

DOI 10.31558/2307-2318.2021.1.8

УДК 339.5(477)

JEL: F 13

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ORCID orcid.org/0000-0002-2749-5117e-mail: mignarodnaekonomika@gmail.com**UKRAINE IN THE SYSTEM OF FOREIGN ECONOMIC ACTIVITY: PROBLEMS AND WAYS OF FORMING CONDITIONS FOR ENTERING INTERNATIONAL MARKETS**

The dynamics of Ukraine's foreign trade in recent years was analysed. It has shown that Ukraine is a fairly significant country in the world market for goods and services. In 2020 it had a wide range of trade relations with partners from 234 countries. Ukraine exports nearly USD 50 billion worth of goods and is one of the 50 largest exporters of goods. At the same time, the following problems were identified: a slow and unstable growth in exports, a negative balance of foreign trade in goods, an imperfect structure of exports due to its raw material nature.

The principal obstacles to increase exports were identified: the continuation of the armed aggression of the Russian Federation and the loss of the part of enterprises producing export products. Obstacles for Ukraine in the way of exporting products to some third countries associated with the actions of the Russian Federation; low technological level of economic development of the country, the consequence of which is a low level of competitiveness of Ukrainian goods, a small share of high-tech products and mainly raw materials structure of Ukraine's exports, which reduces export revenues; insufficient experience and knowledge of domestic manufacturers in the sphere of foreign economic activity, inability to conduct effective marketing research of foreign markets, present their products on them and establish partnerships.

It was concluded that the Export Strategy of Ukraine for 2017-2021 adopted in 2018, which identified the priority tasks for the development of export potential, as well as the established state institution "Office for Export Promotion" will contribute to the revitalization of the national enterprises on the way to conquering foreign markets. For active and effective foreign trade, it is also necessary to strengthen activities in the field of advanced training and the formation of competencies of entrepreneurs, particularly, among representatives of SMEs, which is necessary for participation in international trade.

Key words: foreign economic activity, foreign market, international trade, export, import, export strategy.

Fig. – 3, Tab. – 2, Ref. – 11.

Problem statement. In current conditions of globalization, the economy of any country does not develop in isolation from the economy of other countries and the world as a whole. Development of trade among countries has a thousand-year history, which is growing rapidly with the development of productive forces, scientific, technological and social progress in economic, political and social spheres. Ukraine is no exception, with the economy significantly integrated into the world trade system. At present, almost half of Ukraine's gross domestic product is formed through exports and imports of goods and services, which is one of the main prerequisites for the functioning and development of the national economy, improving the welfare of the population. Realizing the importance of foreign trade, the Cabinet of Ministers of Ukraine in 2017 approved the Export Strategy of Ukraine (road map of strategic trade development) for 2017-2021. This document to some extent contributed to the growth of exports of Ukrainian goods, but its structure remains inefficient, as it is dominated by raw materials. There are other problems of Ukraine's foreign trade (UFT), which are studied by many national scientists. Recent research includes a monograph by a team of scientists from KNTEU [1], which highlights the results of a comprehensive analysis of conditions and trends in Ukraine's foreign trade, the impact of exogenous and endogenous factors on its dynamics and structure, sectoral and geospatial features of foreign trade relations. The article by L. Alaverdyan and O. Romanenko [2] is interesting, where the main economic indicators of domestic foreign trade are given and socio-economic and political factors under its development are analyzed; the problems and possibilities of structural transformation of foreign trade are considered. The publication of T. Kovtun [3] revealed the features of the dynamics of UFT during 2006-2018, calculated the index of comparative advantages by product groups in the world commodity market and concluded that Ukraine today has comparative advantages mainly in exports of low value added goods.

It should be noted that the signing of the Association Agreement and Free Trade Area between Ukraine and the European Union and its ratification create potential opportunities for the development of foreign economic activity, especially export of goods. However, the national economy of Ukraine as a whole, and most of its industries remain vulnerable in foreign markets, especially in the context of increasing integration and globalization processes, increasing competition. Therefore, the analysis of the state, trends and problems of Ukraine in the development of foreign trade in goods and the search for the ways to improve its structure, which is the purpose of this article, remains an important task.

