

THE LOCAL SELF-GOVERNMENT AUTHORITIES ROLE IN ACTIVATION OF FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISES

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Purpose. The goal of the article is analysis of the theoretical approaches of the local self-government authorities to the foreign economic activity, investigating of the local self-government authorities' competence in the foreign economic activity, updating the issues of organization and legal environment of the foreign economic activity of local self-government authorities. Also the task is to determine the measures of activation the foreign economic activity of the enterprises producing the export-orientated goods on the local level. **Methodology.** Methodological study basis accommodates the general and special scientific conceptions, theories and methods. The methods of obtaining knowledge, such as historical, dialectical, and systematic and others are used as methodological basis of the study. Thus, the dialectical method is used for investigation of the phenomena "foreign economic activity" and "foreign economic relations" that gives the ability to review them as a dynamic category of contemporary constitutional and municipal law of Ukraine permanently being renewed by the elements of a whole new content. Historical method was used first of all in the analysis of foreign economic activity that was first legalized by the government as a subsidiary body of the executive committee of the local councils, and then gradually underwent theoretical-practical and competence-regulatory changes. Systematic method was used in evaluation of the possibilities of creation the foreign economic activity system in the local community framework built on the coordination and subordination of all the entities engaged in the foreign economic activity that function within the community. **Originality.** The necessity of the stable cooperation of the local self-government authorities and business was grounded, the directions of further cooperation of local authority and economic operators were offered. It was determined that the main tasks of Ukrainian regional policy in the foreign economic activity area should be the increase of the use of existing and brand-new instruments of foreign economic activity development provided by the world practice with the necessary consideration of specific region features. The article is the first complex study where the theoretical and legal problems of establishment, development and legalization of foreign economic activity phenomenon in the local self-government activity work in Ukraine and in the creating local system of foreign economic activity by them were stated, that will help to find the laws of its development. **Practical value** of the obtained results is that the obtained results may be used in the scientific research process – in the municipal law and municipal management areas to deal with issues of functioning of local self-government authorities system, establishment, development and functioning of appropriate territory communities, establishment and realization of the main functions of its bodies, and also in planning the territory communities' development programmes. References 10, tables 1, figures 3.

Key words: foreign economic activity, foreign economic relations, local self-government authorities, export portfolio performance, city economic development.

РОЛЬ ОРГАНІВ МІСЦЕВОГО САМОВРЯДУВАННЯ В АКТИВІЗАЦІЇ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ

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В статті визначено роль органів місцевого самоврядування в забезпеченні розвитку зовнішньоекономічної діяльності підприємств міста, проаналізовано сучасний стан зовнішньоекономічної діяльності підприємств м. Кременчука з конкретизуванням шляхів активізації експорту продукції провідних підприємств. Метою статті є визначення заходів щодо активізації діяльності підприємств, які займаються виробництвом експортоорієнтованої продукції, на місцевому рівні. Обґрунтовано необхідність стійкого співробітництва органів місцевої влади і бізнесу, запропоновано напрямки подальшої співпраці місцевої влади і суб'єктів господарювання. Визначено, що головними завданнями регіональної політики України в сфері зовнішньоекономічної діяльності повинно бути підвищення використання діючих та новітніх, вироблених світовою практикою, інструментів розвитку зовнішньоекономічної діяльності, з обов'язковим урахуванням специфічних особливостей регіонів. Використано загальні і спеціальні наукові концепції, теорії та методи. Діалектичний метод використовується для дослідження явищ «зовнішньоекономічна діяльність» та «зовнішньоекономічні зв'язки», що дає можливість розглянути їх в якості динамічної категорії сучасного конституційного та муніципального права України. Історичний метод використовувався, насамперед, в аналізі зовнішньоекономічної діяльності. Системний підхід був використаний при оцінці можливостей створення зовнішньоторговельних систем економічної діяльності в рамках місцевої громади, побудованих на координації і підпорядкуванні всіх суб'єктів, що займаються зовнішньоекономічною діяльністю, яка функціонує в рамках спільноти.

Ключові слова: зовнішньоекономічна діяльність, зовнішньоекономічні зв'язки, органи місцевого самоврядування, експортне портфоліо, економічний розвиток міста.

PROBLEM STATEMENT. Internal factors and conditions are critical to activation of foreign economic activity of the domestic enterprises nowadays. The most

important of them is the level of market relations development which is under formation now. It is explained with resistance to the reforms, absence of the

appropriate market structure, imperfection of business law norms and the mechanisms of their realization. Thus the export potential of Ukrainian enterprises on the state and local levels is not used completely.

