and telecommunication" and "Scientific devices" which shows the highest level of protection of domestic manufacturers of these goods. But this level of "Electronic and telecommunication" group cannot be considered sufficient because the average import duty rate only 1.56 times exceeds the average duty in the total group of HTG.

The level of protection for the group "Scientific devices" is lower than the average (23 % against 25 %). Group "Pharmaceutical product" has the lowest import duty (0 %) which shows its most small duty protection against the importers.

According to the World Bank evaluation, the average duty rate of all groups of goods in 2012 was 4.55 % which provided the biggest openness

of trade of Ukraine among countries with the level of per capita income lower than average and brought it closer to the level of European countries, for which the average import duty rate was 8.4 % and 4.4 % correspondingly. Thus, it is possible to come to the conclusion that customs policy of Ukraine is rather controversial oriented at further liberalization of imports of certain HTG goods, that lowers the domestic manufacturer protection in the innovation sphere.

The task of the Ukrainian government is to implement external positive changes to the accelerated increase in domestic added value, employment and income. But it is not enough to rely only on market forces and social policy.

To change unpromising specializations and structures of domestic economy at the present stage of integration of Ukraine, the necessary additional steps as to increasing labor productivity and technical progress, investment and export support are necessary. That is why there is the necessity to get synergetic effect from combination of foreign trade and industrial policy, in which the pronounced role should be carried out by the potential of domestic proposition.

Now, in the condition of full openness of the economy, domestic producers feel the pressure from foreign competitors in the face of powerful TNCs, which provides imports in all sectors of domestic market. That is why the government support and protection is necessary for those types of activity which are necessary for the production development. But Ukraine cannot do without imports of many kinds of products. It relates to the goods of investment purpose, which are not produced in the country or they are of a poor quality. It is very difficult to upgrade technical and technological apparatus of domestic production without imports of such goods Imports of consumer goods have stimulating role for domestic producers in the sphere of increasing their competitiveness. It is not prohibited by WTO rules to protect domestic industries against imports, it is only necessary to coordinate levels and mechanisms of this protection.

Customs protection increase requires fulfillment of diplomatic measures, negotiations within WTO framework, justification of motives and evidences of necessity of such way of lessening of imports expansion on the internal market.

The last steps in this direction were taken out at the end of 2012, when Ukraine sent WTO an enquiry as to the increasing import duties on the goods of 350–370 groups. WTO regulations allow starting such negotiations once during 3 years and during 1995–2012 30 countries used this right. But not single country included to its proposals more than 10 groups of goods.

That's why WTO employees consider Ukrainian application as being unprecedented and the complexity of negotiating this application is compared with the procedure of WTO entry.

It means that because of the fact that this application was not put into polished form Ukraine can't expect any changes in this sphere in the nearest future, so, for example, by the data of Eurasian economic commission the

number of restrictive measures used by different countries against goods of countries of Customs union was less than two tens [20]: thus, USA and EU implemented 18 measures, Ukraine – 16.

Under the conditions of yearly imports increase and negative trade balance in government structures and publications of many authors there was widespread the opinion as to realization of import substitute in Ukraine.

This old idea, the implementation of which in a row of countries had not a simple result, under the patronage of the state has got positive features. The application of this instrument might be reasonable only if the manufactured products which may substitute imports will be of a higher quality or, at least, on the level of the same foreign products and will be in demand on the world markets.

The problem is, whether nowadays there are funds in Ukraine to organize the manufacture of such product. And if there are, then why they were not used during decades for modernizing production apparatus with the aim to improve qualitative characteristics.

The incentive for the beginning of processes of import substitution could be the devaluation of hryvna at the end of 2008 which was the reason of imports good cost increase.

But from that time no significant steps to implement these processes have not been developed. Import substitution strategy is considered to encourage domestic industry by introducing import restrictions. However, the import substitute is not confined solely to the protectionism, it should encompass a set of measures for restructuring, renewal and diversification of production, concentration of efforts and resources to increase the efficiency of economy.

Adherents of import substitution believe that developing countries must first establish their own production to replace first of all, imported consumer goods (the first stage of import substitution), and then replace the broader range of complex industrial products by domestic products (second stage of import substitution) making it all under protection of high tariffs and import quotas. In the long run import substitution should promote the diversification of local production ("sustainable development") and in the future, after as a result of economies of scale, low labor cost and gaining work experience, domestic prices of manufactured goods will be competitive, it will be possible to export these goods.