Main material. Despite difficult domestic economic and political situation, Ukraine's foreign trade is gradually developing, increasing both imports and exports (Table 1).

Table 1 -Dynamics of GDP, sold innovative products, exports and imports in Ukraine for 2015-2019*

Indicators	2015	2016	2017	2018	2019	Dynamics, times
Gross domestic product (in actual prices), milliard UAH	1988,5	2385,4	2983,9	3560,6	3974,6	2,00
Sales volume, milliard UAH	1776,6	2158,0	2625,9	3045,2	2938,8	1,65
Export of goods and services, milliard USD	46,8	45,1	52,6	57,3	64,0	1,37
Import of goods and services, milliard USD	43,0	44,6	55,1	63,5	67,7	1,57

* Built by author on [4, c. 24-25]

The table shows that GDP and sales of industrial products increased more than exports and imports. However, these indicators are presented in different currencies, if we take into account inflation, the gap in the dynamics will be much smaller. During this period, exports increased by only 37%, while imports by 57%, which indicates an imbalance of UFT at present stage.

In most highly developed countries, the volume of exports of goods and services exceeds imports, which indicates the dynamic development of domestic production and the competitiveness of most goods in foreign markets. Thus, exports expand opportunities for domestic producers and ensure GDP growth, employment and welfare. In Ukraine, as shown in the table, in 2017-2019, imports of goods and services prevailed over exports (Fig. 1), the positive is that the negative balance of foreign trade balance in the last year decreased. At the same time, the negative trend has not yet been reversed. The fact that with Ukraine's largest trading partners the negative balance of foreign trade is growing, for example: with Germany in 2015 the balance of foreign trade in goods amounted to 2647 million USD, in 2019 it increased to 3604 million USD; with China, such data for the corresponding period amounted to 1379 and 5612 million USD. [4, p. 362-363].

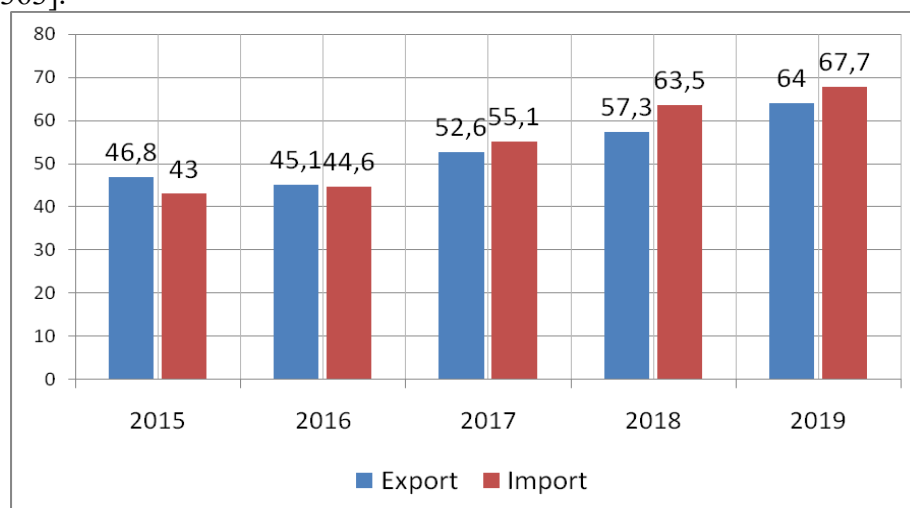


Figure 1. Volumes of export and import of goods and services of Ukraine for 2015-2019 [4, p.24]

