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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIEDZYNARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

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The creators of neotech theories point to technical progress as a fundamental factor implying intensity, as well as directions of specialization in international trade. Among the neo-theoretical theories, the technology gap theory and the product life cycle theory are the most important. The first of them formulated in 1961 M. V. Posner, G.C. Hufbauer and P. Krugman. According to this theory of directions as well as the structure of international trade in industrial goods, they are decisive for delaying the countries concerned in mastering and applying modern industrial production techniques as well as exploiting technological achievements. In countries where businesses and industries are characterized by a high level of innovation, they have easier access to foreign markets, which in turn allows them to maintain technological advantage over other countries. The theory of product life cycle is closely related to the theory of product life, which shows how the "life" of a product is being trafficked according to the theory of technological gap.

1. J. Rymarczyk, *Handel zagraniczny. Organizacja i technika*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2000.

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INTERNATIONAL ECONOMIC OPERATIONS ON THE WORLD MARKET OF PACKAGING MATERIAL

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In today's modern world, every civilized person anyhow faces with food packaging industry. Typically, consumers do not think about the economic value of the package and do not realize that without packaging product the country's gross domestic product would significantly decrease in value. Assessment of the current state of the commodity market is an important factor in economic growth of the country. The process of making conjunctive decisions on the development of foreign economic activity both in the short and long-term perspective contributes to the competitiveness of products in the domestic and foreign markets, the formation of innovative strategies and implementation of the investment attractiveness of branches of the real sector of the national economy.

Packing business turns into a complex global production system, where the liberalization processes of the world trade of packaging products takes place and the increase of its civilizational features occurs. In addition, the role of the world packaging market is actively appeared solving demographic, religious and cultural problems of humankind. Overall, the conjuncture of the world market is presented as a complex and dynamic socio-economic system, which consists of market agents (subjects of the economy and institutions) and economic and trade relations between them, which determine certain "rules" to specified period of time.

In the system of the world market, the specific role belongs to the packaging market conjuncture. The reason of this is, on the one hand, a strategically important meaning of the sector of the packaging industry in achieving food security and, on the other hand, the imbalance in development and production of packaging and irregularity of the supply and demand for packaging products in different countries and regions.

The essence of market equilibrium, by the classical theory of economic development, is the state of the economy, where the number of goods, which have a constant demand for a certain price, equal to the amount of goods offered for sale on the commodity market. Part of the space where the interests of sellers and buyers of the market intersect, called economic space. It is exactly that space, where the assessment of the export orientation of domestic manufacturers of packaging materials happen, which recently express their intention of taking the stable positions increasingly and optimize their behavior in the market. Over the past ten years, North America had the largest share of the world market of packaging materials – 32%, according to the World Packaging Organization. The share of the region of North America was significantly higher than in Asia and Europe, which have in aggregate 26% of the market. Assessments of the World Packaging Organization (WPO) claim that the global packaging industry has an annual turnover of about 500 billion USD [1].

WPO in its report published in 2010, says that there are about 100 000 companies working in the industry of manufacturing packaging materials, which created 5 million jobs. These numbers are likely to grow as the industry continues to expand: packaging is necessary as for food, beverages and pharmaceuticals as for electronics and furniture. Among industrial and consumer durable goods, packaging has an important role in the value chain [2].

In most cases, only a carefully planned approach ensures successful promotion of products abroad. The management of the company should allocate considerable resources (time and money) to start export process. However, the benefits from export efforts it can feel only in two or three years after the first steps taken in this direction.

Increased demand for packaging occurs under the influence of a number of local factors and factors of a long-term impact. While the economy plays a central role in shaping the impact on volume growth of the market, there are several other

factors that have a direct impact on the demand for packaging or, at least, on the nature of this demand. From these entire factors (usability, requirements for the brand, the need for recycling, development of new packaging materials and information in the medical field), the last factor is considered as one of the major reasons for the growth of the packaging industry by the survey by Pira company. Population aging is considered the least important factor for the growth of the market [1]. Thus, the world market of packaging materials will continue to grow rapidly and is attractive enough to involve new agents, including Ukrainian producers of packaging industry, like LLC «GUALA CLOSURES UKRAINE» and «TECHNOLOGIA» JSC that stably and efficiently operate in Sumy.

1. World Packaging Organization/PIRA International Ltda. Market Statistics and Future Trends in Global Packaging, Edit – Brazil, 2014. – 45 pages.

2. <http://www.persistencemarketresearch.com/>

RELATIVE CULTURAL SIMILARITY BETWEEN UKRAINE AND POLAND AS THE BASIS OF MUTUALLY BENEFICIAL RELATIONS*

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Today the successful development of any country is impossible without political, economic, scientific and cultural cooperation with other countries. The processes of globalization and international integration reinforces this trend.

Ukraine and Poland are the neighbor countries, the proximity of which is not only a geographical location, but also similarities in the historical development of the last century, today's political direction. The cultural affinity of the two nations is particular important as the basis for the establishment of strong, mutually beneficial relationships between entities and citizens of the two states.

Many scientists from over the world have dedicated their works to the various issues of cross-cultural communication, but such studies are still actual as a system of cultural values are changing continuously according to the civilization process and influence each other.

The authors have conducted a comparative analysis of cultures of Poland and Ukraine. For this purpose they have developed the questionnaire based on cultural

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