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FOR ITS IMPLEMENTATION"

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TASKS FOR BACHELOR'S DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

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Anna Kursova

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ABSTRACT

qualification work for a bachelor's degree on the topic
«UKRAINE'S EXPORT POTENTIAL AND DIRECTIONS FOR ITS
IMPLEMENTATION»

student Kursova Anna

(full name)

The main content of the bachelor's thesis is presented on 50 pages, including a list of references consisting of 70 titles, which is placed on 8 pages. The work contains 7 tables, 5 figures, 6 formul.

The purpose of the qualification paper is analysis of theoretical approaches and practical recommendations for deepening relations between Ukraine and Poland.

The object of the research is the process of development of export relations of Ukraine and the directions of its implementation..

The subject of research is the theoretical foundations for the development of Ukraine's export potential and directions for its implementation In the process of research, depending on the goals and objectives, appropriate methods of studying economic processes were used, including: methods of deduction and induction used to study the theoretical foundations of the formation and use of the country's export potential; analysis of statistical data on the volume and structure of Ukrainian exports to Poland; research conducted by experts in the field of international trade; analysis of literary sources and scientific publications on trade and economic relations between Ukraine and Poland.

The information base of the work is the reports of the State Statistics Service of Ukraine, the European Commission, statistics of the World Bank and international organizations. Based on the results of the study, the following conclusions are formulated:

1. A number of obstacles to successful Ukrainian exports to Poland need to be removed. These include developing effective marketing strategies, engaging

business stakeholders in dialogue, promoting intergovernmental cooperation, and improving the business environment. The implementation of these measures will contribute to the strengthening of trade and economic relations between Ukraine and Poland and the development of both countries. It is important to pay attention to a partnership approach, mutual support and mutual understanding to achieve mutually beneficial results and create a solid foundation for further expansion of trade relations.

2. It is important to further promote the development of trade and economic relations between Ukraine and Poland by overcoming barriers and building partnerships. This will allow both countries to realize their export potential, ensure economic growth, and promote economic prosperity.

The obtained results can be used in the process of developing a strategy for Ukraine's foreign economic development and improving its export potential.

The results developed in this work can serve as a basis for developing strategies and tactics aimed at strengthening the international presence of Ukrainian companies, attracting new markets, attracting foreign investments and ensuring competitiveness.

The results of the approbation of the main provisions qualification paper were considered at:

1. Domashenko M.D., Kursova A.M. Ukraine's export potential and directions for its implementation // International economic relations and Sustainable development: materials of the V International Scientific and Practical Conference, Sumy, May 23, 2024 / by general ed. Yu.M. Petrushenko, M.D. Domashenko - Sumy: Sumy State University, 2024.

Keywords: export potential of Ukraine, trade relations, export from Ukraine to Poland, international economic relations, world trade.

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INTRODUCTION

World trade is important in terms of its size in international economic relations. The entry of Ukraine's economy into the system of world economic relations necessitates the study of the basis on which the possibilities of Ukrainian exports should develop [2].

The potential of a country depends on the volume of goods and services that can be produced in the economic and social sphere and sold with the greatest benefit for the country [64].

Ukraine has always had and still has significant export potential. The main place of export potential is occupied by the products of the agro-industrial complex. The export potential of other industries is used in smaller volumes. However, the scientific and technological revolution gave a great impetus to the international division of labor, a specialization that has now acquired significant proportions [1].

The purpose of the qualification paper is analysis of theoretical approaches and practical recommendations for deepening relations between Ukraine and Poland.

The object of the research is the process of development of export relations of Ukraine and the directions of its implementation.

The subject of research is the theoretical foundations for the development of Ukraine's export potential and directions for its implementation

To achieve the set goals, the following tasks:

- analyze the scientific approach to the definition of the concept of exportability;
- to consider methods for assessing the country's export potential;
- analyze the free trade zone between Ukraine and Poland;
- analyze the import and export of goods from Poland and Ukraine;
- to assess the import and export services of Poland and Ukraine;
- to determine the development of Ukraine's export potential;

- to develop recommendations for improving the efficiency of the use of Ukrainian exports in trade relations with Poland.

In the context of close cooperation between Ukraine and the EU countries, it will be relevant to study the export potential of Ukraine, which can be effectively used in foreign trade with these countries.

Analysis of the latest research and publications. The problem of increasing Ukrainian exports on the basis of advanced world experience is being investigated by scientists and scientists of the National Academy of Sciences of Ukraine. For example, Heyets V.M., Ostashko T.O., Shynkaruk L.V. [33] analyzed the impact of the Association Agreement/FTA between Ukraine and the EU on the Ukrainian economy. Ishchuk S. O. [16] recommends a phased transformation of investment flows into the development of high-tech industries. In addition, [17] analyzed the structure of Ukrainian commodity exports and substantiated the expediency of eliminating (or weakening) the impact of geo-economic factors (in particular, the potential deterioration of the world commodity market) on the socio-economic development of Ukraine with the appropriate national policy at the national and regional levels. Sozansky L. Y. [43] assessed the dynamics of exports and imports of goods in Ukraine and provided appropriate proposals. The analysis of the European experience in the field of organization and management of exports was carried out in the work of Shtuler I. and Gerzanych V. [55]. A detailed analysis of the mechanisms for regulating mutual access to the markets of Ukraine and the EU, as well as the impact of the free trade area with the EU on the Ukrainian economy, was carried out by scientists of the Razumkov Centre [68]. The challenges and opportunities of Ukraine's exports to the EU, as well as the main components of the European Green Deal and plans for its implementation, are considered in the "European Green Deal: Opportunities and Threats for Ukraine" [12].

Information base of the study: reports of the State Statistics Service of Ukraine, the European Commission, statistics of the World Bank and international organizations.

Methods:

- methods of deduction and induction are used to study the theoretical foundations of the formation and use of the country's export potential;
- analysis of statistical data on the volume and structure of Ukrainian exports to Poland;
- studies conducted by experts in the field of international trade;
- analysis of literary sources and scientific publications on trade and economic relations between Ukraine and Poland.

The theoretical and practical significance of the study lies in the structuring of scientific approaches to understanding the concept of the country's export potential and the development of practical proposals for improving the efficiency of using the export potential of Ukraine.

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1. THEORETICAL BASES FOR THE DEVELOPMENT OF UKRAINE'S EXPORT POTENTIAL

1.1 Scientific Approach to the Definition of the Concept of Export Potential.

A country's export potential is an indicator of its competitiveness in the world and reflects the country's existing resources or its ability to export industrial goods and services to them. Therefore, the process of formation and development of the export potential of the national economy is a strategically important aspect of its growth. The export potential of the national economy is a confirmation of its real competitive advantage in the world market, as well as a means of promoting national interests in the world economy [1].