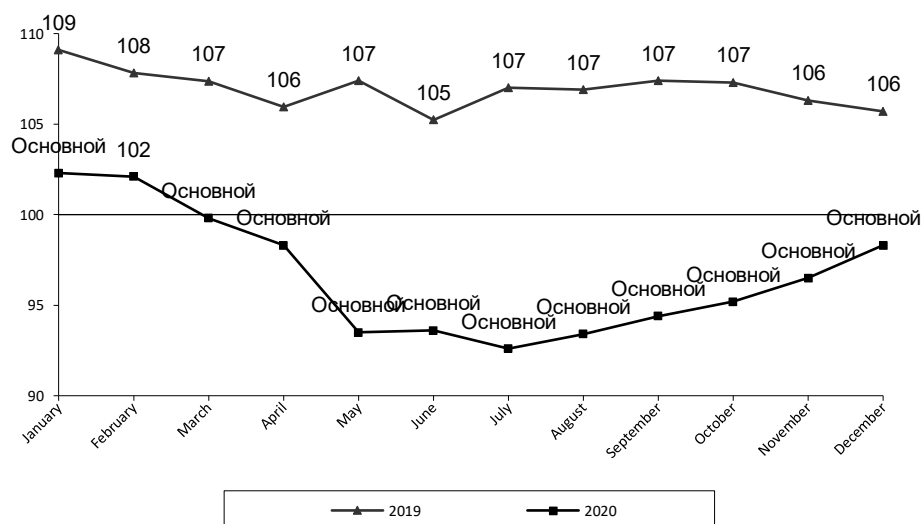
Ukraine is a fairly strong player in the world market of goods and services, but its position is declining. According to WTO, in 2007 Ukraine ranked 49th in the list of the world's largest exporters and 42nd among the largest importers of goods, and in 2018 it took 53rd place among the largest exporters of goods, and among importers – 50th place [5]. In 2020, foreign trade operations were conducted with partners from 234 countries. At the same time exports of goods decreased, which amounted to 49212.9 million USD, or 98.3% compared to 2019, and imports – 54091.3 million USD, or 89.0%. The negative balance of trade in goods amounted to 4878.4 million USD (the negative balance in 2019 was 10745.6 million USD) [6].

Ukraine's largest trading partners are China, Poland, the Russian Federation, Germany, and Turkey (Table 2). At the same time, most countries have a negative trade balance. China is the largest trading partner, and it is positive that exports have almost doubled compared to 2019. Exports to all other countries selected for analysis decreased, except for the United States, where it remained at the previous level. Overall, exports from Ukraine decreased by 1.7% in 2020, but despite the reduction in imports, we have a negative trade balance, which is almost 10% of total exports of goods.

Table 2 - Volumes and structure of foreign trade in goods with Ukraine's largest trading partners in 2020 [6]

	Export			Import			Net balance
	million USD	in % before 2019	in % to overall volume	million USD	in % before 2019	in % to overall volume	
Belarus	1335,3	86,2	2,7	2874,4	76,6	5,3	-1539,1
Egypt	1618,2	71,8	3,3	80,8	71,4	0,1	1537,4
India	1972,1	97,4	4,0	721,5	97,3	1,3	1250,6
Italy	1928,9	79,7	3,9	2127,5	102,5	3,9	-198,6
China	7112,7	198,0	14,5	8305,7	90,2	15,4	-1193,0
Netherlands	1808,4	97,8	3,7	740,6	96,8	1,4	1067,8
Germany	2071,8	86,9	4,2	5338,0	89,2	9,9	-3266,2
Poland	3273,1	99,3	6,7	4088,8	99,5	7,6	-815,7
Russian Federation	2706,0	83,4	5,5	4542,4	65,0	8,4	-1836,4
USA	983,9	100,5	2,0	2955,4	90,0	5,5	-1971,5
Turkey	2436,3	93,0	5,0	2415,0	102,5	4,5	21,3
Total	49212,9	98,3	100,0	54091,3	89,0	100,0	-4878,4
EU countries	18612,1	89,7	37,8	23456,9	93,8	43,4	-4844,8

Ukraine has problems with export of goods, which are due to the difficulties in entering foreign markets with a fairly strong competition. Therefore, exports grow at a very slow pace, and in some periods decrease. In 2020, the dynamics of exports was significantly affected by the crisis caused by the Covid-19 pandemic, as shown in Figure 2. The largest drop in exports was observed in the month of the most dynamic spread of the disease and the mass introduction of restrictive quarantine measures in most countries.

