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МАРКЕТИНГОВІ АСПЕКТИ ЕКСПОРТНОЇ ПОЛІТИКИ ДЕРЖАВИ

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Досліджено характерні особливості реалізації експортних поставок на ключових етапах економічного розвитку країни. На підставі проведеного аналізу динаміки, структури та ефективності українського експорту основних проблем розвинуто реалізацію експортних операцій. Запропоновано заходи із вдосконалення застосування маркетингових інструментів у просуванні вітчизняних товарів на зарубіжні ринки – “4P”.

Розроблено рекомендації для зміцнення експортного потенціалу як важливої складової забезпечення економічної безпеки країни.

Ключові слова: конкурентоспроможність, експортна політика, маркетингові аспекти, національна економіка, якість життя.

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MARKETING ASPECTS OF EXPORT POLITICS OF THE STATE

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The characteristic features of realization of export deliveries are investigational on the key stages of economic development of country. On the basis of the conducted analysis of dynamics, structure and efficiency of the Ukrainian export basic problems are educed in realization of export operations. Measures are offered on perfection of application of marketing instruments in advancement of home commodities to the foreign markets – "4P". It is impossible to dissociate the problems of strengthening of export potential of country from the necessity of observance of next requirements: upgrading of education and level of form; deep, but not superficial study of mathematics, physicists, chemistry and other exact sciences; valid attitude toward science and scientists; presence of strategy of industrial development in a country; proper level of quality of life etc. are found. Ukraine occupies, for example, position № 1 in the world on a production and export of sunflower-seed oil. In 2014 the 4, 48 million tons of the unrefined vegetable oil were produced, that on 30,8 % more than in 2013 80 % is supplied this agrarian products in 109 countries of the world. A stake of hi-tech commodities is in 2014 made only about 3 % from the general volume of export of commodities (\$1, 65 milliards). This index considerably yields to the middle world level and below most the developed countries.

By the primary objective of project of state export strategy on 2016–2020 there is transformation of export on the important factor of the economy growing, creation of workplaces and increase of social standards. The presence of such program must assist the increase of efficiency of export activity of country on the basis of expansion of range of goods, improvement of their quality descriptions, improvement of commodity and geographical structure of export, use of progressive forms of international trade and economic cooperation. Strategy of development of export potential of country must decide the whole complex of the accumulated problems in this sphere of mutual relations with the outer world, to assist

expansion of participation of national commodity producers in the international division of labor on the mutually beneficial terms.

Recommendations are worked out on strengthening of export potential as important constituent providing of economic security of country. One of main problems in export politics is absence of the proper responsibility (moral and material) from the side of workers of state and business structures, political and public figures at initiation, development, acceptance, statement, realization and control on implementation made decision at all levels of management is established.

Key words: competitiveness, export politics, marketing aspects, national economy, quality of life.

Statement of the problem. “*An Iove principium (Lat.) – Beginning – from Jupiter (In the beginning – about main)*”. Export politics is one of important functions of the state in organization of mutually beneficial economic collaboration with other countries. Active voice in the international division of labor assists the increase of level of competitiveness of national economy, largely influences on the improvement of welfare of population.

Analysis of dynamics, structure and efficiency of the Ukrainian export specifies in the presence of whole complex of problems in this important direction of foreign economic activity of the state. Falling of rates of export deliveries takes place the last years. In the structure of export the commodities of raw material character, but not innovative products, commodities, prevail with a high valueadded and high degree of treatment. The change of orientation of export deliveries is primary from the markets of Russia, CIS to the markets of countries EU, and also to Asia, Near and other countries east requires new going near development and realization of the strategic program of quality improvement of both commodity and geographical structure of export.

It is important to study experience of foreign countries in a conduct export politics, providing of competitive edges of exporters at the foreign market. The special attention must be spared to the measures on perfection of application of marketing instruments in advancement of home commodities to the foreign markets. Substantial revision the system of state support and stimulation of export of products of national commodity producers needs. In this connection the issue of the day is an all-round study of export capacities of management subjects, development of theoretical approaches and perspective measures of practical character, sent to the substantial increase of efficiency of conduct of export politics of the state in the conditions of toughening of competition in the world market.