The government policy in this area should be directed to the formation of appropriate conditions for the stable business development based on the perfection of forms and methods of support that provide the growth of development rates, activation of industrial, innovation and investment activity of the economic operators and, as a result, the growth of national economy effectiveness. Local government bodies should provide the differentiated and targeted assistance to the business operators in realization of the investment projects with regard to the specific features of their activity [8, p. 55].

The studies of the following national and foreign scientists: V. D. Andrianov, V. M. Geitz, B. M. Danylyshyn, Yu. G. Kozak, A. I. Kredisov, A. S. Lysetskiy, S. R. Makkinon, A. I. Moki, A. Nickolas, N. M. Parhomenko, M. A. Pivovarova, A. S. Filipenko, and O. V. Shkurypiy, were dedicated to the problematics of the development of foreign economic activity of the enterprises. They review the foreign economic activity from the position of international business and trade relations development, which include: products exchange, production specialization and cooperation, scientific and technical cooperation, economic and technical help, joint ventures creating and other forms of economic cooperation. Alongside with that, the issues of the activation of foreign economic activity of the enterprises and the local self-government authorities' role are in the field of scientific research nowadays. It indicates the relevance of this subject which determined the choice of it for the scientific research made in this article.

The purpose of the study is determination of the ways of stimulation the development of economic operators producing the export-oriented production at the local level.

EXPERIMENTAL PART AND RESULTS OBTAINED. The term "foreign economic activity" appeared in Ukraine with the start of economic reforms in 1987 which essentially consisted of gradual cancelling of state monopoly on performing any economic operations including foreign economic ones, authorizing the enterprises to have the right of immediate access to foreign markets and stimulating foreign economic activity development at the level of economic operators [2, p. 15].

After the declaration of the independence of Ukraine in 1991 the measures oriented to the considerable liberalization of the foreign economic activity in the country and extending rights of the enterprises and organizations in this area were initiated. In this period the important legislative acts were passed, by the way, the Laws of Ukraine "About the foreign economic activity" (1991), "About the customs procedures in Ukraine" (1991), "About the unified customs tariff" (1992), "About the payment procedure in foreign currency" (1994), "About the operations with unmanufactured raw products" (1995), "About the foreign investment schedule" (1996) and others [5, 6].

Basing on the main commercial approaches to the foreign economic activity performance the two main

notions were distinguished and formed – "foreign economic ties" and "foreign economic activity".

Foreign economic ties are the combination of forms, ways and methods of foreign economic relations between the countries. As an economic category "foreign economic ties" reflects the system of economic relations appearing as a result of the resources flows of all kinds between the countries and economic entities of different countries. These bilateral relations involve all the aspects of the economic life of the state and first of all the industrial, sales, investment and financial activity [1, p. 35].

Due to the mechanism of foreign economic ties the world market demand for the products and services is transferred to the internal market of the particular state. It determines the productive forces development which in its turn enforces the development of industry, agriculture, sales, service sector and financial institutions. The classification system of the foreign economic ties consists of their kinds and forms. Foreign economic ties are divided by the direction of commodity flow onto following types – export and import, and by the structure features – onto foreign trade, financial, industrial and investment types. Sales, barter, tourism, engineering, franchising, leasing, information exchange, consulting and so on are designated as forms of foreign economic ties [9].

Foreign economic ties are formed and realized under the influence of various regulators affecting the occurrence of the ties and set their development on course of uniform effective politico-economic system that protects the national interests. Foreign economic activity as an economic category enlightens first of all the appropriate (related to the international business dealing) functions of industrial structures (firms, organizations, enterprises, corporations and so on). According to the Law of Ukraine "About the foreign economic activity" the following notion is common: foreign economic activity is the activity of the economic operators of Ukraine and foreign economic operators built on the relations between them taking place in the territory of Ukraine as well as outside of it [5, 10, p. 47].

The bodies of local government of foreign economic activity include:

- local Councils of people's deputies of Ukraine and their executive and regulatory bodies;
- regional divisions (offices) of the government regulatory agencies of foreign economic activity of Ukraine.