**Figure 2.** Growth (decrease) of export of goods (in % to the corresponding period of the previous year, progressive total) [6]

However, the problems of insufficient export dynamics have been going on for a long time, they are caused not only by the pandemic. Ukraine has a number of internal reasons that hinder the sale of goods on foreign markets. A significant factor in the degree of participation of the country

in international trade is the technological level of economic development, which determines the competitiveness of enterprises. In Ukraine, it is much smaller compared to the economies of the developed countries.

When developing the Export Strategy of Ukraine, experts noted the main negative factors for the foreign trade of our country. First, the armed aggression of the Russian Federation (RF), which led to the loss of some enterprises producing export products, to the deterioration of political and economic relations between the two countries, the termination of the Free Trade Agreement between them and the introduction of import duties, bans of import of some agricultural goods of Ukrainian origin, creating obstacles to trade with third countries (Kazakhstan and Kyrgyzstan). And if with the aggressor country trade restrictions are quite natural, then with other countries its reduction is due to the obstacles created by the Russian Federation. The volume of export reductions is significant, as evidenced by the following data [4, p.362-363]:

export from Ukraine by years (millions USD):	2010	2019
to the Russian Federation	13428	3243
to Kazakhstan	1300	367
to Turkmenistan	209	55

Secondly, the low technological level of economic development which determines mainly the raw material structure of Ukraine's exports – almost 70 percent of export are products of agro-industrial complex of metallurgical and chemical industries, mineral products, wood, raw materials for light industry.

Figure 3 shows the structure of export and import in 2019. High-tech goods, which include machinery, equipment and mechanisms, electrical equipment, land vehicles, aircraft, floating vehicles, optical and photographic devices and apparatus, accounted for only 11.1% of export, but they had the largest share in imports – 33, 8%.