In the economic literature, the possibilities of export are sufficiently defined, and at the same time this concept does not have a single interpretation, which complicates the possibility of managing its formation. Therefore, it is necessary to define the conceptual and taxonomic apparatus, to study and systematize various theoretical approaches to the essence of exportability [5].

In our opinion, for a comprehensive study of the essence of the concept of "export potential", it seems that it is necessary to start with the general concept of "potential". Traditionally, potential refers to available resources and the potential for their use, that is, what has been achieved and is possible [2].

It is proposed to distinguish the following main approaches to deciphering the potential:

- process approach (implementation process and planned results are possible in the future);
- The resource approach (which exists at the moment) is based on the understanding of its potential as a set of resources necessary for a qualitative transformation [3].

The expansion of the geography of international trade, which began at the end of the century, the increase in domestic enterprises in this process, and the

increase in the number of people working in this field, began to require the expansion of the general concept of "economic potential"[65]. The emergence of the category of "export potential" rather than the category of "export base of industries", which was the subject of economic analysis in the 1970s and 1980s, accelerated interest in the need to define a scientific approach to its interpretation [4].

The concept of export potential is narrowed in terms of economic potential, but is more homogeneous and defined, which simplifies interpretation and assessment. At the same time, a common understanding of export opportunities made it possible to distinguish different types of its classification.

From the point of view of the process approach, the possibility of export can be considered as a number of capacities and opportunities for the development of commercial organizations in foreign markets, set out in many works of domestic and foreign scientists [5].

Within the framework of the process approach, export opportunities are also assessed as follows:

- dynamic elements of economic potential that allow enterprises to operate in foreign markets [66];
 - the ability of the enterprise to successfully develop in the world market;
 - the ability of the business to make the maximum profit in foreign markets
- [6].

Based on the long-term development goals, the strategic planning of the export activity of the enterprise can be attributed to the advantages of using the process approach. The disadvantage is that this approach does not take into account the analysis of the available resource base, including its quality, based on the requirements of foreign markets [26].

As for the resource approach, its advantage lies in the fact that it allows timely identification, development and protection of the resource base of economic assets, as well as the use of a new combination of resources to ensure the competitiveness of enterprises in foreign markets.

The disadvantage is that this approach does not take into account the dynamic elements of export potential, i.e. the analysis of development on a global scale within a changing external environment [27].

Within the framework of the classification, exportability is defined as one of the characteristics of a commercial enterprise, that is, the ability and ability to carry out export activities in a general sense [1].

The export potential of the national economy in a broad sense is the ability of the country to create good external and internal conditions for the development of the national economy through the successful implementation of foreign trade policy and is aimed, among other things, at deepening the process of participation in the country's foreign trade policy [28].

In a narrow sense, the export potential of a country can be understood as a branch of the national economy, the ability of domestic enterprises to create competitive goods and services and export them to the foreign market [8].

It should be noted that the boundaries of the national economy do not always coincide with the boundaries of the state. This can be explained by the fact that the economic activity of the subject of the national economy goes beyond the borders of the country, as well as the presence on their territory of non-citizens who carry out economic activity [41].

That is, on the one hand, the national economy is an economic model of the country's development in a certain environment, and on the other hand, the national economy includes economic activity that takes into account the external activities of its subjects [58].

In this context, legal entities and individuals registered as individual entrepreneurs (enterprises) with the right to carry out export activities are classified as objects of the national economy with export potential [9].

Some scholars suggest deconstructing export potential by growth factors and simultaneously distinguishing between 3 levels: micro-level, meso-level (cluster and regional sub-level) and macro-level [44].

In addition, between these approaches, there are internal factors (micro-level factors that determine the competitiveness of export goods) and external factors (macro- and meso-level factors). Together, they characterize the competitiveness of the potential of commercial organizations [45].

Factors at the meso-level include: transparency of industrial companies; relations with the environment (partners, suppliers, competing banks, etc.) [59]; product quality; cost and price; effectiveness of the brand management system; innovative components; Trademarks; corporate financial performance, as well as product concepts and images; corporate business; corporate marketing, research and production equipment, etc [10].

The advantages of this type of approach include the construction of interrelated exportability structures that combine different types and allow the exportability of each topic to be monitored and evaluated. [60] As a disadvantage, it can be attributed to the analysis of macro-level factors, focusing only on the study of factors of export potential of the micro- and meso-level. This, in our opinion, is very important from the point of view of assessing the capabilities and capabilities of commercial organizations in foreign markets [46].

An approach in which export potential is determined by a set of resources and opportunities can be applied at the industry or business level [13].

In this case, the export option is detailed as follows:

- a number of resources involved in the production of exported goods (natural, labor, material, financial, informational) and their effective use (as an important factor of internal and external capabilities);
- the entity's capabilities in the sale of goods in the process of marketing, logistics, service activities.

In addition, the following export opportunities are distinguished [47]:

- objective export potential, reflecting the amount of used and unused resources in the production of export goods;

- subjective export potential, reflecting the ability of workers and management equipment to produce export goods taking into account available resources [13].

Thus, the export potential of a country reflects the ability of the domestic economy, industry, individual industries or enterprises as a whole to export a certain amount of products that are competitive in the foreign market.[67] The export potential of the national economy combines the potential-resource approach, which is based on the understanding as a set of resources necessary for the implementation of export activities, as well as the process approach for its transformation and transition to a better state. From this point of view, it should be considered as a holistic phenomenon [7; 69; 70].

The combination of process and resource approaches allows, on the one hand, to define the concept of export capability as a set of internal resources of the national economy used in the creation and production of products/services that are competitive in the world market [11]. On the other hand, taking into account the national interests of the country and the national economy, it can be considered as a means of promoting the realization of the competitive advantage of these assets in the world market [61].

1.2 Methodical approaches to assessing the country's export potential.

The analysis of modern scientific literature shows the lack of a generally accepted methodology for assessing the country's export potential. Generally, it is estimated on the basis of export forecasts based on commodity or geographic structure before retrospective analysis [14].

We believe that this is due to a certain subjective approach to the definition of the concept of export potential, as well as the lack of direct dependence of the country's potential on the world market [68]. In addition, there are no similarities in Western literature regarding industry, economy, production, or export

opportunities. When studying this phenomenon, Western scientists use the concept of "potential opportunity" or "export opportunity" [19].

Part of the methods proposed by scientists is related to the assessment of the potential of the entrepreneurial structure in the international market. This approach is based on the idea that potential structures are made up of different structural potentials [23].

The components of the export potential are: conditions for entering the international market; the potential of the target international market; potential of internal resources, etc.[62].

The potential of internal resources (TAC) is a function of the technical and technological base (TB), personnel qualifications (K), management methods (M), finance (F), i.e. $TAC = f(TB, K, M, F)$ [24].