Analysis of recent research and publications. “*Qui bene distinguit, bene docet (Lat.) – Who analyses well, that teaches well*”. To consideration of issues of the day as theoretical, methodological, methodical, so practical character, that prevents to effective development of the Ukrainian export, and also пошкy of possible ways of their decision pay attention many researchers. Among the anchorwomen of the Ukrainian scientists we will name such names: O. H. Belarus, V. M. Geets, D. H. Lukjanenko, V. I. Chuzhikov, A. A. Mazaraki, E. V. Saveljev, I. V. Burakovsky, T. I. Efimenko, T. M. Tsigankova and other.

In foreign sources also considerable attention is spared to the study of problems of organization of foreign economic activity, export marketing, to development of recommendations that with success it is possible to use for development of national strategy of development of export. In our view, among the numerous publications of foreign authors it is especially necessary to name the next names: G. G. Abramishvili, G. L. Bagiev, I. N. Gerchikova, H. Armstrong and F. Kotler, R. B. Nozdreva, B. I. Sinetsky, K.-H. Hoppe, H. Meffert, H. Steffenhagen and other.

In spite of present scientific developments, accumulated home and foreign experience of conduct of export politics, many questions expect the consideration and acceptance of corresponding decisions. The problems of export activity can be investigated in wide and narrow sense. In respect of consideration of problems of strengthening of export potential in wide sense, then them it is necessary to notice and decide in the context of scale modernisation of the socio-economic system. The question is about a logical chainlet and intercommunication of all key constituents of this system: glorious traditions – classical learning – front-rank science – powerful industry – developed economy – quality of life – sustainable development.

It is impossible to dissociate the problems of strengthening of export potential of country from the necessity of observance of next requirements: upgrading of education and level of form; deep, but not superficial study of mathematics, physics, chemistry and other exact sciences; valid attitude toward science and scientists; presence of strategy of industrial development in a country; proper level of quality of life etc.

We in this publication will be stopped for the problems of strengthening of export potential in more narrow scopes of research. Will be paid attention, foremost, on the search of ways of strengthening of protectionism politics of the state in relation to exporters; creation of necessary terms for deepening of influence of exporters on the traditional markets of sale; to development of the program of conquest of new markets for satisfaction of needs of consumers by the products of high quality and on fully to the acceptable price.

Goals of the article. “*Qui quaerit, reperit (Lat.). – Who searches, that finds*”. The aim of this publication is research of problems of forming and realization of export potential of the state, determination of strategic directions of his development taking into account select Ukraine as priority of eurointegration vector in realization of foreign trade politics.

The main material of research. “*Concordia parvae res crescent, [discordia maximae dilabuntur] (Lat.). – In a consent and the small states (small businesses) grow, [at discord and the large collapse]*”. In the list of countries on the index of GDP (PPP) Ukraine with a \$339 milliard (49th place among 190 countries) is relatively not far away from Singapore (\$472 milliard, 41th place). In rating of countries on the index of GDP (PPP) per capita a situation is opposite: Singapore occupies 3th position among 185 countries (\$85253), Ukraine is on a 115th place (\$7519). Singapore with a population in the 5, 7 million persons exports to the products on \$384, 6 milliards, Ukraine with a 42 million population exports to the products on \$38, 1 milliard (2015). Basic commodities of export are in Singapore: oil products, integrated circuits and computers; in Ukraine: agrarian products, unprecious metals, machines and equipment.

To Singapore, small after territory country, succeeded during three decades from the group of the poorest countries, countries “The third world” to enter the number of the most successful economies. One of major factors of success of Singapore: interests of society higher of interests of individual.

Ukraine for 25 of independence “succeeded” to become the poorest country in Europe on the level of middle salary in \$160 (in Singapore – \$2616). On the version of Bloomberg, in 2015 Ukraine entered five of countries having “the most unhappy” economies of the world a year. As evaluated by the British magazine of The Economist, Ukraine became a leader in rating of countries with the worst economy. GDP (face value) per capita attained in Ukraine of 134th mark in the world rating (2015) [1].

For 25 of independence the economy of Ukraine so not recovered the potential, if for the point of counting out to take 1990. GDP is in 2015 as compared to 1990 gone down on 35 % (tab. 1).