Executive organs of rural, township and city councils due to the Law of Ukraine "About the local self-government" are endowed with the following powers in the foreign economic activity area:

1. The own powers (self-governing):

1.1 Conclude and prove the performance of the contracts with the foreign partners for purchase and realization of the products, performance of the works and delivery of services in accordance with the law;

1.2 Promote foreign economic ties of the enterprises, agencies and organizations located in the appropriate territory regardless of the form of ownership;

1.3 Promote creation of the ventures of industrial and amenity infrastructure and the other objects common

with the foreign partners on the legal base; attract foreign investments for providing employment;

2. Delegated powers:

2.1 Organize and control border trade and coasting trade;

2.2 Create conditions for appropriate operation of the customs bodies, promote of their activity;

2.3 Provide the realization of international duties of Ukraine in the appropriate territory within granted powers.

Local state administrations due to the Law of Ukraine “About the local state administrations” are endowed with the following powers in the international and foreign economic activity areas:

1) provide the compliance with obligations of international agreements of Ukraine in the appropriate territory;

2) promote the international cooperation development in the areas of economics, human rights protection, anti-terrorism effort, environmental safety, health care, science, education, culture, tourism, physical culture and sports;

3) conclude the contracts with foreign partners on the cooperation within the limits of competence determined by the laws;

4) promote the foreign economic ties of the enterprises, agencies and organizations situated in its territory regardless of the form of ownership;

5) provide the export base development and the growth of manufacturing products for export;

6) organize the border trade and the coasting trade;

7) promote the customs bodies and frontier services activity, create the conditions of their appropriate operation;

8) make the proposals to the appropriate bodies in the prescribed manner about attraction foreign investment to develop the economic potential of the appropriate territory [4, p. 101].

For this purpose, all the main foreign economic instruments should be given to the central government bodies which is in complete accordance to the principle of their international exclusiveness. The region participation in the international activity can be provided with the forms and methods traditional to this level (realization of the principle of the financial equivalence).

It is important to accentuate that the local bodies should not have the independent international competence. Besides this, the classification and typology of the regional foreign economic instruments can be created on the basis of resource approach. The sense of this approach is into the following: whereas the regional regulation of the foreign economic realm is implemented by the territorial resources, kinds and specific features of the latest can be regarded as classification criteria [3].

Now we analyze foreign economic activity of the enterprises of Kremenchuk in 2012 – 2016 and determine the role of the local self-government authorities in promoting of its development.

Foreign trade in products and services of Kremenchuk in 2012–2015 is characterized by the expressed downward dynamic (Fig.1).

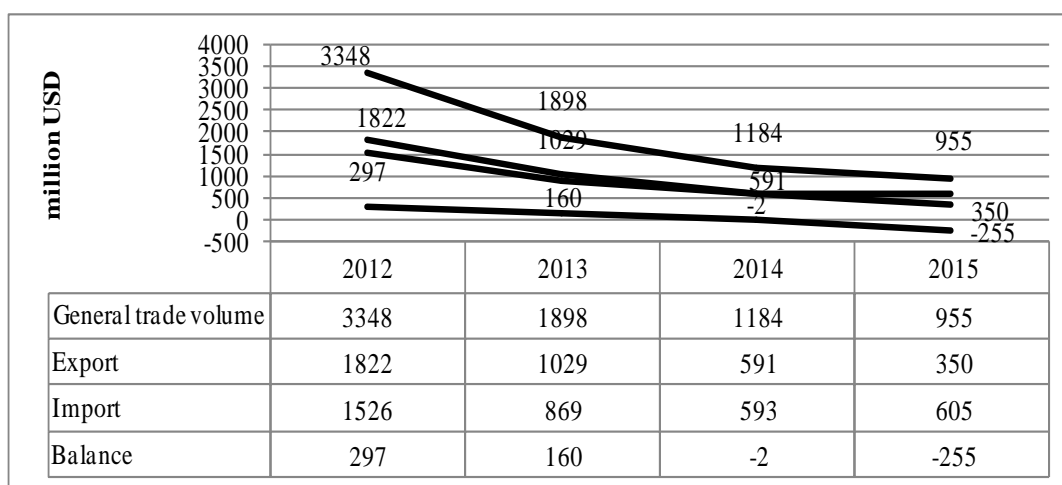


Figure 1 – Trade dynamic of goods and services in Kremenchuk

Volume of supply in 2015 reduced by 4 times in comparison with 2012 from 3348 million USD to 955 million USD. In this period the first reducing of volume of supply occurred in 2013 by 43% and continued in 2014 by 38% and in 2015 by 19%. It should be mentioned that reducing of the volumes is proper to export as well as to import. Only in 2015 the volumes of import increased by 2% in comparison with the previous period. Trade balance was positive before 2014 but was also characterized by the downward dynamic. Due to uncontrollable reducing of export supply in 2014 the trade balance became negative – 2 million USD. In 2015

the downward dynamic remained the same and trade balance was 225 million USD [2, p.125].