In practice, however, most experts believe that the strategy of import substitution is not always justified [23]. In particular, if it is not defined the transition period from protectionism to *fritreyderstvo* then under the cover of protective customs barriers and without the pressure of import competition, many industries remained inefficient and costly to operate.

Considering the ambiguity of the import substitution estimation, it is necessary to emphasize the importance and complexity of the challenges the country faces in case of using this way of production. The task of import substitution policy is to gradually create incentive systems that will balance

relative effectiveness of different types of industrial production and thus maintain domestic production of intermediate goods by reducing imports of consumer goods and eventually encourage their industrial production for export [24]. Scientists predict that the new economic growth is expected in 2020-s when long Kondratiev waves get uptrend. It is necessary to prepare to it because without innovation, modernization of the production, the participation of Ukraine in this process is impossible.

Conclusion. Import substitution cannot be the main way of formation of efficient economy. It is more reasonable to accumulate efforts and resources on innovative development together with restriction scales of irrational income distribution and mobilization of authority and citizens for solving the crucial problems that have accumulated in Ukraine. Even import substitution can be positive if it is accompanied by the development of new technologies and their implementation in domestic production.

The development of foreign trade sector of Ukraine its price and non-price competitiveness depends on preconditions that are created by the state and form capability and efficiency of the economy as a whole. It is therefore advisable to single out several basic problems of economy on which the external sector of economy functions and identify the ways to overcome them. One of the major problems is the lack of strategic willingness of long term development of economy including high-tech, innovative development of industry. Under these conditions the question of state support of export promotion and reducing dependence on import are being solved.

While working out the strategy of economic development and its relevant sectors it is necessary to predict the formation of a national strategy of export development: measures to improve goods quality, diversification of export products assortment, orientation on external innovation markets. A sound policy as to imports should consider the demand to renew obsolete technological base, for which it is advisable to eliminate all restrictions of carrying out the process of modernization, in particular, abolish high duty on equipment.

It is also necessary to predict providing privileges in importing high-tech equipment at the conclusion that imported equipment is not produced in Ukraine or has better technological characteristics. Furthermore the practice of critical import without VAT should be introduced.

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Articles submitted to editors office of 03.12.2013.

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Постановка проблеми. Наукову роботу присвячено проблематиці сучасного стану зовнішньоторговельного сектора національної економіки, аналізу динаміки і тенденцій його розвитку. Проблеми розглянуто у контексті загальноекономічної ситуації у країні, стану виконання задекларованих вимог щодо прискорення реформування економіки, модернізації виробництва, гармонізації законодавства тощо.

Метою дослідження є визначення тенденцій руху зовнішньоторговельних потоків та зміни їх товарної структури за інституціональних умов, які останнім часом склалися в Україні, виявлення причин зниження цінової конкурентоспроможності експорту та розроблення пропозицій щодо покращання ситуації у зовнішньоторговельному секторі України.

Результати дослідження. Проаналізовано: показники розвитку економіки України, ефективності економічної діяльності, зовнішньоторговельних операцій та умов торгівлі порівняно з іншими країнами світу, товарної структури вітчизняного експорту та імпорту, стану інноваційної діяльності промислових підприємств нашої держави; структуру світової торгівлі високотехнологічними товарами і місце в ній України. На основі ґрунтовного аналізу показників економічної діяльності доведено, що можливості економічного зростання у поточних умовах суттєво обмежені внаслідок недосконалості національного законодавства, надмірної монополізації ринку, наднизького рівня інноваційної діяльності, недостатньої участі у зовнішньоторговельній діяльності підприємств малого та середнього підприємництва, а також через притаманні вітчизняному виробництву надвисоку затратомісткість, недостатні результативність та ефективність використання рекомбінаційного потенціалу нації тощо.

Висновки. Розкрито причини зниження цінової конкурентоспроможності експорту та можливості переходу до нецінових методів конкурентної боротьби. Охарактеризовано детермінанти та наслідки критичного відставання України у сфері високотехнологічного експорту, позитивні та негативні ознаки імпортозаміщення, недоліки митного захисту в інноваційній сфері, запропоновано заходи щодо покращання ситуації у зовнішньоторговельному секторі України.

Ключові слова: експорт, імпорт, конкурентоспроможність, митна політика, імпортозаміщення, реформування.