The assessment of export capacity includes the potential of the target international market, which should be equal to the potential of domestic resources. Otherwise, activities in this market will not be effective (1.1):

$$EhP \rightarrow TAC = PMR, \quad (1.1)$$

where PMR is the potential of the target international market.

The conditions for joining the International Market (IMF) include national conditions (NU) (national trade policy, mechanisms to support export industries) and external conditions (LA) (trading system of exporting countries) (1.2.).

$$IMF = NU + LA, \quad (1.2)$$

An indicator of the export capability of a business structure is that the potential of domestic resources meets the requirements of the international market and the relevant conditions for entering the target international market (1.3.).

$$E_{cP} = f(PWR, PMR, WRM) \text{ under the conditions that: } TAC = PMR \text{ and } WVR \rightarrow \max, \quad (1.3)$$

where TAC is the potential of internal resources;

PMR – potential of the international market;

RWD – the potential of the foreign market [24].

There are certain limitations to the use of such computational models. The probability of internal resources is calculated only for individual international markets under the conditions under which the enterprise plans to enter there [15].

One of the ways to determine the export potential of a country is the ratio of the export quota to the population (1.4.):

$$E_{hPi} = (GDP_i) * H_{Ni}, \quad (1.4)$$

where E_{hPi} is the country's export potential and;

E_{hi} – export of the country and;

GDP is the country's gross domestic product and;

CH_i is the population of the country and.

Based on the data of the State Statistics Service of Ukraine, the export potential of Ukraine per 1 person was calculated, which reached 1% in 2021 [30]. To understand this indicator, let's provide data from other countries, namely the export potential of developed countries with a population of 5-10 million ranges from 1-5% to 8 people [12].

Therefore, the strategic direction of the development of Ukraine's export potential is the development of the domestic market, the replacement of the share of export quotas for the production of goods, in order to meet the needs of the population and society as a whole.

In particular, these are the following indicators: the ratio of exports to GDP and the dynamics of economic activity (types) of exports to output in this industry for several years; the ratio of exports of bulky goods to GDP; the ratio of exports of a certain type of economic activity to output in that sector; per capita value of exports [32].

We believe that these indicators should be supported by the following.

The coefficient of a country's participation in the international division of labor is calculated by the ratio of the country's share in world exports and the country's share in world GDP. The coefficients are calculated using the following formula (1.5.):

$$\text{KMRPi} = (\text{Echo}/\text{EEs})/\text{GDPI}/\text{BBVs}, \quad (1.5)$$

where EE_{hi} is the export efficiency of the i-country;

E_{chi} – exports of the i-country per capita;

ECI/GDP is the share of exports of the i-country in world GDP;

ECS/CNs – world exports per capita;

ECI/GDP is the share of exports of the i-country in its GDP (Ukraine's GDP in USD) [24].

A country's export activity indicator reflects the relative per capita income of each GDP export, compared to the world average, which is taken as 100%.

The analysis showed that the export productivity coefficient in developed countries is 450-550 points, that is, their exports are 4.5-5.5 times more efficient than the world average.

The indicators of the obtained relative advantages are calculated as follows (1.6.):

$$\text{CPij} = \ln [(\text{Exij}/\text{Imij}) / (\text{Exi}/\text{Imi})], \quad (1.6)$$

where CP_{ij} – Indicator of the relative advantage of the i -country in the j -th commodity;

Ex_i, Im_i – export and import of the i -country;

Ex_{ij}, Im_{ij} – Export and import of the j -th commodity of the i -th country;

If $CP_{ij} > 0$, for the j -th commodity it means that the i -country has a relative advantage in exports to other countries.

With $CP_{ij} < 0$, foreign partners have a relative advantage in the export of the j -th commodity [32].

Based on these indicators, it became possible to analyze the export of Ukrainian goods and characterize their potential.

However, it should be noted that a more realistic picture can be obtained by comparing the country's performance and Ukraine's export potential as the most important factor in the process of its implementation.

2. ANALYSIS OF UKRAINE'S EXPORT POTENTIAL AND DIRECTIONS OF ITS IMPLEMENTATION

2.1 Ukrainian-Polish Trade and Economic Relations.

Ukraine and Poland have a rich history of mutual trade and economic relations, which is based on a number of factors, such as geographical location, cultural affinity and rich common history [35]. For Poland, Ukraine is an important trading partner, and Poland is one of the largest investors in the Ukrainian economy. However, in order to realize Ukraine's export potential to Poland, it is necessary to overcome several barriers [20].

For example, trade restrictions and tariff barriers are factors that complicate the export process. Despite the fact that Ukraine and Poland are members of the WTO, there are high tariffs and technical regulations that are difficult for Ukrainian exporters to comply with, especially in the agriculture and food sectors. In addition, insufficient information about the market may complicate the export of Ukrainian companies to Poland. For successful trading, it is necessary to have up-to-date data on demand and competitive advantages in the Polish market [40].

Therefore, it is necessary to further support and develop cooperation between Ukraine and Poland by reducing tariff barriers and improving information support for Ukrainian companies wishing to export to the Polish market [52].

There are cultural and language barriers between Ukrainian and Polish businesses, which sometimes affect interaction and trade between the two countries. However, this is not an insurmountable obstacle. On the contrary, they are even useful because they provide an opportunity to share different cultural traditions and experiences [49].

Trade and economic relations between Ukraine and Poland include trade in goods and investments, which are important factors in stimulating economic growth in both countries. Polish investors operate in Ukraine in a variety of sectors, including industry, financial services, trade, and infrastructure. In

particular, they work to develop tourism and cultural exchanges between the two countries and promote further exchanges and cooperation between them. In areas such as [21]:

1. Trade in goods. Ukraine and Poland maintain close trade relations, especially in trade in goods. The volume of trade between the countries continues to grow. The main goods that Ukraine exports to Poland are metallurgical products, food, chemical products and electronic equipment. Poland exports machinery and equipment, vehicles and chemical products to Ukraine. The two countries are actively cooperating in agriculture, light industry, construction and other industries [42].

2. Investment. Poland is one of the largest investors in Ukraine. Polish companies are actively investing in Ukrainian projects, especially in industry, financial services, trade and infrastructure. This contributes to the creation of new jobs, technology transfer and the development of the Ukrainian economy as a whole. Poland is one of the largest investors in Ukraine Investment. Poland is one of the largest investors in Ukraine. Polish companies are actively investing in Ukrainian projects, especially in industry, financial services, trade and infrastructure. This contributes to the creation of new jobs, technology transfer and the development of the Ukrainian economy as a whole. Poland is one of the largest investors in Ukraine [51].

Polish companies invest in the Ukrainian economy in various sectors, such as finance, telecommunications, energy, agriculture, and the food industry. This not only ensures the development of the economy, but also strengthens cooperation between the two countries. In Poland, Ukrainian companies invest in the fields of information technology, construction, tourism and logistics. This allows Ukrainian companies to expand their activities beyond the country and get new opportunities for business development [24].