Table 1

Dynamics of GDP of Ukraine for period of 1990–2015

Indexes	1992	1995	2000	2005	2010	2011	2012	2013	2014	2015
GDP, \$milliard	21,46	37,01	31,26	86,18	136,42	163,42	176,24	177,83	130,91	90,52
Level of GDP (% to 1990)	82,3	47,8	43,2	62,7	65,8	69,2	69,3	63,4	64,8	65,0 (?)

It is made on the basis of data of service of statistics of Ukraine [1]

About the choice of model of development of country. “*Aequum et bonum est lex legume (Lat.). – Justice and blessing is a law of laws*”. In Ukraine to this day not formed and the national model of development of economy is not inculcated accordingly. The presence of such model would become a theoretical base for the conduct of the far-sighted public policy sent to upgrading of life of population.

In literary sources it is possible to find out the presence of great number of different sort of models – from the theory of external dependence and dual development to the innovative-investment theory of economic development and model of steady development. Often the models of economic development are

bound to one or another country: the American, Swedish, Japanese model and other. During the last twentieth birthday in Poland, for example, the model of “going after development” was realized. For this period a country attained noticeable results. A question is now examined about passing to the new socio-economic model sent to the construction in Poland of postindustrial society.

In our view, rationally to bind a model to authorship not only proclamations of attractive by ear “beautiful” idea, but, most important, successful embodiment of this idea in life. Not by chance it is talked about the models of L. Erhard (Germany), Den Syaopin (China) and Lee Kuan Yew (Singapore) [2]. In Ukraine the leaders of numerous parties proclaim the programs, strategies, “steps”, “theses”, “intentions” that soon drop off even authors mainly.

The also next models of development of national economies are distinguished: неолиберальная economy of anglo-saxon type (American model); model of the socially-oriented economy (German model); EastAsian model (Japanese model). Differences the brought models over consist in a place and role of the state in a management by an economy. A liberal model is characteristic for anglo-saxon countries – Great Britain, Netherlands, Ireland, New Zeland and USA. The programs of socio-economic development in these countries are based on prevailing of principles of free competition and to taking to a minimum of role of the state. The distinguishing feature of the American model is an orientation on the achievement of the personal success of “economic man” through every kind encouragement of enterprise activity. As is generally known, a liberal model does an accent on a free competition and does not envisage state support of separate producers and protectionism measures in area of foreign trade and currency relations.

It is known that by the ideologist of conception of laissez-faire (principle of freedom of economic development) was A. Smith [3]. Exactly he in the book “Research about nature and reasons of riches of people” (1776) showed the useful role of individual egoism socially underlined the special value of division of labor and market magnitude for the height of the labour and national welfare productivity. The exactly adopted labour of A. Smith opened an economy as science on the basis of doctrine of free enterprise.

At the same time many economists and politicians forget or do not know that a main help in writing of “Riches of people” experience of England became in realization of doctrine of free enterprise. Forget or does not know that ideology of free competition England began actively to preach and inculcate then, when occupied leading positions in world trade. As soon as England attained front-rank positions not only in world trade but also in industrial development, in exact sciences, exactly she became the initiator of change of doctrine of protection, doctrines of protectionism from the side of the state on the doctrine of free trade.

We will underline that hard politics of state protectionism was preceded becoming of power of England. The Navigation act of 1651 was fixed in her basis. The question is about the known law, published by lord of Oliver Cromwell on October, 9 of 1651. His orientation was on development of the English mercantile fleet, and also for the removal of championship of Holland at the seaside. In some measure it is here possible to conduct the parallel of positions of the Navigation act with the problem of export examined by us. Even self concept “an export” originates from the word of *exporto* (lat.) that interpreted literally means the export of commodities and services from port of country. So, public policy of defence of internal market from a foreign competition, subsidies and privileges to the national companies, legislative defence, a number of other measures, that found a reflection in the Navigation act, resulted in the bloom of the English republic.

Theoretical bases of active role of the state in realization of international trade are worked out by mercantilisms. They bound prosperity of the state to active balance of foreign trade, predominance of export above an import. Protectionism came forward as the cored doctrine in international trade in XVI–XIX of item Such politics of protectionism was confessed by predominating not only England but also Austria, Portugal, Prussia, Sweden, France and Russia.