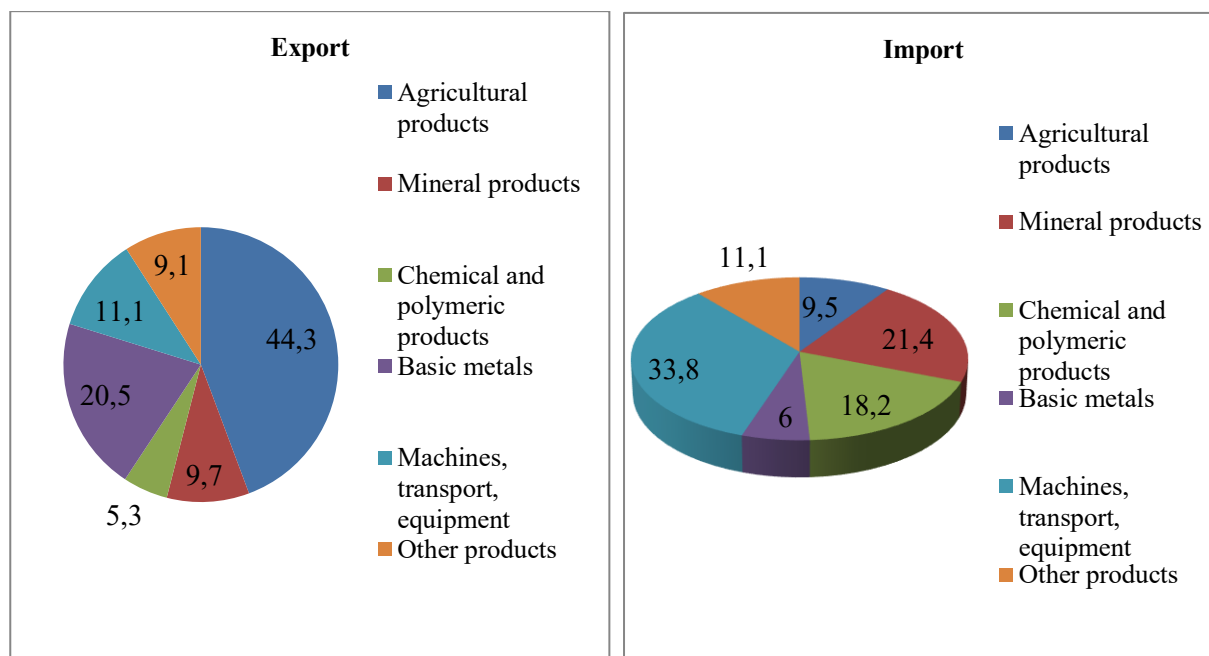


Figure 3. Structure of export and import of goods of Ukraine in 2019 [4, p.365]

In recent years, Ukraine has gradually intensified its participation in the global commodity market. The geography of partner countries is gradually expanding; however, the structure of

exports indicates a slight diversification and mainly raw materials. And the structure of imports has a technological dependence on external revenues of modern technology. At present, the development of foreign economic trade relations is closely linked with the problem of competitiveness of Ukrainian products on the world market. Its low level is due to the weak processes of reconstruction and technical re-equipment of the main sectors of the Ukrainian economy, and slow introduction of new technologies.

In Ukraine, there are examples of effective work on the foreign market in the sector of high-tech products. Thus, the company "TPBS Production", which is the largest manufacturer in Ukraine of high and low pressure pipelines for heat and nuclear energy. In 2020, 97% of its products were exported abroad, mainly to Turkey, Bangladesh, India and CIS countries [8]. There are other examples of domestic enterprises conquering foreign markets, but this is the exception rather than the rule.

As noted in the Export Strategy of Ukraine, current conditions for entrepreneurship do not stimulate Ukrainian enterprises to develop innovation and do not contribute to the diversification of the economy. As a result, the structure of the export basket consists of a small number of goods with relatively low added value, and the available resources, in particular the potential of highly qualified personnel, are not fully used. Therefore, to achieve the goal of diversifying exports on an innovative basis provides: strengthening a comprehensive institutional framework to stimulate innovation, strengthening the innovation potential of enterprises, improving legal and economic conditions for trade [7].

Thirdly, one of the major obstacles to the export of goods to foreign markets is the lack of experience of entrepreneurs in foreign economic activity, the inability to conduct effective marketing research in foreign markets, present their products and establish partnerships. This indicates the need for better training to ensure effective operation in foreign markets.

At present stage, Ukraine exports a wide range of goods and services to almost all countries. The current crisis of the World Trade Organization, strategic confrontation of the leading countries of global trade increasingly lead to decentralization of the world trade, which opens opportunities for trade relations not only with regular partners, but also to establish ties with new countries [9]. The provisions of the National Export Strategy of Ukraine until 2021, which identify 48 countries in focus, are aimed at using these opportunities.

By using the work of experts from the International Trade Center, markets have been identified in which Ukrainian companies do not currently fully use the potential of foreign trade. Based on the analysis of market size, actual and projected growth, stability of import growth, current market access conditions (preferential regimes, availability of free trade agreements), territorial, cultural and historical proximity, mutual correspondence of export-import structure, markets were identified in focus, which are potentially attractive to most sectors of the Ukrainian economy and can serve as a guide for further development of export activities. The main place among the markets in focus is occupied by the EU countries, to which exports are growing today, others are markets in which Ukrainian producers have significant potential for export, including Turkey, China, India, Egypt, Saudi Arabia, Canada, the United Arab Emirates, the United States, Israel, Belarus, Georgia, Moldova, Japan, Indonesia, Thailand, Bangladesh, Lebanon, the Philippines, Nigeria, and Switzerland [7].