Both countries actively contribute to the development of favorable conditions for investment, implementing reforms to improve the investment climate, simplify administrative procedures and ensure legal stability. These

measures help to attract additional resources for successful investment projects and strengthen investment cooperation between the two countries [22].

However, there are challenges and obstacles, such as lack of transparency, corruption, high risks and insecurity in the Ukrainian market, which need to be overcome for the further development of investment relations [56]. Despite this, both governments are actively implementing reforms and improving the conditions for business and investment, which contributes to strengthening investment cooperation. Such measures will lead to the sustainable development of Ukrainian-Polish investment relations [48].

In general, trade and economic relations between Ukraine and Poland in the field of investment have great potential for further development. Both countries seek to deepen cooperation, attract new investors and create favorable conditions for business development. If this positive trend continues, we can expect an even greater increase in Ukrainian-Polish investments in the future [18].

3. Tourism and Cultural Exchange. Ukraine and Poland are two countries with a rich culture and history, many unique landscapes, beautiful nature, and diverse cultures. These countries attract tourists from all over the world who want to enjoy their beauty and natural wealth.

In Ukraine, for example, visitors can visit Kyiv, one of the oldest cities in the world with numerous historical monuments, including Hagia Sophia and the Kyiv-Pechersk Monastery. You can also visit the Carpathian Mountains, known for their natural beauty and large ski resorts.

Krakow is home to the Wawel Castle and the Krakow Market, one of the largest in Europe. Known for its famous bridges and beautiful architecture, Wroclaw is also a good choice.

It should be noted that tourist and cultural exchanges between Ukraine and Poland contribute to the strengthening of mutual understanding and the development of trade relations between the two countries [39].

4. International cooperation [50]. Ukraine and Poland actively cooperate in international forums and organizations. Both countries share common interests and

common goals in the political, economic and security spheres. Trade and economic relations between Ukraine and Poland are constantly developing and have the potential for further development [53]. The two countries will continue to actively cooperate in many fields and promote joint economic development and common prosperity [31].

2.2 Analysis of the structure and dynamics of exports from Ukraine to Poland.

To start analyzing the structure and dynamics of Ukrainian exports to Poland, it is necessary to analyze Ukraine's foreign trade to obtain more complete information (table 2.1).

Table 2.1 – Foreign trade of Ukraine in 2016-2022, million \$

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2016	89 433	44 885	44 548
2017	107 285	52 330	54 955
2018	122 142	59 195	62 947
2019	132 609	65 298	67 312
2020	118 340	59 042	59 298
2021	161656	81246	80410
2022	113363	57904	55459

Source: compiled by the author based on [38]

With the help of this data, it is possible to analyze the dynamics of Ukrainian exports. The dynamics of Ukraine's exports is presented in Table 2.2 in physical volume.

Table 2.2 – Dynamics of Ukraine's foreign economic trade from 2016-2022,
(million \$)

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2017	17 852	7 445	10 407
2018	14 857	6 865	7 992
2019	10 467	6 103	4 365
2020	-14 269	-6 256	-8 014
2021	43 316	22 204	21 112
2022	-48 293	-23 342	-24 951

Source: own calculations

In 2021, foreign trade turnover increased by 43,316, exports of goods and services by 22,204, and imports of goods and services by 21,112. This is the largest increase among the indicators in the reporting period.

However, in 2022, foreign trade turnover decreased by 48,293, exports of goods and services by 23,342, and imports of goods and services by 24,951. And these were the indicators that decreased the most during the study period.

For clarity, the data is presented in the form of a histogram (Figure 2.1).

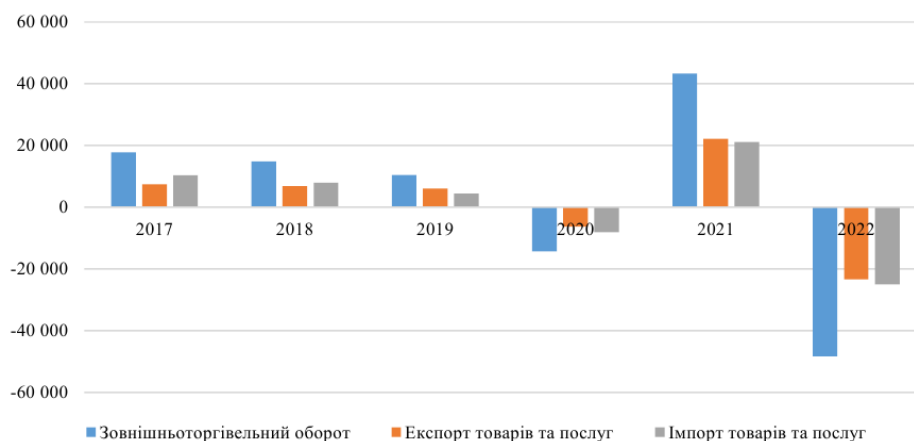


Fig. 2.1 – Dynamics of Ukraine's foreign economic trade

Figure 2.1 shows that the dynamics of changes in indicators was positive

throughout the study period, with the exception of 2020 and 2022, when the number of changes became negative. However, in 2021, the economy recovered most significantly due to the growth of world prices for Ukrainian goods and services. In 2022, the drop in exports was caused by the military aggression of the Russian Federation. For a more accurate analysis, see Table 2.3. The relative changes in the percentages presented in Figure 2.2 are shown.

Таблиця 2.3 – Analysis of the dynamics of foreign economic trade, (%)

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2017	19,96	16,59	23,36
2018	13,85	13,12	14,54
2019	8,57	10,31	6,93
2020	-10,76	-9,58	-11,91
2021	36,60	37,61	35,60
2022	-29,87	-28,73	-31,03

Source: own calculations

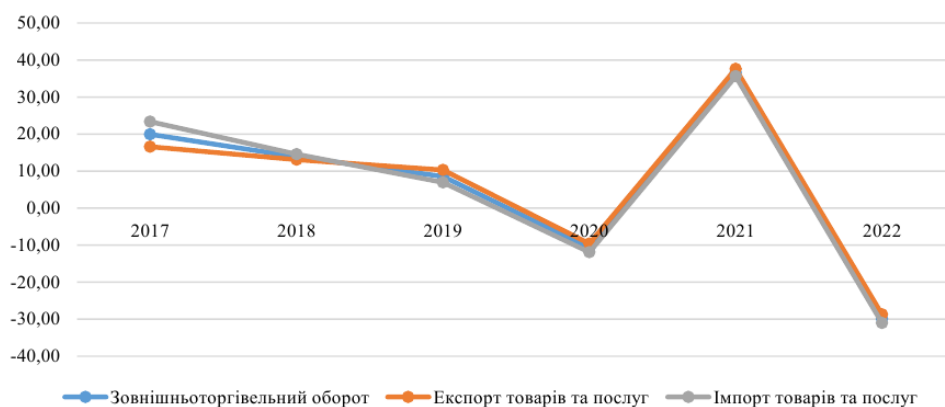


Fig. 2.2 – Analysis of the dynamics of foreign economic trade

With the exception of the big peak in 2021, all indicators have a really pronounced graph of decreasing relative values for the analyzed period. Now, knowing the state of Ukraine's foreign trade, we can begin to analyze the structure

and movement of Ukrainian exports to Poland.