Protectionism politics from the side of the state in international trade shows up, foremost, in the period of economic crises, when interests of national commodity producer obviously prevail over interests of importers. The crisis phenomena accompany the economy of Ukraine already during the fourth of century. In opinion of A. Grytsenko [4], in the situation folded for year’s independence in Ukraine two base variants of reformation of economy and exit are possible from a crisis: liberal and liberally-socialistic. The indicated variants do not eliminate the presence of row of intermediate forms.

The liberal variant of exit from a crisis is orientated on minimization of the state participating in economic processes and most complete opening of market forces. Application of model of liberal type of development of economy for Ukraine means the following:

- maximal liberalization and deregulation economies;
- an economic clearzone with EU;
- destruction of all uncompetitive productions;
- arrival of large TNC in all sectors of economy;
- maintenance and technical rearmament of raw material productions (metal, foods of chemical productions, grain-crops, etc.);
- a decline of general technological level of production and form of population;
- fragmentary maintenance of hi-tech types of activity in the formed informative economy;
- a height of unemployment;
- proceeding polarization on the level of profits and welfare;
- sharp reduction of population due to a speed-up natural decrease, decline of birth-rate and mass emigration.

Coming from higher than expounded, fully argued there can be application, in opinion of A. Grytsenko, not liberal, and liberally-socialistic variant of reforms. Such approach is needed for overcoming of base destruction that is the basis of all other structural deformations. Active politics of the state must assist development, foremost, internal market. It, in turn, will allow growing export potential, but already on innovative basis.

The mechanisms of overcoming of base destruction and forming of bases of the balanced structural development must:

- to come from the estimation of the real necessities (not demand) of population, subjects of management and state, from one side, material and labour resources – with other;
- to provide these necessities corresponding monetary resources (forming of demand) and motion of resources for their satisfaction (forming of suggestion), that supposes the change of paradigm and mechanisms of monetary and fiscal policy;
- to be aimed at the decision of next priority tasks: decision of base problems of reproduction of vital functions of people; development of infrastructure (roads, transport, connection); conditioning for innovative development (education, science, innovations) [4].

Thus, development of export potential in a qualificatory measure depends on the clearly set forth economic politics of the state, by an internal market condition, his readiness and ability to conquer foreign markets.

Features of realization of export operations on the key stages of functioning of economy of Ukraine. “*Lucrum unius est alterius damnum (Lat.) – Income one is a loss for other*”. Foreign trade of Ukraine to acquisition of independence (1991) was concentrated mainly on barter between the allied republics. The stake of export in these republics in the combined volume of export arrived at 83 %, and in the combined volume of import – 81 %. Deliveries from Ukraine in the allied republics included the products of engineer (39 % general volume of export), food industry (16 %), iron and steel (15 %). The export of commodities in the different countries of the world plugged: anthracite coal (32 % from the combined export), products of engineer (28 %), products of metallurgy (18 %), and products of chemical industry (8 %) [1].

From the moment of finding of independence in development of foreign trade of our country it is possible to distinguish a few periods (tab. 2).

Table 2

Foreign economic activity of Ukraine in the period of 2000-2015, \$ mlrd

Indexes	2000	2005	2010	2011	2012	2013	2014	2015
Commodity turnover	28,54	70,43	112,17	150,99	153,47	140,27	108,33	75,64
Export	14,58	34,29	51,43	68,39	68,81	63,31	53,90	38,12
Import	13,96	36,14	60,74	82,60	84,66	76,96	54,43	37,52
Balance	0,62	-1,85	-9,31	-14,21	-15,85	-13,65	-0,53	0,60

It is made on the basis of data of service of statistics of Ukraine [1]

1991–1994. From the first independence days in Ukraine the process of liberalization of foreign economic activity, expansion of rights for management subjects, began in realization of export-import operations. Custom-tariff defence of strategic industries and many types of national production in relation to the imported deliveries began to be practiced with 1993. The so-called “shuttle trade” prospered in this period. Conception of “defence of internal market” was realized. She was sent to limitation of export of commodities the deficit of that showed up at the internal market. Practice of import of the commodities made from Ukrainian goods made on commission took place. In 1991–1993 the volume of export-import operations of Ukraine grew short almost in six times. Gradually a situation began to change in a positive side. A legal base broadened speed-up rates in organization of foreign economic activity. If in 1991 machines, equipment and mechanical adaptations, prevailed in the structure of export, then in 1993 on main positions unprecious metals and wares went out from them. In 1994 the volume of export increased on 91 % relatively 1991, and import – on 79 %.