To intensify and increase the efficiency of foreign trade in 2018, the Government of Ukraine established the state institution "Export Promotion Office" (EPO) as an advisory body to the Ministry of Economic Development and Trade of Ukraine to assist Ukrainian exporters in entering new markets. The strategic goal of the Office is to help Ukrainian business to be successful in international markets by: developing export competencies of Ukrainian business; assistance in establishing cooperation and partnership between Ukrainian and foreign business;

promotion of Ukrainian goods and services abroad [10]. To implement these tasks, EPO works with: Ukrainian business and associations; foreign business and associations, trade and import support organizations, foreign consultants.

The main activities of the Office are:

- preparation of information for exporters: databases, analysis of priority markets and industries;
- organization of education for exporters: trainings, seminars, webinars and other training events for exporters;
- provision of services for exporters: assessment of export readiness, initial consulting, assistance in finding business partners, advising on participation in foreign tenders (GPA);
- organization of business events that open new export opportunities: trade missions, exhibitions, B2B and B2G meetings.

According to the Office's Report for 2020, this state institution actively works to develop foreign trade skills among Ukrainian producers. In 2020, the Export Promotion Office became a finalist in the European Enterprise Promotion Awards 2020 in the category "Support for Business Internationalization", presenting the national educational programme "EXPORT R|Evolution Ukraine", which was established in 2017 and organized by the Office in conjunction with the Institute of Marketing Estonia with the financial support of the Estonian Ministry of Foreign Affairs to assist Ukrainian entrepreneurs and exporters [11].

Conclusions. The study allows us to draw the following conclusions.

Ukraine is a very powerful player in the world market of goods and services. In 2020 it had foreign trade relations with partners from 234 countries. Ukraine export of goods worth almost 50 billion USD and is among 53 largest exporters of goods. However, at present, due to the pandemic, exports declined. At the present stage, Ukraine does not use all opportunities for effective participation in international trade in goods.

The biggest obstacles to increasing export are: continuation of the armed aggression of the Russian Federation and the resulting losses of some enterprises that produced export products, the obstacles that Russia creates for Ukraine to export products to certain third countries; low technological level of economic development, which causes a low level of competitiveness of Ukrainian goods, a small share of high-tech products and mainly the raw material structure of Ukraine's exports, which reduces export revenues; insufficient experience of domestic entrepreneurs in the field of foreign economic activity, inability to carry out effective marketing research of foreign markets, to present their products and to establish partnerships.

To intensify and increase the efficiency of export activities in Ukraine, the Export Strategy of Ukraine ("road map" of strategic trade development) for 2017-2021 was approved, which identified priorities for the development of export potential, the state institution "Export Promotion Office" was established to support national enterprises on the way to conquering foreign markets.

At the present stage, in order to intensify foreign trade, it is necessary to strengthen activities in the field of skills and competencies of enterprises (entrepreneurs), in particular representatives of SMEs, necessary for participation in international trade. Modern knowledge in the field of business and international marketing is necessary for effective promotion on foreign markets. The ability to: determine the export potential of an enterprise, an objective assessment of the range of goods or services to identify market advantages, assess financial capabilities of the enterprise to organize the production of products for export; analysis of foreign markets, conducting market research and identifying promising markets for their own goods; search for foreign partners and establishing mutually beneficial contacts with them; studying logistics issues,

finding best ways for the company and ways to enter the selected market; clear understanding of the legal framework for export activities.