To analyze the structure and dynamics of Ukrainian exports to Poland, I will present the data in Table. 2.4.

Table 2.4 – Ukraine's trade with Poland in 2016-2022, (\$ million)

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2016	5,2	2,3	2,8
2017	6,6	3,0	3,6
2018	7,4	3,6	3,8
2019	8,1	3,7	4,4
2020	8,0	3,7	4,3
2021	10,9	5,7	5,2
2022	7,6	4,1	3,6

Source: compiled by the author based on [38]

Using this data, it is possible to analyze the dynamics of Ukrainian exports to Poland. In absolute terms, the dynamics of Ukrainian exports is shown in the table 2.5.

Table 2.5 – Dynamics of Ukraine's trade with Poland in 2016-2022, (million \$)

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2017	1,4	0,7	0,8
2018	0,8	0,6	0,2
2019	0,7	0,1	0,6
2020	-0,1	0,0	-0,1
2021	2,9	2,0	0,9
2022	-3,3	-1,6	-1,6

Source: own calculations

Foreign trade turnover fell by 3.3 percent in 2022, with exports of goods and services falling by 1.6 percent and imports of goods and services by 1.6 percent. This is the largest decrease in any indicator during the study period.

For clarity, the data is presented in the form of a histogram (Figure 2.3).

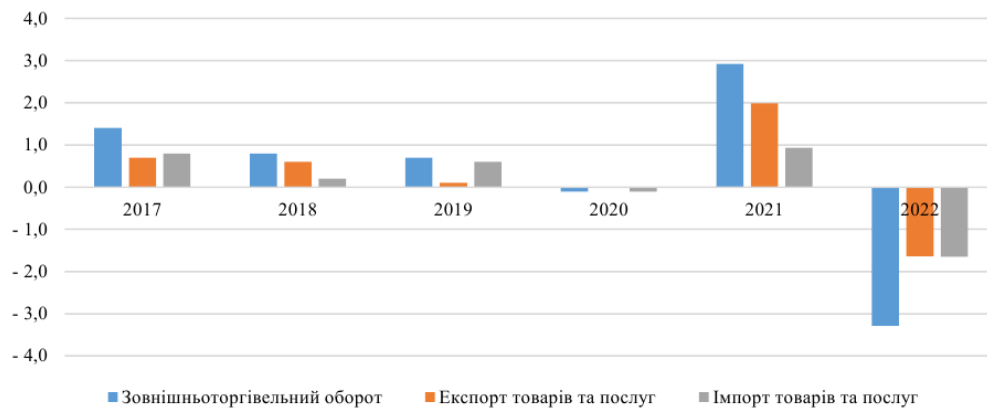


Fig.2.3 – Ukraine's trade with Poland in 2016-2022

Figure 2.3 shows that the dynamics of changes in indicators is positive throughout the entire period, except for 2020 and 2022, when the number of changes decreases and becomes negative in 2022. The decrease in 2022 is due to the problem mentioned above. For a more precise analysis, the relative changes in percentages are shown in Table 2.6. and Figure 2.4.

Table 2.6 – Analysis of the dynamics of Ukraine's trade with Poland, (%)

Year	Foreign trade turnover	Export of goods and services	Import of goods and services
2017	26,92	30,43	28,57
2018	12,12	20,00	5,56
2019	9,46	2,78	15,79
2020	-1,23	0,00	-2,27
2021	36,53	53,79	21,68
2022	-30,11	-28,82	-31,51

Source: own calculations

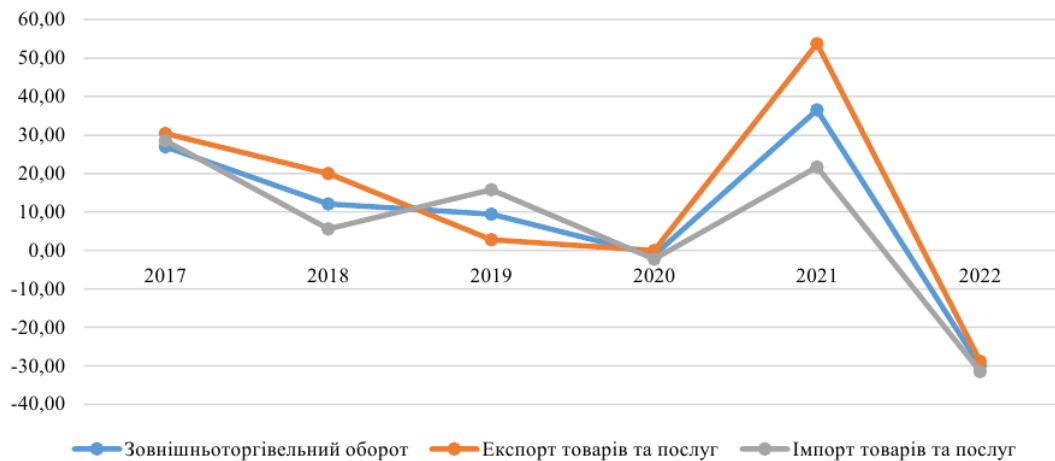


Fig.2.4 – Dynamics of Ukraine's trade with Poland in 2016-2022

As can be seen from the graphs, during the study period, the dynamics of growth of all indicators decreased, with the exception of imports of goods and services in 2021.

The structure of Ukraine's exports to Poland is presented in Table 2.7 and Figure 2.5.

Table 2.7 – Structure of Ukrainian exports to Poland

Commodity items	% of total exports
Ferrous metals and products thereof	31,4
Agricultural products	18,9
Mineral products	13,2
Electric Machines	9,7
Wood and wood products	7,5
Furniture	6,9
Other	12,4

Source: data from the official website of the Embassy of Ukraine in the Republic of Poland [34]

That is, 31.4 percent of Ukrainian exports to Poland are ferrous metals and their products, which is the largest figure and accounts for almost a third of

Ukrainian exports to Poland. This is followed by agricultural products with 18.9% and mineral products with 13.2%. Together with ferrous metals and products, these items account for 63.5 percent, that is, half of Ukraine's exports to Poland.