The traditional goods group for the export structure of the city were vehicles for land transport (vehicles for automobile and railway transport) which had the share in export equal to 72%, e.g. in 2012. In 2013 the share of the vehicles of land transport was reduced by 11% and was equal to 61%. In 2015 the share of export supply of these good groups reduced to 17% of the general scope.

The typology of regional (local) foreign economic instruments by the given criterion is summarized in the Table 1:

Table 1 – Typology of the regional foreign economic instruments

| Names of the measures and methods | Essence |
|--|---|
| I. Measures of general character: | |
| legal | Representation of interests of the region in conducting the multilateral negotiations on the issues of international economic cooperation at the state level |
| forecasting and programming | determination of the optimal, from the position of regional interests, forms and directions of the international economic cooperation; development of the regional export programs |
| economic methods | creation of added incentives for attraction the foreign investment by cancelling or reducing the local taxes, financial credit accommodations; submission of additional financial guarantees for the members of regional programs |
| organizational methods | promoting the organization of the relations between economic operators of different forms of ownership; organization of local offices in the foreign countries and regions that have potential to cooperate on the international level; promotion of the edition of information circulars about the foreign markets |
| II. Regulation of international economic relations by the labour resources of the region | |
| legal | participation in development of statutory instruments regulating the labour migration and using the labour resources in the international economic relations development |
| forecasting and programming | development and realization of the educational programs of the professional retraining with regard to the structure changes of the region |
| organizational methods | creating the educational centers; organization of the symposia and conferences on the issues of international business; delegations exchange; upgrade training for the chiefs of the foreign trade services of the regional enterprises |
| III. Regulation of natural, land resources and environmental conditions of the region | |
| legal | participation in development of statutory instruments regulating use of the natural and land resources in the international economic relations |
| forecasting and programming | the schemes of the enterprises location in the part of foreign and common industries for the purpose of optimal resources use in the region; project plans of the cities development |
| economic methods | payments for the natural resources for the non-residents; fines and ecological taxes for the environmental law breaking; payment for the apportion of the plot of the land for constructing common and foreign enterprises |
| IV. Regulation by the other immobile objects of the region (amenities), including small and medium-sized enterprises | |
| legal | participation in development of statutory instruments regulating the conditions of use the infrastructure facilities by the non-residents |
| forecasting and programming | development of the infrastructure provision programs of the regional foreign economic ties; development programs of the small and medium-sized export-oriented business |
| economic methods | Tax and financial stimuli for development of the infrastructure objects serving the international economic relations and growing the investment attraction of the territories; subsidization the enterprises-exporters of small and medium-sized business |
| organizational methods | marketing studies and consulting help in promoting enterprises with access to foreign markets; organization of the sales exhibits, fairs with the purpose of determination of the new foreign markets; consulting on the issues of conducting the international business |

Alongside this, since 2013 the weight of the food preparations in export increased. In 2012 the share of the food preparations was 6%, in 2015 – 36% of the general export supply volume.

In 2016 the city export portfolio performance was formed by the following goods groups: food preparations (the weight in export was equal to 31%); vehicles of land transport (26%); production of chemical industry and related industrial branches (15%); textile materials and textile products (9%); mineral products (9%); cars, equipment and mechanisms; electrical equipment (7%); works of stone, gypsum, cement (1%); base metals and articles of them (1%).

The volume of service trade is unessential and is characterized with the downward dynamic. Volume of

imports is 4-5 times greater than the volume of exports. Trade balance during the analyzed period was negative.

In the period from 2012-2016 the local government authorities concluded 8 contractual legal acts (5 agreements and 3 memoranda) of the cooperation with twin towns: Bydgoszcz (Poland), Svishtov (Bulgaria), Bitola (Macedonia), Snina (Slovakia), Borisov (Belarus), Michalovce (Slovakia), Wenzhou, Jiayuguan (China). All the documents are concluded with the indefinite duration.

