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NON-TARIFF REGULATION OF FOREIGN TRADE ACTIVITIES IN UKRAINE

Ukraine's accession to the world economic system implies the definition of a clear and balanced state foreign economic policy, which requires fundamentally new approaches to improving the mechanism of foreign trade regulation.

The application of methods and instruments of non-tariff regulation of foreign trade is caused by such factors as inhibiting the development of economic processes, such as:

- structural deformation of domestic production;
- low competitiveness of national goods and services;
- irrational structure of foreign trade;
- insufficient determination of directions and imperfection of economic mechanisms of entering the global economy;
- ensuring the economic security of Ukraine in the conditions of globalization.

Therefore, the development and improvement of non-tariff regulation instruments is an urgent problem today.

In the scientific and specialized literature, much attention is paid to the issues of customs and tariff regulation of foreign economic activity. Thus, it should be noted the works of V. Babak, V. Golomovzov, I. Dakhna, S. Dvigun, N. Korneva, L. Pankova and others. The authors pay attention to the interpretation of the concept of non-tariff regulation and to define different approaches to its classification, but these approaches differ. There is also no single approach to determining the effectiveness of non-tariff regulation. The purpose of the article is to determine the effective methods and instruments of non-tariff regulation of foreign economic activity on the basis of domestic and international experience.

The legislation of Ukraine defines foreign economic activity as the activity of subjects of economic activity of Ukraine and foreign subjects of economic activity, built on the relationship between them, which takes place in the territory of Ukraine and beyond its borders [1, p. 1].

Today, foreign economic activity is becoming increasingly important factors in the development of the national economy and economic

stabilization of Ukraine. State regulation of foreign economic activity is an objective necessity.

In modern conditions the state influences practically all spheres of world economic relations, in particular on the state of currency and credit relations, on the scale and directions of the international movement of capital, technologies, on the structure of international commodity flows, etc. Given the multifaceted nature of the regulation of foreign trade relations, the term "non-tariff measures" has the meaning that includes restrictions on production and exports, export subsidies or measures with a similar effect that limit not only imports [2, p. 102].

Currently, there are a large number of methods and measures for implementing state regulation of foreign economic activity. Among these methods are two major groups: direct and indirect. Direct methods include administrative (quotas, licensing, customs duties). The collateral is based on the use of tools such as lending, insurance, subsidizing, taxation of foreign trade agents. They are capable of exerting a stimulating restrictive influence on the volumes and directions of foreign economic costs of production and profits. By its nature, the measures of non-tariff regulation are quite diverse.

Thus, the mechanism for regulating foreign economic activity is not a stable set of measures, forms and methods. Like all common phenomena, it is subject to obvious changes. When reforming socio-economic and political conditions, the functioning of society from an arsenal of regulatory means may disappear outdated and new elements emerge [4, p. 105].

The main mechanism for reducing the use of non-tariff instruments and the strict regulation of rules and procedures for their use in the interests of international trade development are multilateral international forums and organizations, including the WTO, the Organization for Economic Cooperation and Development, the Asia-Pacific Economic Cooperation, the United Nations International Conference on Trade and Development (UNCTAD) and the United Nations Economic Commission for Europe.

In the global system of lower tariff rates, aggravated international competition and the global economic crisis have led to the activation of non-tariff protectionism. As a result, particularly developed countries have expanded the practice of using non-tariff means that discriminate against the activities of their trading partners. Such practices can lead to trade wars that adversely affect world trade as a whole and may impede further recovery of the world economy. Therefore, the WTO should contribute to the avoidance of non-tariff protectionism with negative macroeconomic consequences.

Improvement of the system of non-tariff regulation of foreign economic activity should be carried out in the following directions:

- clear definition of the objects and objects of the non-tariff system, its principles;

- legislative delimitation of the non-tariff system from other relatives in terms of forms and goals of activities;
- review of the system of authorities implementing non-tariff regulation measures, legislative consolidation of their exhaustive list and legal status, elimination of duplication;
- development of the mechanism of interaction of bodies that form the non-tariff system, both among themselves and with other state bodies;
- improvement and legislative consolidation of proceedings in matters of non-tariff regulation;
- strengthening the accountability of officials to whom the authorization is granted to applicants;

Thus, the choice of a legally enforced system of non-tariff measures for regulating foreign economic activity in accordance with WTO requirements aimed at liberalization of international trade is of great importance for the formation of the state foreign economic policy. A perfect strategy for the development and implementation of a system of non-tariff regulation of foreign economic activity should be based on an assessment of the balance of benefits and costs for the economy of the state, taking into account national interests with a focus on the national manufacturer and consumer, their support and protection. And the effective implementation of such a strategy must be ensured by a strong vertical execution public authorities with powers in this field and a system of legal norms that would define the mechanism of non-tariff regulation and ensure proper enforcement their duties specified by the authorities.

References:

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