PROBLEMS AND PROSPECTS OF THE INTEGRATION
OF UKRAINE INTO THE EU DIGITAL SINGLE MARKET

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Digitalization of the economy has a significant impact on the competitiveness of the national economy. Ukraine is now creating its own path of digital development, focusing on the experience of the EU. Strategic initiatives in the development of the digital sphere began with the adoption of the Concept for development of the digital economy and society for 2018-2020. The document contains the main goals and principles, as well as a plan for their implementation [1].

The process of integration to the European digital market began in 2018, when the government crated the Strategy for the Integration of Ukraine into the EU Digital Single Market ("road map") and a plan for its implementation during 2018-2023. The state administration system, all processes and document flow must be fully digitized [1]. Convergence of Ukrainian legislation with EU legislation in the digital economy is a top priority. The approximation of Ukrainian digital legislation and infrastructure in the spheres of telecommunication services, electronic communications, electronic commerce, radio frequency resource and electronic identification is required. These components are the technological basis of the EU Digital Single Market.

The Government and the Ministry of Digital Transformation have ambitious goals. Over the past 2 years, Ukraine has made a significant breakthrough in building a digital state. Ukraine is the first country in the world which legalized electronic passports and equated them with paper ones. Thanks to the program "State in a Smartphone", implemented by the Ministry of Digital Transformation, it is possible to register a business, pay taxes, and receive documents. Ukrainians rated this program the highest: 64% of respondents trust it [4]. Changing the registration, tax in a few clicks, electronic petitions, e-signature, automatic registration of a business and many other services are already available on the portal and in a smartphone in the Diia application in a few minutes.

By 2024, the Ministry of Digital Transformation plans to transfer 100% of public services online [4]. In February 2021, 94 projects of digital transformation of Ukraine in key areas were presented [4]. This is an important event on the way to a new Ukraine without corruption, bureaucracy and queues. It will allow Ukraine to enter the "paperless" regime.

As of 2022, the progress in the field of "Information Society" according to the "Agreement Pulse" is estimated at 100% of the plan [2]. EU-Ukraine cooperation implements the best practices of digital transformation of the economy and society with a focus on e-business, e-government, e-health care and e-learning, development for electronic communications and the expansion of participation of Ukraine in EU research programs in the field of ICT.

Further harmonization of digital markets with the EU requires strategic documents. It is necessary to develop national digital infrastructures and access to European, in particular, research and e-infrastructures: the European Grid-infrastructure, the European multi-gigabit scientific and educational network GÉANT, etc. In the context of the program "Digital Europe", it is necessary to join the European initiative "Euro HPC Joint Undertaking" to ensure the access of Ukrainian scientists and SMEs to the supercomputer infrastructure. It is important to join a coordinated plan to promote the development and use of AI in the EU [1].

The EU Digital Single Market strategy is aimed at improving the access of consumers and businesses to digital business environment and e-commerce [3]. Currently, Ukraine does not have a national road map for harmonized electronic trade systems and for electronic logistics with EU countries. Further harmonization of the legal framework in the field of e-commerce, customs clearance and electronic logistics with the relevant legal acts of the EU are necessary. Therefore, the urgent tasks for Ukraine in this area are, on the one hand, the implementation of its own digital agenda, and on the other hand, joining European strategic initiatives, approaching the EU regulatory framework and standards.

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