About the measures of promoting the foreign economic activity of the enterprises provided by the local government in Kremenchuk, the following deserve notice. The public utility “Kremenchuk Centre for International and Economic Development «Kremenchuk Invest»” functions in the structure of Kremenchuk city

council having as its main tasks and functions the promotion of socio-economic development of the city and increasing the competitive ability of the city territory. “Kremenchuk Invest” provides the following services:

- measures for local economic development;
- development, realization and support of investment projects;
- promotion and marketing of the territories;
- international cooperation development and strengthening city image.

In the period of 2012-2016 a range of festivals, exhibitions and presentations of international character took place in Kremenchuk. Thus, in 2016 the festival “Solodkiy Kremenchuk” oriented to the presentation of industrial, economic, educational, scientific and investment potential of the city took place. The festival was visited by the delegations from twin cities and other foreign delegations.

Foreign economic potential of the city was introduced at the city presentation in the commercial and industrial chamber of Ukraine in 2014 with large business involving (PJSC “Kremenchug plant of road machines”, PJSC “Kryukovsky railway car building works”, PJSC “AutoKrAZ”, AVM AMPER LLC, Research and Production Enterprise “Techvagonmash” LLC, PJSC “Kremenchug Wheel Plant”, “Ukrkvartsyt” LLC, Private Enterprise “Balashov”, “Hose filters factory” LLC, “WORD SERVIS” LLC).

Delegations from the city took part in the international visits to the twin city Bydgoszcz (Poland) with the purpose of learning the housing service and water and sewage service experience. Delegations consisted of 3 city council leaders; representatives of business were not included in the delegation.

The conferences, trainings and seminars on the following export subjects were conducted in the city:

- Goods declaration. Customs registration and customs formalities (2012).
- INCOTERMS 2010. ICC rules of using the terms for internal and international trade (2012).
- “Condition and perspectives of trade and economic relations between the enterprises of Ukraine and African countries”, Roundtable (2014).
- Analytics of EU market demands for the food goods groups (2015).
- Export to EU: process, philosophy, opportunities (2015).

During the analyzed period the city was visited by the 19 foreign delegations of various characters. As a rule, the visits were about the learning of the city potential.

The general web-platform for promotion the local potential exporters and their production is present on a pro forma basis and it is a site of public utility “Kremenchuk Invest” that is not available at the moment. Also there are sites of particular enterprises containing information mostly in two languages – Ukrainian and Russian, and having limited information about the products, prices and opportunities of products supply to other regions and countries.

According to the data of statistics office in Poltava region as of 01.07.2016, 77 export-oriented enterprises

and 95 import-oriented enterprises are performing their activity in Kremenchuk [7, p.75].

In 2016 with the support of international technical help project “Partnership for Local Economic Development and Democratic Governance Project (PLEDDG)” started by the Federation of Canadian Municipalities with the Canadian government support, the survey of local entrepreneurs was conducted to determine the export potential of the city, problems of foreign economic activity of the enterprises and perspectives of the access to foreign markets.

Survey clarified that 100% (54 enterprises) of respondents are performing or have an experience in performing the foreign economic activity. The enterprises were divided by the areas of their activity in the following way: 86% of respondents represented the industrial production area; 14% – textile production.

In 2016 the interviewed exporting enterprises had 8284 employees of which 3558 are women. In the industrial production enterprises there were 8066 employees, at the textile production – 198 employees.

The average month salary in 2016 at the exporting enterprises was 17 USD versus 200 USD in 2012. Among the countries where the export of Ukrainian goods was made in 2012-2016 were: Azerbaidzhan, Georgia, Kazakhstan, Canada, Germany, Russian Federation, Romania and others countries of CIS. Among the potentially attractive countries the interviewed respondents mentioned the following: Canada, Cuba, Iran, Iraq, Nigeria, Germany, UAE, Poland, USA, Czech Republic, Slovakia, Turkey, South Africa, other EU countries, countries of South and Latin America, Africa and Middle East.

Total revenue of the most of respondents was more than 501,000 USD. In 2015 the percentage of these enterprises was 43%. Total revenues of export activity during the analyzed period were stable – 14% of enterprises got between 11,000 and 50,000 USD from export activity. Also 23% of respondents on average got up to 10,000 USD from export activity.

Regarding the necessary factors for business export potential development, it was necessary for 100% of respondents to have abundant quantity of customers; 86% mentioned the presence of qualified labour resources, raw material suppliers and constitutive elements. 57% of exporters emphasized the importance of location and transport options, 29% think that scientific studies and research are an important factor of export development. Only 14% of enterprises acknowledged the creating of branch clusters of the similar profile to be an important factor for export potential development.

