Використовуючи зазначений підхід, ми можемо характеризувати конкурентоспроможність підприємств та продукції через систему базових показників ефективності поточної діяльності, адже головним критерієм оцінки поведінки оператора ринку є результативність [1-3].

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THE DEVELOPMENT OF THE BIOFUELS INDUSTRY, AS A WAY OF OVERCOMING ENERGY DEPENDANCY

Energy security of the country – the urgent issue of any state. Significant energy price hike for Ukraine urges to seek and implement alternative energy sources. The use of biofuels is an effective means of reducing energy dependence of the state. One of the universal energy is biomass on Earth. It allows you to receive not only food but also energy. Today biomass fuel can be used for different purposes – from heating homes to electricity and fuel for vehicles.

World experience proves that renewable energy is essential in our time. Production and use of biofuels solves simultaneously a number of issues.

The leaders and the most suitable areas for development of biofuel production in Ukraine are considered Polissia and parts of Western Ukraine. These regions have good raw materials.

Global oil reserves are depleted, prices are rising, scientists are seeking new sources of renewable energy. Heads of leading European states last year voiced purpose, and that affects our country, in the next 2-3 years biofuels should constitute 20% of the fuel used in the EU.

Scientists believe that during the good policy of Ukraine will be able to give 50-75% of the total consumption of alternative fuels Europe, and profitability will be over 50%.

Biofuels produced in 20 regions of Ukraine. And not only is the raw materials for its production – from grains and legumes and ending waste animal farming.

The main barriers to innovation development of Ukraine in including it in the biofuels industry are:

1. insufficient and outdated economic structure of the country;
2. poor financing for the development of innovation.

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Already, many international companies declare their desire to enter the Ukrainian market of biofuels, but foreign – and Ukrainian – investor must understand the situation, even to minimal confidence that the market will evolve and will receive state support.

Ukraine annually consumes about 200 million tons. energy resources (FER) and belongs to the energy-scarce countries, as covers its needs for energy consumption by about 53 % and imports 75 % of the required amount of natural gas and 85 % crude oil and petroleum products. This structure FER economically feasible, generates dependence of Ukraine from exporting countries oil and gas and is threatening to its energy and national security, which is why Ukraine should develop its capabilities in the production of biofuels.

Bioenergy technologies focused on the transformation of science in order to create high-performance products, ensuring agricultural competitiveness in the domestic and foreign markets, ensuring food security. All the usual features and technologies inherent bioenergetic, except that they are the ultimate 'performance should surpass the usual 1.5-2 times or more. Considering bioenergy technology in a new dimension, it should be noted that it is mostly focused on accelerated growth rate maximum usable innovation factors.

Prospects for the market are obvious, but there are many unresolved issues that require joint processing of state and market participants. It is necessary to improve the legislative framework, particularly concerning land issues, maximize economic incentives by introducing differentiated excise rate on petrol and introduce tax incentives, upgrade infrastructure to accommodate the interests of producers, consumers and investors.

However, there is no other way, sooner or later have to switch to renewable energy, and the sooner Ukraine will do it, the more competitive advantage will.

The practice of innovation on the one hand, suggests that on their way there are many obstacles that greatly hinder innovation development in the country; the other – that is the development of innovative and sometimes already established as strategic for the development of regions. However, these steps require specific content, organization of training to practical implementation of large-scale innovative projects and programs.

With practice innovation known that in the way of their development there are always various obstacles that cause blunting of innovative development of the country as a whole. However, their development is still going on and adopted as the main strategic direction of development of the biofuels industry.

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