1995–1998. The measures of protectionism character, related to establishment of indicative prices for the wide spectrum of export commodities, headed for defence of home commodity producer. Renewal of customs duties began on the row of export commodities. In connection with that Ukraine began actively to bring over the credits of international financial structures (IMF, World Bank, EBRD) to the economy, considerably influence of untariff methods of adjusting of export-import operations grew short. It allowed to Ukraine during 1995–1998 getting from IMF of credits to the amount of \$1, 887 mlrd. On the end of period the volumes of export-import deliveries some diminished as compared to 1996. In the structure of ex-thirl black and coloured metals and wares prevail from them, and also mineral foods, products chemical and contiguous industries of industry, machines and equipment. In the regional pattern of export-import still occupy countries the CIS. Direct foreign investments increased in 5, 8 times. The amount of enterprises with foreign investments grew in 3, 3 time and the Annual growth of investments rates attained 7 thousands averaged 28 %.

1999–2004. In Ukraine the process of liberalization of foreign trade began in relation to importers taking into account taken on obligations before IMF. In 2000 minimum customs duties are abolished. The volumes of export and import increase notably. This height reflects the improvement of the trade state (price advance and access to the markets of sale) of affairs. Positive changes are related also to privatizing and restructuring of enterprises. Among principal reasons of increase of indexes of volume of export operations: export price increase; reduction of prices of hryvnya in relation to western currencies. On a geographical sign the European countries began in the structure of foreign trade operations to prevail. Countries the CIS remain a basic export market for such commodity groups with the high level of treatment, as foodstuffs (near an 80 % general export), cars (70 %), products of engineer and equipment (55 %). From the countries-members of EU a most stake of the Ukrainian export (11,7 %) is on Germany and Italy. In 2004 it was passed an act “About border-line collaboration” [5].

2005–2007. This stage is characterized by transformation of economic relations in the direction of European integration and further liberalization of foreign trade. By the major task of new power after presidential elections in 2004 realization of the economic transformations, sent to strengthening of macroeconomic position, providing of financial stability and investment attractiveness, deepening of integration processes, became. In an economy the slump of macroeconomic indexes registered through the unfavorable price state of affairs on the principal items of the Ukrainian export in the world market. The stake of commodities with a high valueadded in the general volume of export remains insignificant. By priority of external economic politics and system factor of development of economy of country, a reference-point became liberalization of foreign trade on entering to WTO and creation of free trade zone Ukraine–EU.

2008-2012.16.05. 2008 Ukraine became the 152th member of WTO after filing of an application in November of 1993. Ukraine undertook the row of tariff obligations of relatively stage-by-stage reduction of rates of import and exported duty. Impossible began to make alteration in customstariffss in the one-sided order. Attempt to revise in 2012 371 positions on the imported duties in WTO did not bring a positive result. The examined period is characterized by development of world financial crisis and distribution of her effects on Ukraine. In 2008-2009 there was deceleration of long-term cash inflow, noticeable outflow of short-term financial resources, decline of export receivableness and decline of course of

exchange of hryvnya. After 2008-2012 the volume of export of commodities grew on 39,7 %, import – on 39,5 %. If the height of export is perceived as the positive phenomenon, then the increase of import is perceived many negatively, as it is reflected, including on the gold-value supplies of the state.

In a most degree increased to the export products of agrarian sector. Their volumes grew in 2, 5 times. On the whole export of vegetable products, grew the products of stock-raising and prepared foodstuffs in 4, 2 times. Ukraine from an importer transformed in exporter of meat of bird and pastry products. The export of products of engineer (80 %) and mineral commodities (79 %) grew. Export deliveries of unprecious metals and wares went down from them. The volume of export of black metals fell down on 8,4 % (\$1, 4 milliards). It is known that Ukrainian metallurgy is extraordinarily power-hungry. She critically depends on the import of power mediums that limits possibilities of increase of export in a great deal. The products of metallurgists are characterized also by a high sensitiveness to the price vibrations on world markets.