Among the factors of negative influence on enterprises export potential, 86% of respondents acknowledged the complexity of customs formalities, 71% – general economic situation in Ukraine, 57% – loss of market outlets, 43% – outdated means of production, 29% – nonavailability of financial package, lack of qualified workers, low level of cooperation of government and business, 14% – losses on energy and administrative pressure of the government bodies, low quality of administrative services, and internal competition. No one of the respondents mentioned the expenses on materials and constitutive elements, local

business climate and limitations related to the environment protection as negative factors.

The following results were obtained for the question about government role in the local business export potential development. 57% of respondents agreed completely, 29% rather agreed about the transparency of customs area mechanisms. 43% of respondents agreed completely and 29% rather agreed that government should provide support in the dialogue with other regions/countries, consultative assistance and administrative services of high quality, especially electronic, providing help with access to foreign markets. 43% agreed completely and 4 rather agreed that government role also involves marketing support, labour force development, information access improvement, support of beginning exporters, providing financial stimuli for access to foreign markets.

Regarding the government role in creation the transparent mechanisms in tax area 29% agreed completely and rather agreed but the same percent of respondents disagreed completely.

Among the key factors that make the enterprises access to foreign markets possible, respondents mentioned:

- presence of customers;
- availability of constructors documentation and appropriate certificates;
- timely VAT reimbursement to the full extent;
- presence of reliable business partner;
- mechanisms of government support of export;

- programs of credit guarantee for exporters;
- business infrastructure development;
- programming of local manufacturers.

For the question about local government actions for improvement the business climate of access to foreign markets, respondents offered bodies level increase in export area and engaging of foreign delegations.

100% of respondents have clear description of the customers of their enterprises. 57% of respondents identified the possibilities of product adaptation to the certain market with the purpose of enhancement of negotiation positions with a partner, 29% have done this partially. Alongside this 14% of exporters have not done this. 43% are only partially acquainted and 43% are completely not acquainted with the programs, projects and possibilities being offered by various organizations in the export assistance area. 29% are acquainted completely, 29% - only partially, 43% completely unacquainted with all the bilateral and multilateral agreements, preferential schemes that may be used as the advantages in export of their goods.

Regarding the needs of enterprises getting access to foreign markets. The highest demand for education among the respondents (71% of respondents) was determined by the directions of technical regulation and management of goods and services quality.

57% of respondents were interested in personnel training in the export marketing area (Fig. 2).

