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## **US ECONOMIC DIPLOMACY IN UKRAINE**

**Introduction.** The United States recognized Ukraine on December 25, 1991 and after that diplomatic relations between these two countries were established on January 3, 1992. Since Ukraine's independence, the United States has provided practical assistance in establishing itself as a modern democratic and economically developed state.

The United States has granted Ukraine market economy status and terminated the application of the Jackson-Vanik amendment to Ukraine, giving Ukraine permanent normal trade relations status. The United States and Ukraine have a bilateral investment treaty. U.S. exports to Ukraine include coal, machinery, vehicles, agricultural products, fish and seafood, and aircraft. U.S. imports from Ukraine include iron and steel, inorganic chemicals, oil, iron and steel products, aircraft, and agricultural products. The U.S. – Ukraine Council on Trade and Investment was established under the countries' agreement on trade and investment cooperation and works to increase commercial and investment opportunities by identifying and removing impediments to bilateral trade and investment flows [3].

The United States continues to be the largest donor of technical assistance to Ukraine, reaching about \$ 5 billion since 1991 [2].

**Review of recent publications.** Special attention should be paid to A. Chetveryk's study "Analysis of relations between USA and Ukraine: what is the USA strategic goals in the Ukrainian crisis?" in which he described the history of these relations and fixed the idea that economic diplomacy especially economic relations between these two countries have powerful potential.

Another article, which is dedicated to the economic relations of Ukraine and USA has been written by O. Vasylytsia in her work "Trade and economic relations between Ukraine and the USA in the modern period". The article is devoted to the current state of trade cooperation between Ukraine and the USA. The author has structured bilateral agreements that serve as the basis for economic cooperation. The geographic structure of Ukraine foreign trade in both goods and services was analyzed in the paper. Regression analysis was conducted to identify the impact of trade with US on economic growth in Ukraine. The ways of increasing Ukrainian exports to the USA were proposed [5].

**Objectives of the paper:** to study the basic positions of modern economic diplomacy relations between the USA and Ukraine and how this option is operating currently.

**Result of the research.** On November 1, 2019, the United States and Ukraine held the ninth meeting of the United States-Ukraine Trade and Investment Council.

Ukraine is currently the US 67-th largest goods trading partner with \$3.7 billion in total (two way) goods trade during 2019. Goods exports totaled \$2.4 billion; goods imports totaled \$1.3 billion. The U.S. goods trade surplus with Ukraine was \$1.1 billion in 2019. According to the Department of Commerce, U.S. exports of goods to Ukraine supported an estimated 5 thousand jobs in 2015 (latest data available) [6].

As for the data above one could claim that USA is a strategic partner of Ukraine in economic cooperation, moreover Ukraine was the United States' 59-th largest goods export market in 2019 and U.S. goods exports to Ukraine in 2019 were \$2.4 billion, down 5.3% (\$132 million) from 2018 but up 165.5% from 2009 [6].

For Ukraine, economic cooperation with the United States, which is the world's largest economy, is of significant interest, especially in the face of Russian aggression, which requires geopolitical changes in economic cooperation. Moreover, economic contacts from the United States, in addition to economic benefits, create positive image for the Ukrainian economy, which testifies to the reliability of Ukraine as a diplomatic and economic partner.

When describing in a more detailed way the economic relations between these two countries, one could state that import of services, the largest share accounts for public services have approximately 29%. The USA actively cooperates with Ukraine in spreading the democratic principles of public administration, transferring experience in reforming judicial and administrative systems. The second position is taken by financial services – 16%, which includes financial intermediation (activities banks), financial market management, securities portfolio. The transport services take the third position.

One could suppose that the Ukrainian commodity exports will account for a significant share of foreign US trade. Increasing exports of Ukraine to the United States seems possible, but the emphasis is worth being made upon the field of services, given that the United States ranks 3rd among the importers of Ukrainian services. In addition to outsourcing in programming, it is possible to produce domestic Ukrainian software products. After all, the United States are interested in Ukrainian startups in the field of technologies and programming. So, Ukraine needs to focus on the development and export orientation of modern products technologies (programming, design, video games, etc). This will allow to actively increase the export potential of small and medium enterprises.

Ukrainian and American entrepreneurs, despite a number of risks and differences, have always been interested in increasing mutual trade, improving mutual access to markets, goods and services, as well as creating new job vacancies. Both countries have always worked closely together to reduce barriers to trade and ensure free reciprocal market access. So, the United States has provided trade benefits to Ukraine within its Generalized System of Preferences, repealed the Jackson-Vanik amendment on Ukraine, recognized the market status of the Ukrainian economy and declared their intention to facilitate the accession of our state to a number of international organizations, in particular, actively supported Ukraine's accession to the WTO. One of the most important tasks in order to intensify the dialogue between Government of Ukraine and government agencies of the United

States in order to increase the effectiveness of bilateral economic relations is developing a common a modern strategy of bilateral trade and economic partnership, which would take into account the advantages and national features of economic development of both countries and would contribute to the development of long-term mutually beneficial relations at the state level, as well as within the private sector.

**Conclusion.** Nowadays, the United States, acting as one of the largest trading entities in the world, traditionally remain one of the leading partners of Ukraine in the field of trade and economic cooperation. Solving the current and long-term development problems Ukrainian-American trade and economic cooperation appears to be especially important because it will primarily help maintain positive dynamics, economic growth and living standards of the Ukrainian population, raising the energy level of security and reducing the energy dependence of Ukraine. Gaining access to advanced high technologies and accelerating Ukraine 's integration into international structures and organizations, increasing its export potential is possible through the development of service areas, primarily creative industries.

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## **POSITIVE AND NEGATIVE COMPONENTS OF ISRAEL'S IMAGE IN THE MODERN INTERNATIONAL ARENA**

**Introduction.** The image of Israel as a state is a complex phenomenon. It is made up of tradition and innovation, reflects the latest trends and pressing issues of the day, and is clearly linked to both foreign and domestic policy in many areas. The image affects all the spheres of public, socio-economic and political life of the country. In this regard, it can be argued that *Israel's state image* is a tool that helps to support the processes of establishing the state's relations with other players in international relations, while also influencing its internal development and determining the vectors of this development.

Israel's foreign policy in the twenty-first century has been quite thoughtful and holistic, and one that has allowed it to reach a high level of interaction with the leading players in today's system of international relations. The multi-vector policy has ensured that the state is not locked into internal regional issues and the question of recognition. Thus, for many centuries the State of Israel has been the scene of the most extraordinary events in the history of humanity. These moments have been seen in the nature and mentality of this state and have determined the components of its image at the present stage.

**Review of recent publications.** The state image of Israel has been studied by many international scholars, including J.F. Jones, S. Anholt, M.Aronchuk, O.G. Leonova and others.

**Objectives of the paper:** to identify the main positive and negative aspects of Israel's state image in the contemporary international arena, and to examine their impact on the perception of the country in the world.