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JEL Classification: 31, 80, F 15

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«...» (2014), (2016), (2017). () «...» . •1, . 161–162'».

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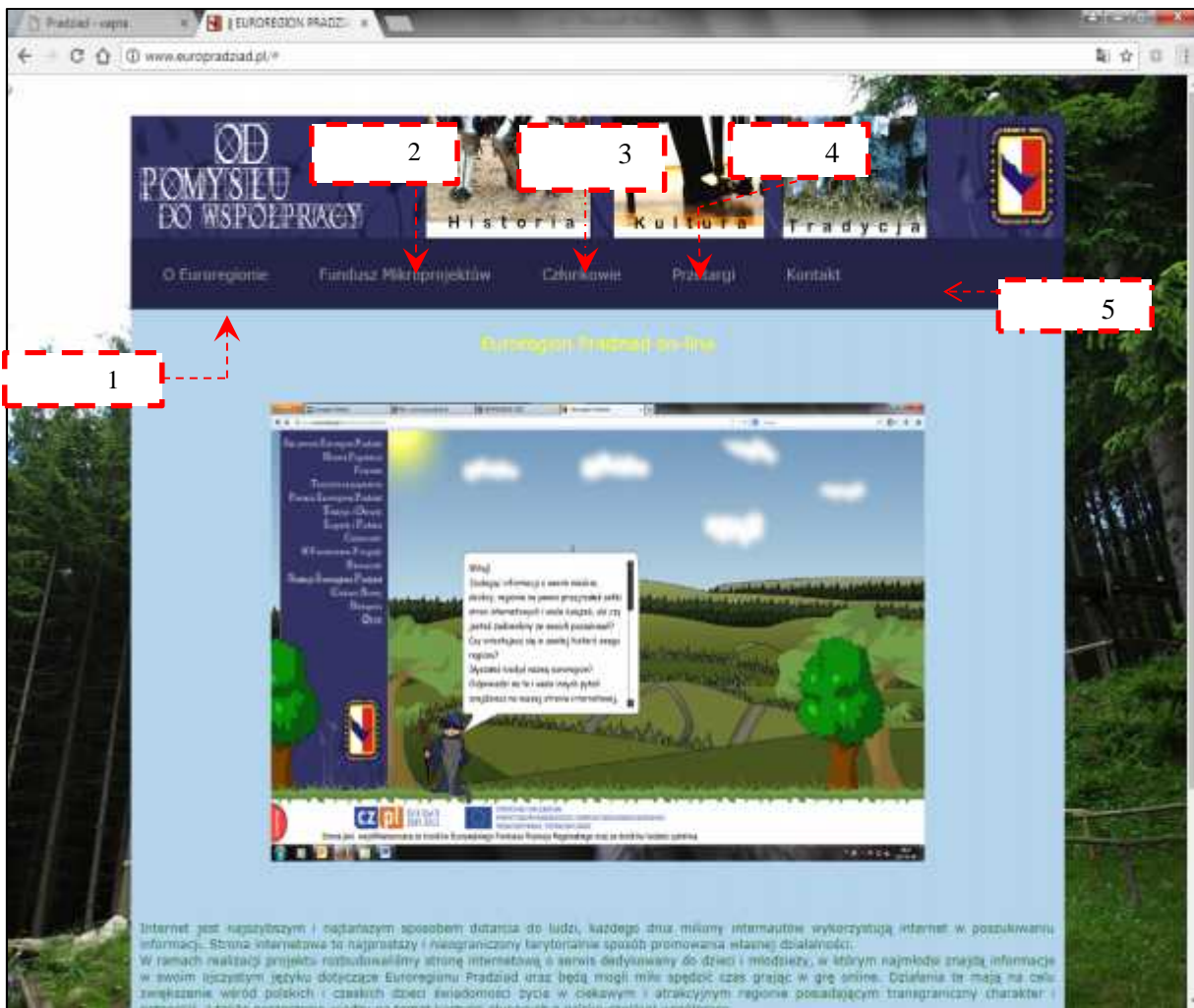
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