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STATE SUPPORT FOR EXPORT-ORIENTED INDUSTRIES IN UKRAINE

Introduction. In recent years, the problems of Ukraine's economic development have become even more acute. First of all, the state economy has been affected by the

destruction of foreign economic relations within the CIS, the ongoing military conflict and the undermining of the country's eastern part industrial potential through it. The ongoing military conflict has only revealed painful problems associated with the general negative trends in the development of the Ukrainian economy over the past decades, inefficient economic policy, low culture of management at all levels and weak competitiveness of Ukrainian products.

The key to the implementation of foreign trade policy is the creation of a single, fully functional network of trade support institutions, which must respond dynamically to the needs of exporters and provide a wide range of services and support tools, such as policy and regulation, advisory services, trade finance and insurance, product testing and certification, international logistics and freight forwarding.

Review of recent publications. The works of such Ukrainian scientists as V. Andreichuk, A.I. Bilogan, T.L. Vishynska, Y.G. Kazak, I.B. Markovych, A.A. Alimov, Y.Y. Verlanov, A.A. Dovgal, L. Liskov, A.P. Grebelnyk, T.M. Melnyk are of special importance for the study of the international trade development tendencies, advantages of Ukraine in the market and the research of the main problems for exporters.

Objectives of the paper. Study of the export policy implementation in Ukraine, its main advantages and disadvantages, as well as the study of state regulation and support of domestic exporters.

Results of research. As of 2016, the network of trade support institutions in Ukraine was unable to provide the appropriate level of quality and range of services required to effectively support Ukrainian exporters in international markets. The reason for this was the lack of customer orientation, gaps in service delivery, regulatory restrictions, as well as insufficient geographical presence in the local and international markets.

The Ukrainian network of trade support institutions is dominated by trade policy institutes (53%), while the share of business service providers is only 10%.

In addition to a limited range of services, the network of trade support institutions had limited coverage at the local level, where the largest share is also made up of trade policy support institutions and virtually no business service providers.

At all levels, there were deficiencies in the provision of services related to access to financial resources (primarily export financing and insurance), as well as certification and branding services and promotion of products and services.

In 2017, the Government approved the Export Strategy of Ukraine "road map" of strategic trade development for the period 2017–2021. The main goal of the Export Strategy is the transition to the export of high-tech innovative products for sustainable development and success of Ukraine in the world markets. The document also approved a list of "markets in focus" for Ukrainian exports, including the EU markets and top 20 markets of other countries, in particular, China, the United States, Turkey, India, etc.

To ensure the effective development of Ukrainian exports in the country, an integrated network of trade support institutions should be created on the basis of a single information center, affiliated trade support institutions and a single web portal for exporters [1].

Following the results of the Ministry of Economic Development and Trade in 2018, three main steps were taken to improve the system of state support for exporters:

- an export credit agency was established;
- the State Institution Office for Export Promotion of Ukraine was established;
- export web portal was created [2].

The Cabinet of Ministers of Ukraine at the initiative of the Ministry of Economic Development and Trade has made a decision to establish the Export Credit Agency and approved its constituent documents. The agency will operate as a private joint stock company. After the launch, the Export Credit Agency will provide insurance, reinsurance and guarantees under contracts ensuring export development. It will also participate in the implementation of partial interest rate compensation programmes for export credits and provide advice to exporters. This is a consistent step within the framework of the Ministry of Economic Development's policy of supporting Ukrainian producers, which will increase their competitiveness in the world markets [3].

The State Institution Export Promotion Office of Ukraine was established during 2018 on the basis of the Advisory and Consultative Body Export Promotion Office under the Ministry of Economic Development and started its independent work to support Ukrainian business and promote Ukrainian exports in December 2018.

As part of the Agency's work, exporters shall be provided with assistance in the following areas:

- export consulting – practical advice on entering foreign markets and developing export potential;
- education for exporters – opportunities to improve knowledge and skills to prepare your business for export;
- information and analytics – analytical materials for studying potential markets for export: country trade reviews, sectoral analysis, information on tariff and non-tariff restrictions;
- business opportunities – measures to expand export opportunities and search for new foreign partners: trade missions, exhibitions, business forums;
- B2G platform – creation of opportunities for constructive dialogue between business, government and experts.

Also with the support of the Agency the following projects for Ukrainian exporters are being implemented:

- the project Consolidation of export potential and facilitation of access to external markets within the framework of EU4Business initiative;
- the Exports program [4].

Conclusion. In 2017 the Government approved the Export Strategy of Ukraine “road map” of strategic trade development for the period 2017–2021. The document provides for the creation of conditions for the exports development in all sectors of the economy. First of all, thanks to the creation of an enabling environment that stimulates trade and innovation for the diversification of exports, development of business support services and trade, capability of increasing the competitiveness of enterprises, in particular, small and medium-sized enterprises, improving their skills and competencies which are crucial for participation in international trade.

Over the past few years, a powerful program has been created to stimulate exports and export-oriented gallezoes. The nearest future prospect is the creation of two institutions and a web portal to support exporters.

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