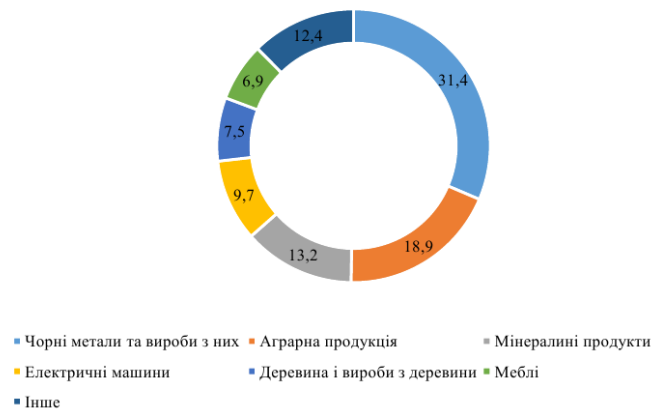


Fig. 2.5 – Structure of Ukrainian exports to Poland

According to data until 2022, Ukrainian exports to Poland showed positive growth. In particular, the total value of exports grew until 2021, before the start of Russia's full-scale invasion of Ukraine.

In Ukraine's exports to Poland, an important place is occupied by such groups of goods as agricultural products, food, machinery and equipment, chemical products and textiles.

The influence of political and economic factors, such as trade agreements, exchange rate fluctuations, tariffs, wars, and other regulatory measures, also affects the structure and trends of Ukrainian exports to Poland.

For this analysis, official statistics from the National Statistical Office of Ukraine [38] and the Ministry of Economic Development, Trade and Agriculture of Poland [34; 37] were used.

3. STUDY OF TRADE RELATIONS BETWEEN UKRAINE AND POLAND

3.1 Assessment of the export potential of domestic companies in the Polish market.

Factors influencing the export potential of local companies to Poland:

1) Geographic location. Ukraine's border with Poland facilitates trade and reduces transportation costs between the two countries. This creates favorable conditions for the export of goods and services to Poland.

Firstly, the geographical proximity of Ukraine and Poland makes the transportation of goods easy and efficient. The border between Ukraine and Poland stretches for a considerable distance, which allows businesses to quickly and easily deliver their products to Polish consumers. In addition, developed transport infrastructure, railways, highways and border crossing points contribute to the efficiency of logistics and reduce the cost of delivery of goods.

The second factor of geographical location is the access and size of the Polish market. Poland is one of Ukraine's largest economic partners with a market population of approximately 38 million people. Expansion into a large and growing market gives companies a strong competitive advantage and increases sales.

In addition, the geographical location creates opportunities for economic integration and cooperation between Ukraine and Poland. Both countries are members of the European Union and share a common border policy. This leads to the removal of trade barriers, encourages investment, and supports international trade. Local companies can use this opportunity to expand business relationships, attract foreign investment, and gain access to new technologies.

In general, the geographical position of Ukraine as a neighbor with Poland plays an important role in supporting and increasing the export potential of domestic companies in the Polish market. This creates favorable conditions for

trade, logistical efficiency, access to large markets and opportunities for interstate economic cooperation.

2) Cultural and linguistic similarities.[63] Cultural and linguistic similarities promote mutual communication and understanding, and create long-term and profitable business relationships for Ukrainian and Polish business partners. The most important element of cultural and linguistic cooperation is language. Ukrainian and Polish belong to the same Slavic language group, which facilitates communication between business partners. Effective communication can lead to better understanding and collaboration.

Ukraine and Poland have a common history and culture, which creates the basis for common values and mutual understanding between business partners. Similarities in norms, traditions, customs and tastes help companies offer products and services on the Polish market. Businesses can offer their products and services more efficiently by taking into account the needs of consumers and the cultural differences of local consumers.

It is also important to respect cultural and linguistic differences. Learning local customs and adapting marketing strategies and communication approaches to Polish audiences can increase the company's competitiveness and successfully introduce products to the Polish market.

Thus, the similarity of cultural and linguistic characteristics of Ukraine and Poland is important for companies exporting to the Polish market. Effective communication, shared values, and adapting to local traditions help build trust between companies and ensure successful collaborations.

3) Developed Polish economy. Poland has a large population, a stable economy, and a variety of well-developed industries. As one of the largest economies in the European Union, Poland is an attractive market for companies looking to expand. It also has a strong consumer base, which makes it an ideal place to sell products from Ukrainian companies.

Industrial diversity is one of its main advantages. The automotive [54], electronics, IT, chemical and food industries are well known. This diversity

provides many opportunities for companies from different sectors to export their products to Poland. In addition, doing business in Poland is easy due to the country's advanced infrastructure, including roads, internet, and power grids.

Poland has a stable economy, low unemployment, and steady economic growth in recent years. This has increased the purchasing power of the population and created a favorable environment for companies looking to sell their products. The government supports new businesses by offering incentives and incentives to create a favorable investment climate.

Poland's investment infrastructure is also well developed thanks to infrastructure projects aimed at modernizing and improving transport, communications, and energy.

Poland is also a member of the European Union (EU), which offers additional trade advantages: as an EU member, Poland has access to the EU internal market with more than 500 million consumers. There are other benefits for businesses, such as the removal of trade barriers, simplified export procedures, and greater access to the EU market. Therefore, Poland is an ideal country to do business and sell products. Overall, Poland is an attractive country for businesses looking to expand their business. Poland's large consumer base, diverse industries, stable economy, and well-developed infrastructure make it an ideal destination for businesses looking to succeed. State support for start-ups and access to the EU internal market make Poland an ideal country to set up a company and sell products.

4) Competitiveness of domestic goods and services. Ukrainian companies produce a wide range of goods and services that can compete in the Polish market, including agricultural products, technical products, textiles, chemical products, and software. Polish consumers demand high quality, reliability and innovation. Domestic enterprises must produce products that meet the quality requirements and standards of the Polish market. It is also important to constantly improve products and services, and introduce new technologies to differentiate them from competitors. Price competitiveness is also important. Domestic companies must

offer competitive prices for their goods and services, and these prices must be reasonable compared to similar products already available on the Polish market. In order to attract Polish consumers and compete with local and foreign brands, it is important that consumers get value for money.

An effective marketing strategy is also important. Domestic companies must understand the needs and preferences of Polish consumers and adapt their marketing activities accordingly, including advertising, brand positioning, development of sales channels and customer service. The more local companies interact with Polish consumers and strengthen their brand, the more competitive they will be.

It is also important to be flexible and adapt to changes in the market. The Polish market is constantly changing, and local companies must be prepared to adapt to changing needs and conditions. This means responding quickly to changes in fashion, technology, the legal environment, and economic conditions.