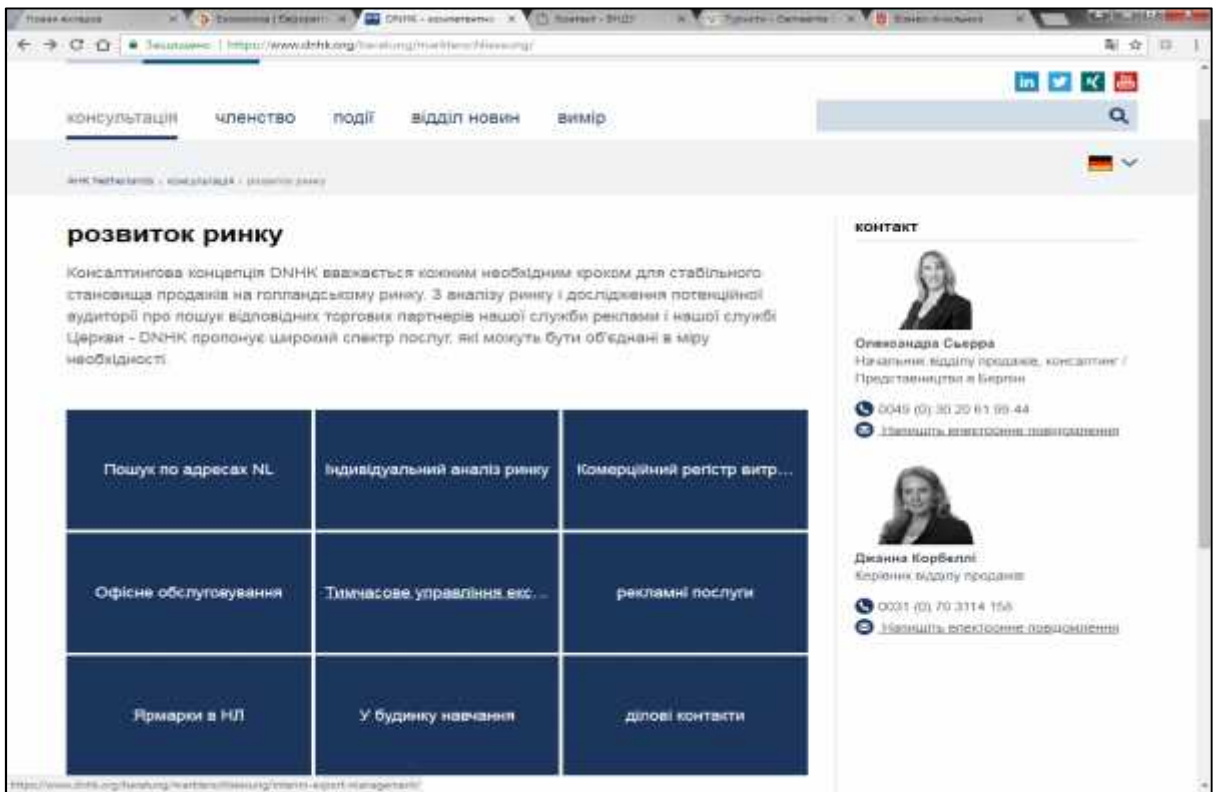
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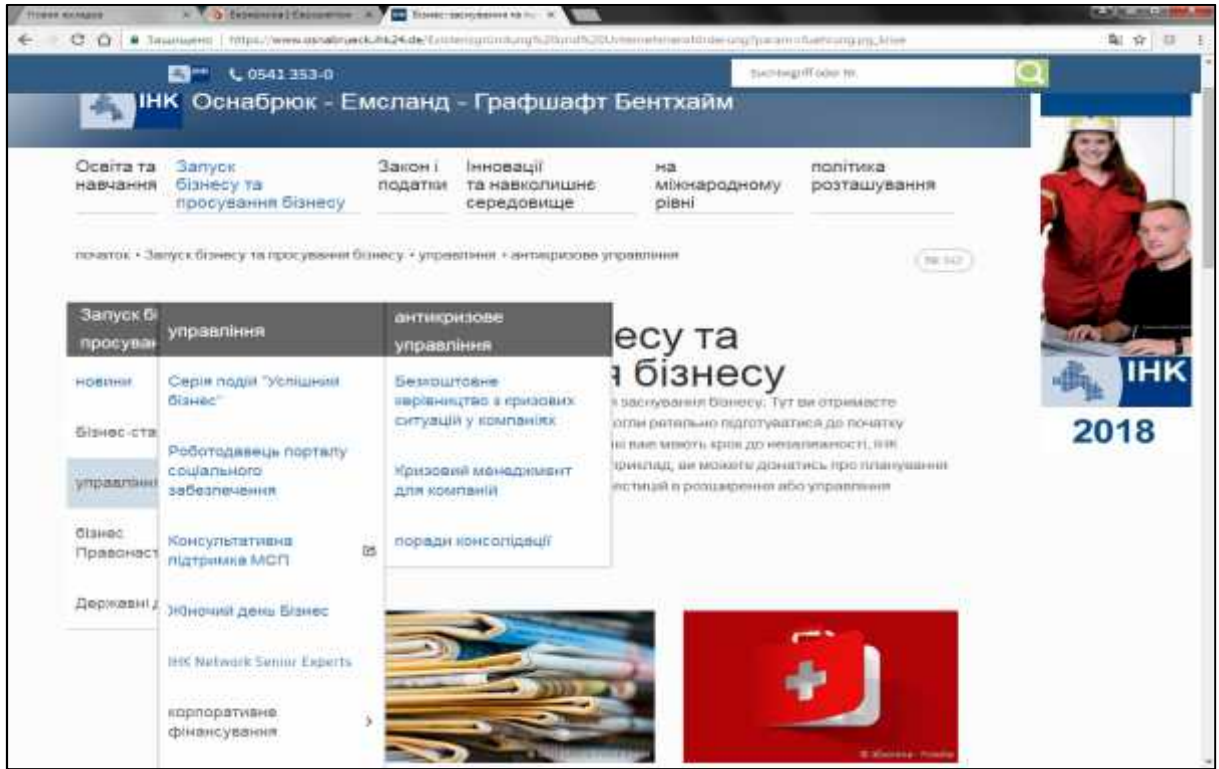
