

## **THE CURRENT STATE AND TRENDS OF INTERNATIONAL TRADE IN GOODS ON THE EXAMPLE OF THE KHARKIV REGION**

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The development of international trade at the national and regional levels increases the country's foreign trade potential, improves its image, promotes the development of the domestic commodity market. International trade in goods is important for the country's balance of payments and for the movement of capital. The development of international trade in goods of the region testifies to its economic potential.

The problems of international trade development were studied by well-known foreign and Ukrainian scientists, in particular: F. Kotler, D. Jobber, B. Render, A. Mazaraki, A. Olifer, I. Dakhno, Yu. Kozak, I. Posohov, and others, also world organizations such as the IMF, the WTO and the OECD [1-5]. However, the issue of the study of international trade in goods of the Kharkiv region has not been given enough attention.

Foreign trade of goods is carried out by enterprises of all regions of Ukraine. According to the results of 2017, the total Ukrainian exports of goods increased by 19% by 2016 and amounted to 43.3 billion dollars. USA. By foreign trade turnover of

goods 1.19 billion dollars. In 2017, the Kharkiv region ranked 12th among Ukraine's oblasts. [6]. In fig. 1 shows the dynamics of foreign trade turnover of goods of the Kharkiv region for 1996-2015 [7], which testifies to the tendencies of decrease of export and import of goods of the region and the advantage of import over exports.

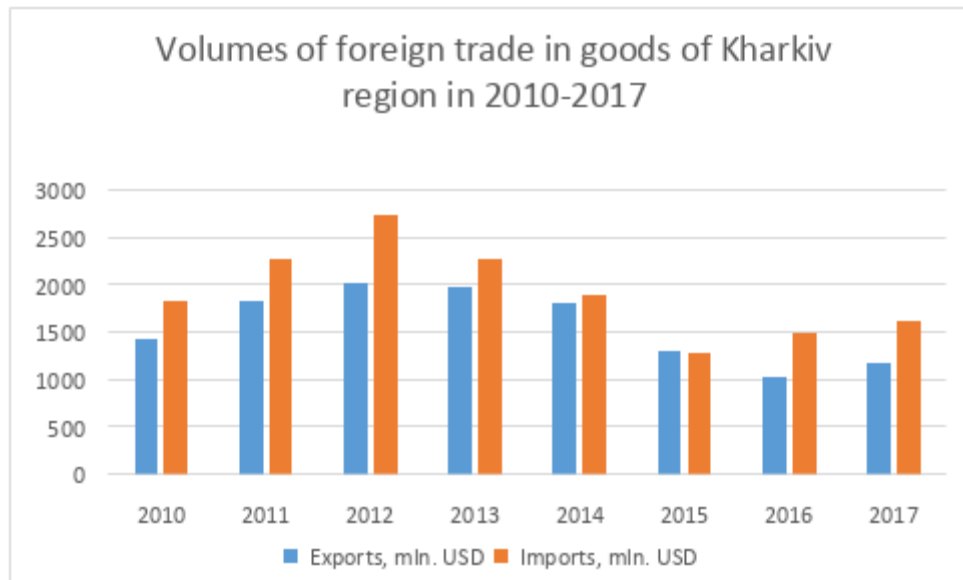


Figure 1

World experience proves that for the stable development of the economy of the region and the national economy it is necessary to ensure the optimal balance between exports and imports.

Possible negative factors influencing the decrease of exports from the Kharkiv region:

- significant orientation towards CIS markets (from 60% in 2014 to 44% in 2016);
- almost complete lack of state support to exporters;
- exchange rate fluctuations of the national currency;
- VAT often is not refunded to exporters;
- a high level of energy consumption in combination with tariff increases and energy carriers;
- Significant increase in the cost of imported components and raw materials;

- high cost of credit resources (shortage of working capital).