Therefore, in order to be competitive in goods and services on the Polish domestic market, a company needs high-quality products, competitive prices, effective marketing and the ability to respond flexibly to changes. These factors contribute to the attraction of Polish consumers and the establishment of successful export relations between Ukrainian companies and Poland. Therefore, in order to be competitive in goods and services on the Polish domestic market, a company needs high-quality products, competitive prices, effective marketing and the ability to respond flexibly to changes. These factors contribute to the attraction of Polish consumers and the establishment of successful export relations between Ukrainian companies and Poland.

Taking into account these factors, domestic companies have significant export potential in Poland. However, for their full implementation, it is necessary to create an effective distribution network, marketing efforts to promote Ukrainian products, high quality products and their compliance with international standards. The competitiveness of the export potential of domestic companies on the Polish market is one of the most attractive investment areas for foreign companies.

Ukraine and Poland are macroeconomically developed and economically stable under normal conditions [34].

Poland's experience in international rankings based on the Global Competitiveness Index can be used to shape Ukraine's national strategy [2].

Ukraine can be competitive in the Polish market by adapting to general market trends.

Foreign companies (projects) can take advantage of SEZ/EEZ preferences (benefits) throughout Poland, including foreign companies, if they meet the conditions. Some organizations, such as the Polish Chamber of Ukrainian Commerce, provide consulting services to Ukrainian exporters on the Polish market.

Annual reports of companies can be found on the website of the Ministry of Justice of the Republic of Poland [34].

Such an analysis of the competitiveness of the western border countries, especially Poland, will help to assess their own competitiveness [25].

3.2 Ways to increase the export potential of Ukrainian enterprises in trade with Poland.

There are a number of state and non-governmental ways to improve export relations between Ukraine and Poland

1) Government procedures [29]. The governments of Ukraine and Poland can sign trade agreements that will help eliminate tariff and non-tariff barriers to trade, simplify customs procedures and ensure free access to the markets of both countries.

Key steps to conclude and support a trade agreement between Ukraine and Poland:

-Before signing a trade agreement, it is necessary to study the markets of both countries: analysis of trade flows, competitive advantages, investment climate and other factors affecting trade between the two countries;

-Negotiations: Representatives of Ukraine and Poland meet to discuss and agree on the terms of the trade agreement. Various issues of mutual trade are discussed, including the elimination of tariff barriers, the development of rules and regulations, the protection of intellectual property rights and the attraction of investments;

-Signing the agreement: If the negotiations are successful and the terms of the trade agreement are agreed, the agreement is signed by representatives of both countries. It is a legal document that defines the obligations and rights of both parties in the field of trade;

- ratification and implementation. Once signed, the trade agreement must be ratified by the parliaments of both countries. Once ratified, the agreement enters into force and is implemented. Each country is responsible for coordinating and implementing the measures at the national level necessary for the implementation of the agreement.

-support and promotion. Once a trade agreement has been signed and ratified, it is important to effectively maintain and promote the agreement. This includes promotional activities, organizing trade exhibitions and fairs, promoting trade relations, and other activities aimed at increasing mutually beneficial trade and cooperation between enterprises in both countries.

The successful conclusion and maintenance of trade agreements between Ukraine and Poland contributes to an increase in exports and export potential of enterprises of both countries. This creates favorable conditions for the development of trade and economic relations and mutual prosperity.

-Support for exporters: the state can provide financial, advisory and information support to Ukrainian exporters, in particular through the creation of export financing, support and insurance schemes. The exporter support process includes, among other things, the following elements:

1. Information support. Provide exporters with up-to-date information, details, potential opportunities and requirements for the Polish market. This includes market research, analysis of trends and the competitive landscape, and

preparing and disseminating information on changes in legislation and regulations.

2. Advisory support. Providing consulting services to exporters on issues related to export activities, such as developing marketing strategies, selecting the best means of transportation, pricing and logistics. This includes support such as one-on-one consultations, training, and workshops.

3. Financial support. Providing exporters with financial support for export activities. This is financial support for marketing activities, participation in exhibitions and fairs, organization of fairs and other events aimed at promoting products on the Polish market.

4. Establishing contacts with partners and contacts for export, establishing new business contacts and partnerships, assistance in finding distributors and buyers. This includes the organization of business missions, forums, exhibitions and other events to promote acquaintance and exchange of experience between Ukrainian and Polish companies.

5. Lobbying and advocacy activities. Conducting lobbying activities at the level of government and institutions, protecting the interests of Ukrainian exporters, helping to create favorable conditions for exports, resolving trade disputes and problems in the export process.

6. Marketing support. This includes activities aimed at promoting the sale of products, such as preparing marketing materials, participating in fairs and advertising campaigns.

Export promotion is an important tool for the development of trade and economic relations between Ukraine and Poland. Export promotion helps Ukrainian companies to enter new markets, increase export volumes and increase competitiveness in foreign markets.

7. Participation in joint projects. Ukraine and Poland can jointly implement investment and infrastructure projects to facilitate bilateral trade. Such joint projects include the creation of joint ventures, the development of transport infrastructure, and support for scientific and technical research.

The detailed procedure for participation in joint projects is as follows:

-Find a partner. Potential Polish partners who are interested in cooperation and have the necessary skills and resources are being sought. This can be done through market research, participation in fairs and conferences, contacts with Polish companies through chambers of commerce, associations and business networks;

-discuss common goals. Organize meetings with Polish partners to identify common goals and areas of cooperation. This includes discussing potential projects, exchanging ideas and experiences, analyzing common interests and opportunities, and more;

- Definition of the project. Defining the terms of a joint project, assigning tasks and responsibilities, allocating resources, and other issues of cooperation;

-Implementation of the project. Implementation of joint projects, including the development and production of new products and services, joint marketing activities, exchange of technology and information, joint participation in tenders and other forms of cooperation.

-monitoring and evaluation of the results of joint projects, analysis of the effectiveness of cooperation and identification of opportunities for further development and expansion of cooperation with Polish partners.

Participation in joint projects allows Ukrainian companies to enter new markets, expand the range of products, use common resources and experience with Polish partners and increase their international competitiveness.

2) Non-governmental methods: establishing business contacts and partnerships. Through business contacts and participation in fairs, trade missions and forums, companies and entrepreneurs of both countries can actively interact, find new partners and expand their markets.

The detailed process of establishing business contacts and partnerships includes the following steps:

-market research. Research of potential sales markets and identification of companies interested in cooperation, analysis of market trends, competition, demand for products and services, market needs for innovations and new solutions;

-network. Participation in business networks such as chambers of commerce, associations, exhibitions and conferences. Attend events where you can meet potential partners, exchange experiences and ideas, and establish personal contacts with key market players;

-build mutually beneficial relationships. Build relationships with potential partners such as distributors, retailers, and joint ventures. Discuss common goals and define the scope of cooperation, production and supply of products, terms of cooperation and mutual benefit;

-build long-term relationships. Maintain long-term relationships with partners, create mutually beneficial conditions for cooperation, and build trust. This includes the joint formation of development strategies, the joint implementation of marketing and promotion, the exchange of experience and technologies, and joint participation in projects and programs;

-we support and expand cooperation. We monitor market trends and developments, analyze the effectiveness of joint activities, constantly communicate with partners, form strategies and develop cooperation. We are expanding our contacts, looking for new opportunities for joint projects and programs, identifying potential markets and sectors where we can expand our presence.