2013–2016. In the structure of export in this period gradually agrarian products begin to prevail. However it is paradoxical, but now on the average on Ukraine per capita consumed less than, than in 1989, meat, milk and dairies, eggs, sugar, fruit and berries, other foods [4]. In 2015 on the products of agroindustrial complex (APC) there was 31,1 % from the general volume of supplying with commodities abroad, products of metallurgy – 24,8 %, engineer – 12,1 %, raw material mineral commodities – 8,1 %, prepared food foods – 6,5 %, products of chemical industry – 5,6 % [1].

Ukraine occupies, for example, position №1 in the world on a production and export of sunflower-seed oil. In 2014 the 4,48 million tons of the unrefined vegetable oil were produced, that on 30,8 % more than in 2013 80 % is supplied this agrarian products in 109 countries of the world. A stake of hi-tech commodities is in 2014 made only about 3 % from the general volume of export of commodities (\$1, 65 milliards). This index considerably yields to the middle world level and below most the developed countries.

If to 2011 the indexes of the Ukrainian export grew, then already in 2012 a height ceased (+0,6 %) practically. In 2013 negative tendencies in realization of export deliveries began to increase (tab. 2). The volumes of export fell down in 2013 on 8 % as compared to a previous year, in 2014 – 13,5 %, in 2015 – 29,3 %. In 2015 falling touched important for Ukraine industries: metallurgy, chemical and coal industry, agrarian sphere. Although Ukraine is in 2015 sold wheats, there are a more than in 2014 corn and ore in natural units, but the got income appeared less from a price decline on raw material commodities on world markets. It was anymore succeeded to sell unless candies, tobacco and cotton wool. Successfully enough Ukraine exports an armament, although rates of sales and here went (\$million) down: 2013 – 708, 2014 – 664, and 2015 – 600. Explanation is a necessity of strengthening of defensive capacity of country in connection with realization of anti-terror operation on east of country.

By basic directions of export in 2015 were (\$million): Russia – 4, 4, Turkey – 2, 5, China – 2, 3, Egypt – 1, 9, Poland – 1, 8. On the markets of Poland, Turkey and Italy profits from an export fell down more substantial, than in countries the CIS. Negative balance of trade takes place with many developed countries (\$million): Germany (-2,41), USA (-0,87), Norway (-0,72), France (-0,37), Poland (-0,31) of and other. In the developed countries are acquired mainly hi-tech commodities. Ponderable part of the Ukrainian export in EU (grain-growing, black metals) is sent not to the leading countries EU, and on her periphery – to Central Europe and country PIGS (Portugal, Italy, Greece and Spain).

Among developing countries with that there was positive balance (\$ million) of trade: Egypt (+1,80), Iran (+0,46), Iraq (+0,44), Thailand (+0,17), Bangladesh (+0,13) of and other. In this group of countries we mainly sell grain and other raw material commodities. Ukraine earns on poor countries the sale of grain and metal, and spends currency on the purchase of hi-tech commodities at the developed countries.

By leaders among regions there is Kyiv (22,7 % export) in supplying with export commodities, Dnepropetrovsk (22,7 %), Donetsk (17,1 %) and Zaporizhzhya to the area (7,7 %). On the western areas of Ukraine is just 9,1 % export [6].

01.01.2016 inured economic part of Agreement about an association between Ukraine and EU. At the same time the action of Agreement is stopped about a free trade of Ukraine zone with countries the CIS, with Russia. Ukraine and Russia exchanged trade embargoes on the row of the manufactured and food goods. In this situation, undoubtedly, it is necessary to extend the influence on the market of EU.

Thus Ukraine must not be rolled to the raw agrarian-material appendage of EU. It is necessary to strengthen co-operation connections in the field of processing industry, in the field of high-tech. Perspective for Ukraine are markets of China, India, Pakistan, Indonesia, Malaysia, Iran, and also countries of Latin America.

Problems of realization of export strategy. *“Exempla praeceptis utiliora (Lat.). – Examples are more useful than discipling”*. By the primary objective of project of state export strategy on 2016-2020 there is transformation of export on the important factor of the economy growing, creation of workplaces and increase of social standards. The presence of such program must assist the increase of efficiency of export activity of country on the basis of expansion of range of goods, improvement of their quality descriptions, improvement of commodity and geographical structure of export, use of progressive forms of international trade and economic cooperation.