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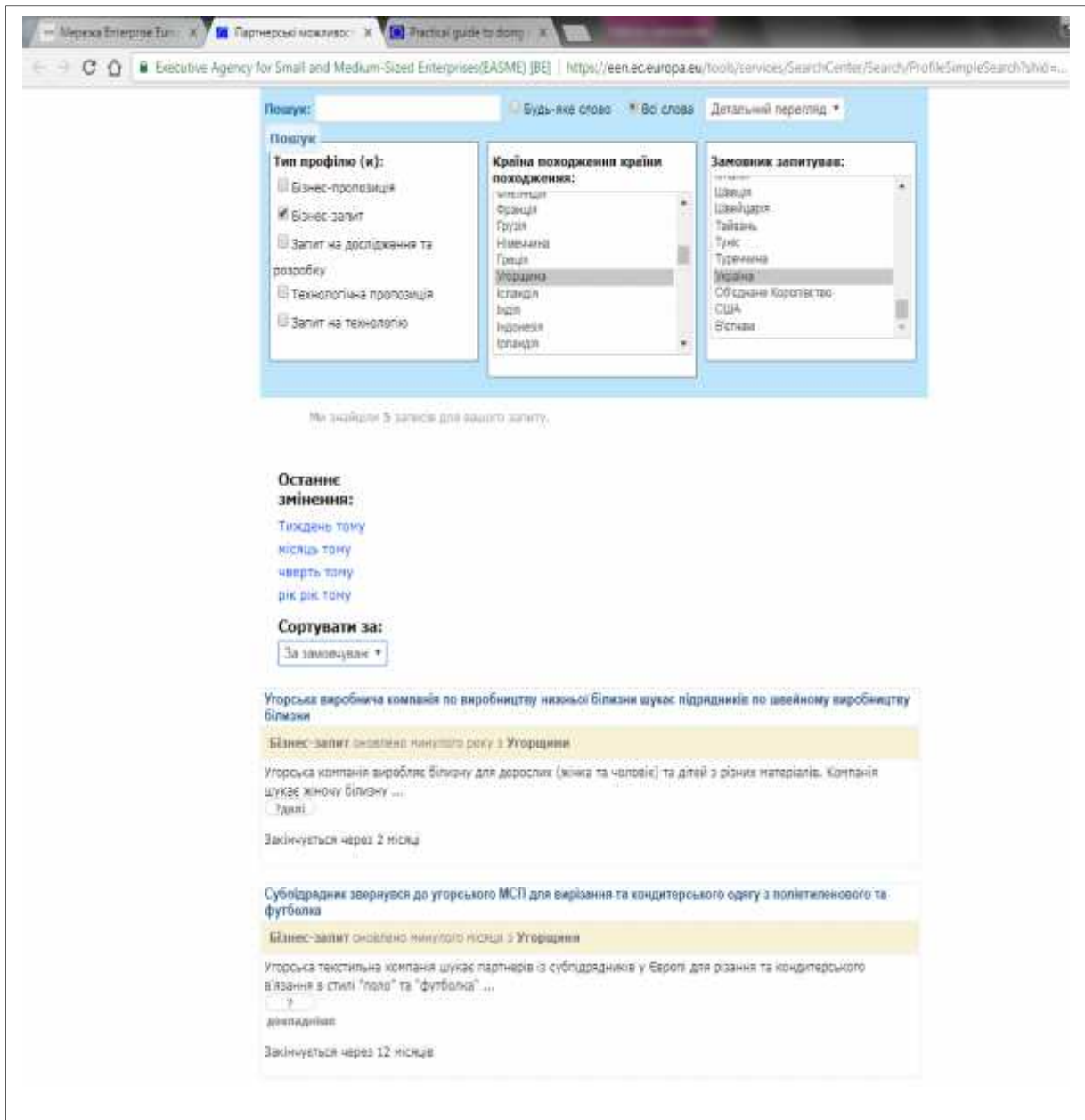
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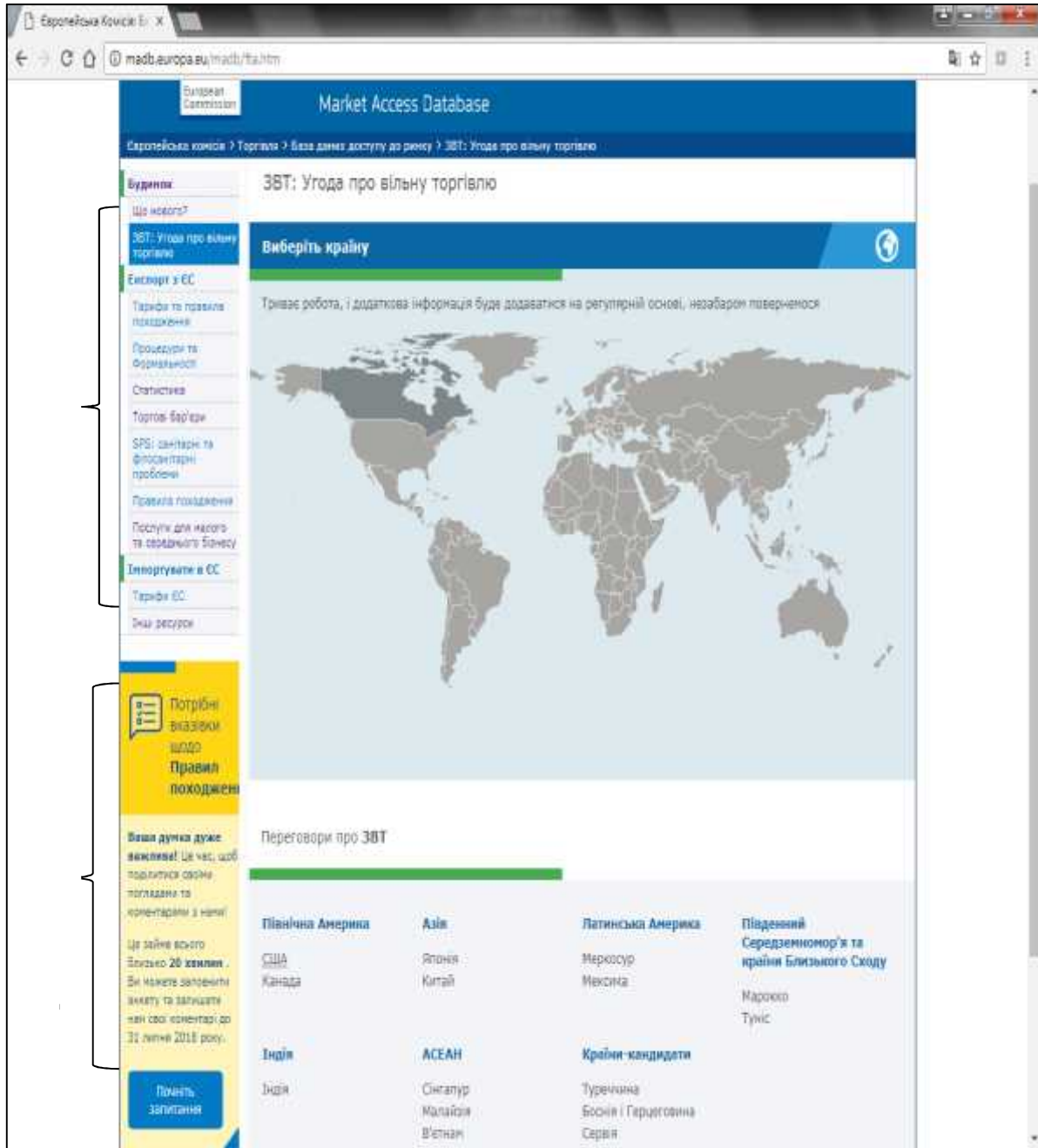