In 2017, the export-import of goods by enterprises of the Kharkiv region was carried out with 89 countries of the world. The dynamics of export and import of goods geographically is presented in Figures 2 and 3. [8]

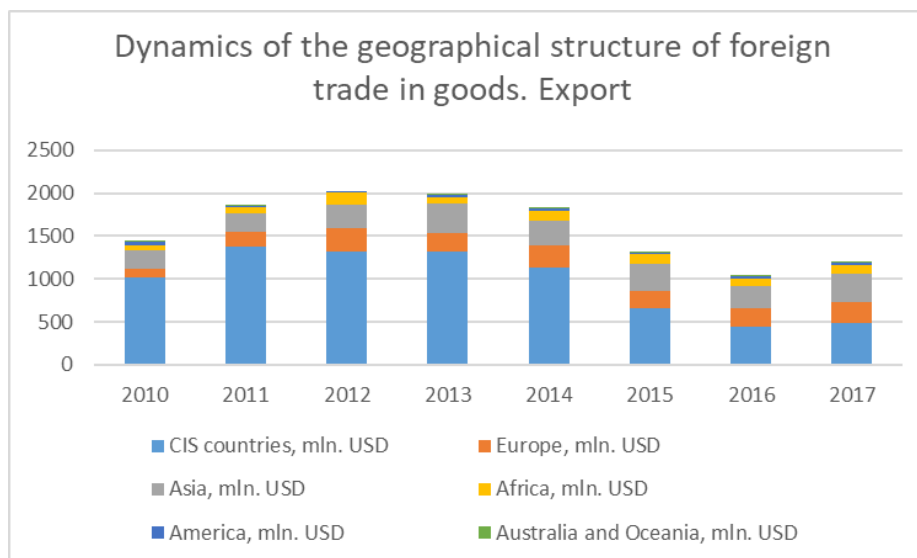


Figure 2

As we see from 2010 to 2012, the export of goods has steadily increased, but has reached its historic maximum of 2022.1 million USD. After 2013, it started falling to 1027.8 million USD in 2016. In 2017, for the first time in 4 years, exports grew by 164 million USD and amounted to 1191.5 million USD. The share of exports to CIS countries decreased from 1380.7 million USD in 2011 to 484.8 USD in 2017.

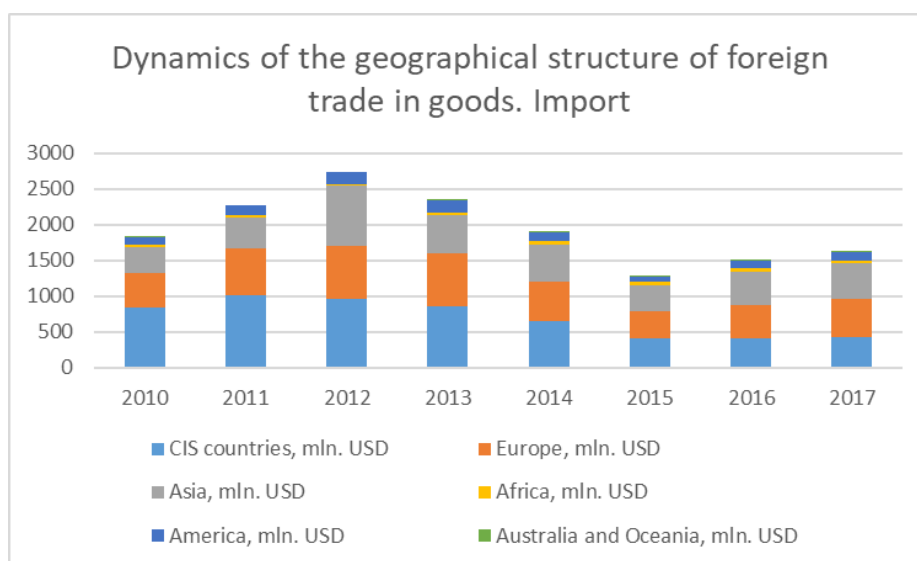


Figure 3

Regarding imports, its maximum also came in 2012 and amounted to 2741.1 million USD. And from 2013 to 2015, the volume of imports fell to 1284.9 million USD. After that, its constant growth is taking place in 2016-2017. In 2017, the volume of imports amounted to 1619.4 million USD. The share of imports into the CIS countries decreased from 1007.8 million USD in 2011 to 434.3 million USD in 2017.

As we see, the situation with export and import of goods by enterprises in the Kharkiv region is somewhat unstable, which is caused not only by the political crisis but also by the depreciation of the national currency and rising energy prices and a reorientation from the CIS market to the European and Asian markets.

In times of crisis, the strengthening of integration processes, the disintegration of the country's economy, the economic downturn, the importance of international trade in goods and services as a driving force for the region's development is greatly enhanced. This requires an efficient and quick search for new partners in the international market, the choice of more rational mechanisms for using the potential of the region and strengthening its position in world markets.

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