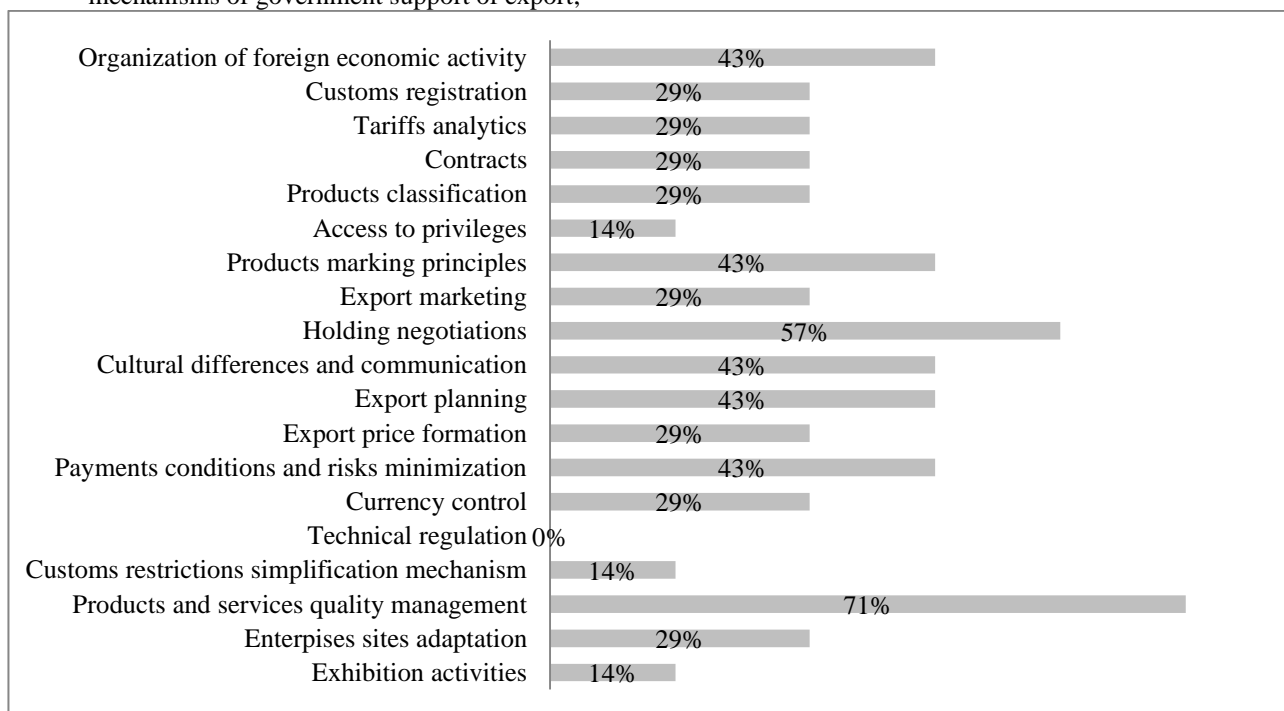


Figure 2 – Needs in additional personnel training survey results

43% of exporters claimed the necessity of deepening knowledge and skills development in the areas of:

- Export price formation;
- Cultural differences and communication;
- Holding negotiations;
- Access to favorable and preferential treatment;
- Foreign economic activity organization.

In the context of partners search 57% enterprises are interested in assistance with requests formation and information search in bases. 43% of respondents expressed the necessity in support with exhibitions and forums organization, assistance when establishing contact with a partner, entering information into contact bases and creating the enterprise profile, 29% expressed

the interest in informing of business events outside the city.

57% of respondents are interested in individual consultations on the following subject “Products and services certification”.

43% of respondents expressed the necessity in counselling about contacts establishment with the embassies of other countries in Ukraine (Fig. 3).

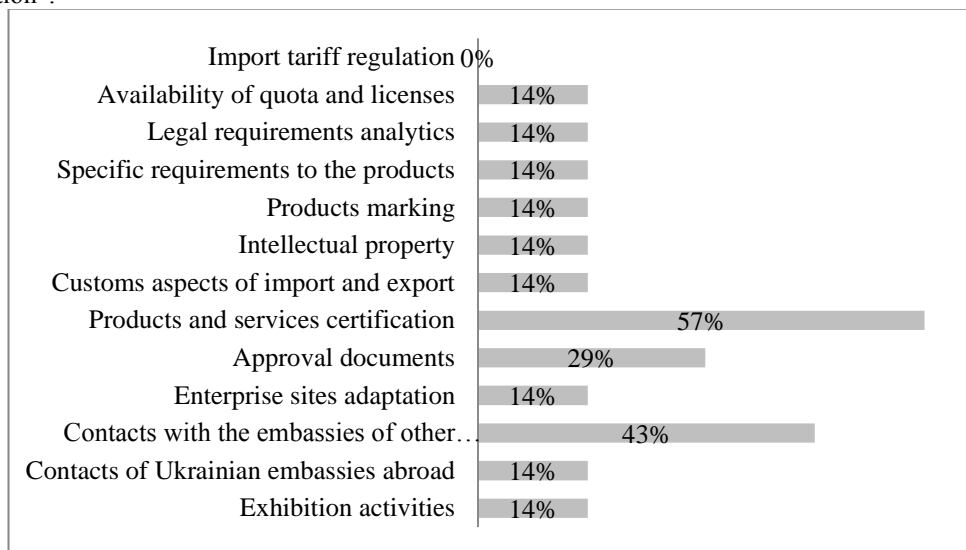


Figure 3 – Individual consultations survey results

14% of the interviewed enterprises consider important to get consultations about:

- approval documents;
- exhibition activities;
- availability of quota and licenses;
- legal requirements analytics;
- import tariff regulation;
- products and services certification;
- enterprise sites adaptation;
- customs aspects of import and export;
- intellectual property;
- products marking;
- specific requirements to the products;
- contacts of Ukrainian embassies abroad.

Among the necessary instruments for export development the great majority of respondents (57%) determined the programs of export support on the state level and access to marketing studies. 43% of respondents expressed the necessity in access to participation bases of the international sponsorship propositions (B2B) and to the 24/7 consultants, and in participation in the international events and in EU programs Horizon 2020 and COSME.