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The screenshot shows the 'Market Access Database' interface. The search filters are set to 'Ukraine' for the partner country and '44' for the product code. The search results show two sections: 'РОЗДІЛ IX' (Section IX) and 'РОЗДІЛ 44' (Section 44), both covering 'WOODEN PRODUCTS AND PRODUCTS OF WOOD'. Below these sections is a table with trade statistics for 2017.

Показники	Вартість імпорту для ЄС / МС (Євро)	Код імпорту до ЄС / МС (кг)	Імпорт Євро	Вартість експорту з ЄС / МС (Євро)	Код експорту до ЄС / МС (кг)	Е
Партнер (и)	Україна	Україна	Україна	Україна	Україна	У
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The peculiarities of the establishment of interactive information provision in European cross-border institutions.

The aim of the article. This research will determine the current state of development of marketing parameters in the network of interactive information support of web portals on foreign economic integration links between the member states of the European Union. For this condition, the marketing IT communications of the European Euroregions (as the main organizational form of cross-border cooperation) and the trade missions of the European Union on international relations will be explored.

The results of the analyses. The article deals with the modern mechanism of international information relations in Euroregional subjects of cross-border cooperation. It should be noted that the problem of information marketing in cross-border cooperation has been known for a long time, but analytical diagnostics regarding the discovery of a state of this category in foreign and Ukrainian literature is not yet fully investigated. To this end, the author developed a methodological approach to assessing the tools of interactive marketing in the context of analyzing on-line platforms in the relevant interregional institutional associations. It consists of the following valuation parameters: 1) content platform - internet or interactive; 2) the language component of the site; 3) saturation of filling; 4) the subject and audience of the site; 5) the content of the background and target information; 6) the presence of an information base in social networks; 7) the frequency of updating information. On the basis of this analysis, a full description of the information provision on the on-line platforms of European Euroregions and European Trade Institutional Centers has been analyzed as well as the degree of use of their tools of interactive marketing. As a result, it is proved that modern information support using the necessary marketing parameters plays an important and significant role in increasing the efficiency of cross-border cooperation.

Conclusions and perspectives for further research. Consequently, the study showed that in the interactive information systems of the modern generation, various subjects and objects that are united there, have an opportunity to completely re-examine the relationship of interaction. To devote time and financial resources to innovative activities (for business) becomes very relevant and important. This is due to the fact that now much of the resources saved earlier spent on own marketing research. Though this is the main condition for business development, however, now the external institutional centers of entrepreneurship support are responsible for this process. That is, today's businessman must concentrate on the internal system of the company as much as possible, improve and expand its capacity, develop more innovative products that will find wide coverage of its consumption at the international level of the world economy.

The Euroregions in this study also showed a high level of interactive information support, which contributes to an efficient system of European cross-border cooperation. Therefore, an urgent need arises to study the Ukrainian practice of the formation and functioning of economic relations subjects in Ukraine-EU cross-border cooperation through Euroregional cooperation in the network of the Carpathian Euroregion.

Key words: interactive marketing, cross-border cooperation, on-line platforms, marketing parameters, Euroregions.