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УКРАЇНА В СИСТЕМІ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ: ПРОБЛЕМИ І ШЛЯХИ ФОРМУВАННЯ УМОВ ВИХОДУ НА МІЖНАРОДНІ РИНКИ

В статті здійснено аналіз динаміки зовнішньої торгівлі України за останні роки, який показав, що Україна є досить значним суб’єктом світового ринку товарів і послуг, у 2020 році вона мала зовнішньоторговельні відносини із партнерами з 234 країн світу. Україна експортує товарів майже на 50 млрд. дол. і входить у півсотню найбільших експортерів товарів. При цьому виявлено повільне і нестабільне зростання експорту, негативне сальдо балансу зовнішньої торгівлі товарами, недосконалу структуру експорту, обумовлену його сировинним характером. Визначено найбільші перешкоди на шляху збільшення експорту: продовження збройної агресії Російської Федерації та обумовлені нею втрати частини підприємств, що

виробляли експортну продукцію, та обумовлені діями РФ перешкоди для України на шляху експорту продукції в окремі треті країни; низький технологічний рівень розвитку економіки, що обумовлює низький рівень конкурентоспроможності українських товарів, малу частку високотехнологічної продукції та переважно сировинну структура експорту України, що знижує виручку від експорту; недостатній досвід вітчизняних підприємців у сфері зовнішньої економічної діяльності, невміння здійснювати ефективне маркетингове дослідження зарубіжних ринків, презентувати свої товари та зав'язувати партнерські відносини. Зроблено висновок, що прийнята у 2018 р. Експортна Стратегія України на 2017-2021 роки, яка визначила пріоритетні завдання щодо розвитку експортного потенціалу, та створена державна установа «Офіс з просування експорту» сприятимуть активізації діяльності вітчизняних підприємств на шляху до завоювання зовнішніх ринків. Також зроблено висновок, що для активної і ефективної зовнішньої торгівлі необхідно посилити діяльність у сфері формування навичок і компетенцій підприємств (підприємців), зокрема представників МСП, необхідних для участі в міжнародній торгівлі.

Ключові слова: зовнішньоекономічна діяльність, зовнішній ринок, міжнародна торгівля, експорт, імпорт, експортна стратегія.

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УКРАИНА В СИСТЕМЕ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ: ПРОБЛЕМЫ И ПУТИ ФОРМИРОВАНИЯ УСЛОВИЙ ВЫХОДА НА МЕЖДУНАРОДНЫЕ РЫНКИ

В статье проанализирована динамика внешней торговли Украины последних лет, которая показала, что Украина является достаточно значимой страной мирового рынка товаров и услуг, в 2020 году она имела широкий круг торговых отношений с партнерами из 234 стран мира. Украина экспортирует товары почти на 50 миллиардов долларов США и является одним из пятидесяти крупнейших экспортеров товаров. В тоже время были выявлены проблемы: медленный и нестабильный рост экспорта, отрицательное сальдо внешней торговли товарами, несовершенная структура экспорта из-за его сырьевого характера. Выявлены самые большие препятствия на пути наращивания экспорта: продолжение вооруженной агрессии Российской Федерации и потеря части предприятий, производящих экспортную продукцию, и связанные с действиями Российской Федерации препятствия для Украины на пути экспорта продукции в некоторые третьи страны; низкий технологический уровень экономического развития страны, следствием которого является низкий уровень конкурентоспособности украинских товаров, небольшая доля высокотехнологичной продукции и в основном сырьевая структура экспорта Украины, что снижает доходы от экспорта; недостаточный опыт и знания отечественных производителей в сфере внешнеэкономической деятельности, неумение проведения эффективных маркетинговых исследований зарубежных рынков, представления на них своих товаров и налаживания партнерских отношений. Сделан вывод, что принятая в 2018 г. Экспортная Стратегия Украина на 2017-2021 годы, которая определила приоритетные задачи по развитию экспортного потенциала, а также созданное государственное учреждение «Офис для продвижения экспорта» будут способствовать активизации деятельности отечественных предприятий на пути завоевания внешних рынков. Для активной и эффективной внешней торговли необходимо также усилить деятельность в области повышения квалификации и формирования компетенций предпринимателей, в частности у представителей МСБ, необходимых для участия в международной торговле.

Ключевые слова: внешнеэкономическая деятельности, внешний рынок, международная торговля, экспорт, импорт, экспортная стратегия.