So, the following conclusions can be made about the analysis of foreign economic activity of the city enterprises performing foreign economic activity:

1. Foreign economic activity in 2012-2015 is characterized by the downward dynamics (with unfavorable balance in 2015). The base of export has been formed for a long time by one type of products (vehicles of land transport). From 2014 the product range was complemented with food preparations. Export geography is rather differentiated.

2. The system of bilateral contacts with cities in other countries is present in the city. But the necessity of their broadening and deepening for the further successful foreign market introduction of the city enterprises products still exists.

3. There is a well-developed institutional platform in the city able to be used for the further work on access to the foreign markets. The public utility “Kremenchuk Centre for International and Economic Development «Kremenchuk Invest»” functions in the city council structure, also there is Kremenchuk department of commercial and industrial chamber of Poltava region.

4. In 2012-2016 one event of international character took place in Kremenchuk. At the same time the city on a regular basis is visited by the foreign delegations (including the representatives of foreign enterprises). The seminars on foreign economic subjects were conducted in the city. The general web-platform for promotion of the local potential exporters and their production is absent.

5. 43% of enterprises-respondents evaluate the city as an appropriate place for successful access to foreign markets. 43% evaluated the effectiveness of the local power work as “adequate”. Alongside with this the problem areas, requiring additional development, were determined.

6. The analysis of operating exporting enterprises activity indicates the development and demand tendencies monitoring at the particular markets. Selectivity of monitoring is caused by the absence of resources of potential partners’ interaction and lack of awareness about the opportunities of particular countries.

7. It can be stated that city enterprises are ready to adapt to satisfy potential customers requirements at the foreign markets including the change of production processes. The key factor is the production cost level of local enterprises that is lower or the same as the level of business rivals. In addition to this 100% of exporters are ready to decrease the products transportation cost when it is necessary.

8. Trade mark verification, products certification to satisfy the needs of particular markets, and signing additional information on the products still remain as

problems. At the same time 71% of enterprises are not ready to perform export operations with prolongation of payment up to 45 days.

9. The investigation of enterprises problems showed the necessity of education, methodological assistance, consultations and providing instruments of foreign economic activity development.

10. The present limitations of export development need additional research and development of a range of particular measures (projects) that will prevent or mitigate their negative influence.

CONCLUSIONS. In summary, the local government authorities, as it was mentioned above, have at their disposal mostly institutional levers of influence for

foreign economic activity of the city, including legal, forecasting and programming, financial and economic, organization, scientific and educational, image instruments.

To reach the set goal it is necessary to eliminate the main factors hampering the development of business, reach the higher level of support from the local self-government authorities. The further development is demands for rationale of mechanisms of foreign economic politics realization at the local level in the conditions of growing globalization of economic processes and constructing the model of strategic monitoring of foreign economic activity development.

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РОЛЬ ОРГАНОВ МЕСТНОГО САМОУПРАВЛЕНИЯ В АКТИВИЗАЦИИ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ

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В статье определена роль органов местного самоуправления в обеспечении развития внешнеэкономической деятельности предприятий города, проанализировано современное состояние внешнеэкономической деятельности предприятий города Кременчуга с конкретизированием путей активизации экспорта продукции ведущих предприятий. Целью статьи является определение мероприятий по активизации деятельности предприятий, занимающихся производством ориентированной на экспорт продукции, на местном уровне. Обоснована необходимость устойчивого сотрудничества органов местного самоуправления и бизнеса, предложены направления дальнейшего сотрудничества местной власти и субъектов хозяйствования. Определено, что главными задачами региональной политики Украины в сфере внешнеэкономической деятельности должны быть повышение использования действующий и новых, используемых в мировой практике, инструментов развития внешнеэкономической деятельности, с обязательным рассмотрением специфических особенностей регионов. Используются общие и специальные научные концепции, теории и методы. Диалектический метод используется для исследования явлений «внешнеэкономическая деятельность» и «внешнеэкономические связи», что дает возможность рассмотреть их в качестве динамической категории современного конституционного и муниципального права Украины. Исторический метод использовался, прежде всего, в анализе внешнеэкономической деятельности. Системный подход был использован при оценке возможностей создания внешнеторговых систем экономической деятельности в рамках местной общины, построенных на координации и подчинении всех субъектов, занимающихся внешнеэкономической деятельности, которая функционирует в рамках сообщества.

Ключевые слова: внешнеэкономическая деятельность, внешнеэкономические связи, органы местного самоуправления, экспортное портфолио, экономическое развитие города.

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