To increase the export potential of Ukrainian companies trading with Poland, it is important to develop business contacts and cooperation. In this way, we will be able to attract new partners, expand the scope of activities, ensure stable and long-term cooperation and increase our competitiveness in the international market.

Ukrainian and Polish companies can jointly participate in international projects that contribute to the development of trade relations between the two countries. Such projects include collaborative research, innovation projects, technology exchange, and co-production. By participating in such projects, companies can open up new markets, facilitate the exchange of knowledge and technology, and increase their competitiveness.

The development of logistics and infrastructure expands export opportunities

for Ukrainian companies trading with Poland, ensures fast and efficient delivery of goods, reduces logistics costs and increases the overall competitiveness of companies.

Promoting foreign direct investment between Ukraine and Poland can have a positive impact on economic relations between the two countries. Mutual investment should be encouraged by creating a favorable business environment and protecting investors' rights.

The main stages of attracting investments are as follows.

1. Preparation of an investment proposal. Companies should prepare an attractive investment proposal indicating their business plan, potential benefits, and opportunities for cooperation. This proposal should include a market analysis, an assessment of economic indicators, a development strategy, and expected results.

2. Attraction of foreign investors. Companies can actively attract foreign investors through presentations, business forums, visits to the Polish market and meetings with stakeholders. It is important to establish contacts with specialized investment agencies, chambers of commerce and industry, government agencies, etc.

The government and relevant authorities should take care of creating a favorable investment climate by introducing investment incentives, simplifying registration and approval procedures, ensuring legal certainty and protecting investors' rights.

3. Support of investment projects. To attract foreign investment, it is necessary to support existing investment projects through the provision of financial, administrative and advisory services. Government support programs may include grants, concessional loans, tax breaks, and other forms of assistance.

4. Infrastructure development. Another important aspect is the development of the infrastructure necessary to make the business attractive and efficient for foreign investors. This includes the construction and modernization of key facilities such as transportation networks, energy infrastructure, and logistics centers.

Attracting investment is an important way to increase the export potential of Ukrainian companies trading with Poland. This contributes to the development of trade relations, the exchange of technology and knowledge, the creation of new jobs and the development of economic cooperation between the two countries.

5. Joint participation in international exhibitions and fairs. Ukrainian and Polish companies can present their products and services at international exhibitions and fairs, attract partners and customers from other countries and create new opportunities for cooperation.

Joint participation in international exhibitions and fairs allows Ukrainian companies to attract the attention of the Polish market, find new customers, conclude contracts and expand their presence in the trade sector. This contributes to the development of trade relations between Ukraine and Poland and the strengthening of economic cooperation between the two countries.

6. Creation of business associations and unions. Ukrainian and Polish companies can jointly create business associations and unions that protect the interests of their members and promote cooperation between Ukrainian and Polish companies. Such associations include chambers of commerce, business clubs, and associations of well-known companies operating in both countries. Through such associations, it is possible to develop joint projects, exchange experience, organize joint events and solve urgent problems related to the development of economic relations.

7. Monitoring and analysis of results. An important step is the constant monitoring and analysis of the results of the association's or union's activities. This allows you to evaluate the results achieved, identify problems and change the strategy of activities.

The creation of business associations and unions that trade with Poland helps companies to establish effective cooperation, join forces and create favorable conditions for the development of exports. By creating opportunities to share experiences, establish collaboration, and solve problems together, these associations allow companies to increase their competitiveness and create a strong position in

the market.

8. Creation of specialized platforms and online resources [36]. National governments and civil society organizations can jointly develop specialized platforms and online resources that will facilitate communication between Ukrainian and Polish companies. Examples include electronic platforms for exchanging information, databases about businesses and their products, business portals that provide easy access to information on export opportunities, and help to establish business contacts.

The creation of professional platforms and online resources helps Ukrainian companies attract the attention of Polish partners and customers, expand their presence in the Polish market and increase their export potential. It also improves communication, reduces marketing and advertising costs, and opens up access to new opportunities for collaboration and business development.

CONCLUSIONS

The export potential of Ukraine and the directions of its implementation were studied.

Appropriate measures are needed to overcome obstacles to Ukraine's export potential to Poland. First of all, active marketing activities are needed to promote Ukrainian products to the Polish market. The development of marketing strategies and business plans, market and competitor research will help attract new customers and ensure stable export growth.

Cooperation in trade and economic relations between the Ukrainian and Polish governments is also very important. By establishing dialogue, creating joint initiatives, and developing special assistance programs, business leaders can improve the resolution of problems and obstacles on the export route. Governments can jointly develop trade agreements, create special economic zones and privileges for Ukrainian companies, and facilitate the exchange of experts and initiatives in the field of trade and investment.

Supporting the sustainable development of logistics and transport infrastructure is crucial for successful exports to Poland. Efficient logistics ensures fast and reliable delivery of goods to Polish counterparties, which has a positive effect on the competitiveness of Ukrainian goods. It is also necessary to actively work on creating the necessary conditions for entrepreneurship and investment attractiveness. Simplifying bureaucratic procedures, increasing the level of property rights protection, promoting innovation and supporting SMEs will contribute to creating a favorable environment for exports and business development.

It is also important to facilitate the exchange of information between Ukrainian and Polish companies. Expanding access to market information, organizing seminars and conferences, supporting economic associations and chambers of commerce can improve data exchange and create favorable conditions for exports.

In general, it is necessary to remove a number of obstacles to successful Ukrainian exports to Poland. These include developing effective marketing strategies, engaging business stakeholders in dialogue, promoting intergovernmental cooperation, and improving the business environment. The implementation of these measures will contribute to the strengthening of trade and economic relations between Ukraine and Poland and the development of both countries. It is important to pay attention to the partnership approach, mutual support and mutual understanding to achieve mutually beneficial results and create a solid foundation for further expansion of trade relations.

Trade and economic relations between Ukraine and Poland have great potential and their success depends on the joint efforts of both countries. Overcoming barriers and developing effective trade cooperation will contribute to the creation of new markets, increase trade volumes and attract investment. This is an important step towards economic growth and prosperity for both countries.

Therefore, it is important to further promote the development of trade and economic relations between Ukraine and Poland by overcoming barriers and building partnerships. This will allow both countries to realize their export potential, ensure economic growth and promote economic prosperity.

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