Strategy of development of export potential of country must decide the whole complex of the accumulated problems in this sphere of mutual relations with the outer world, to assist expansion of participation of national commodity producers in the international division of labor on the mutually beneficial terms [7].

Among accumulating problems in organization of advancement of home products to the foreign market most substantial are the following:

- absence of the proper understanding in the legislative and executive bodies of power of maintenance, aims, principles and mechanisms of construction of effective public long-term policy of development of export, that corresponded to the deeply carefully thought out national model of realization of economic transformations;
- during realization of public export policy does not adhere to principles of sequence, continuity, succession and complexity;
- absence of public industrial policy, that it is related to abolition of Ministry of industrial politics and “dissolution” of his functions within the framework of Ministry of economic development and trade (MEDT), affects decline of production and export of hi-tech products, products with the high stake of valueadded;
- the decline of role of engineering labour does not assist motivation of creative workers in creation of the newest types of products;
- the crisis state of national economy, lack of development of internal market, low level of solvency of population are a brake in the increase of volumes of export deliveries;
- an accent in the commodity structure of export on raw material products with the low level of valueadded, realization of her on subzero prices on foreign markets does not assist strengthening of economic potential of country;
- the presence of obvious disproportions in realization of the bilateral trading with basic partners (EU, CIS, USA, China of and other) is folded obviously not in favor Ukraine;
- imperfection of the government program of adaptation of regulations, standards of quality and safety of the Ukrainian products to the norms and rules of WTO, including in the conditions of realization of the free trading with EU;
- absence of advantageous terms of crediting (high interest rates and short spaces allotted credit) and insurance of export from the side of the state, his financial sphere;
- an insufficient level of investing in modernisation of the productions oriented to the export and, foremost, hi-tech productions;
- a deficit of specialists with necessary knowledge, qualification and experience in the field of advancement of home products to the target foreign markets both traditional and new;
- absence of demand on preparation of the engineers-economists specialized on the problems of international scientific and technical cooperation;
- an insufficient level of responsibility and limit nature of possibilities of trade missions and legations of Ukraine abroad in their influence on expansion of presence of home commodity producers on foreign markets;

– the improper attention from the side of the state in realization of informatively-consulting activity for providing of services to the management subjects on questions of contracting, to their accompaniment in accordance with the legislation of countries-partners, international normatively-legal acts in the field of realization of export-import operations;

– realization of calculations on export operations frequently through offshore companies and tax evasions reduces the image of the state and business structures in the world.

The list of problems can be continued, but one of main problems in export politics is absence of the proper responsibility (moral and material) from the side of workers of state and business structures, political and public figures at initiation, development, acceptance, statement, realization and control on implementation made decision at all levels of management.

Conclusions and recommendations for further research. “*Ardua res est vetustis novitatem dare* (Lat.). – *Difficult to give old a novelty*”.

1. The state in that the primary objectives of his existence will be realized in a maximal degree can highly developed is considered: increase of welfare of people and defence of his interests. Among the factors of success is a presence of leader and programs of strategic and tactical changes in accordance with the select national model of reformation of economy. Political stability, developed financial infrastructure and powerful legal system, must become the basic levers of successful economy of country.

2. Decision influence of next constituents becomes firmly established by us in their intercommunication in successful development of the state: historical traditions – classical learning – front-rank science – powerful industry – developed economy – high quality of life – sustainable development.

3. The developed economy allows successfully to pursue an export policy, thus not on the basis of cheap sources of raw materials, and on the basis of production of modern industrial goods, products of high technological level.

4. Ukraine must not become the raw agrarian-material appendage of EU. It is necessary to extend co-operation connections with powerful transnational companies, to strengthen positions on the traditional markets of sale, to extend the spheres of the influences on new markets with the effective use of marketing complex.

5. The system of measures of organizational, technological, financial, legal, marketing orientation must promote strengthening of export potential from the side of the state on rendering support in supplying with commodities to the foreign markets the subjects of economic activity – direct participants of realization of export-import operations. Strategy of development of export potential must become to the important constituent in providing of economic security of country.

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