

Klymenko L. V. Foreign experience of regulating international trade transactions [Internet source] / L. V. Klymenko, Yu. L. Zborovska // Economic Processes Management: International Scientific E-Journal. – 2015. – № 2. – Access mode: http://epm.fem.sumdu.edu.ua/download/2015_2/2015_2_14.pdf

Received
09.04.2015

УДК 339.5
JEL Classification: F13

FOREIGN EXPERIENCE OF REGULATING INTERNATIONAL TRADE TRANSACTIONS

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The article deals with the international experience of state regulating international trade transactions; nature, directions and contradictions of contemporary processes of globalization are defined; components of regulatory and incentive means in system of state supporting foreign trade activity of commodity producers are considered; general provisions for the improvement of state regulation mechanisms of export-import activities in Ukraine are determined.

Keywords: *state regulation, export-import activities, foreign trade policy, mechanism of management, globalization.*

Introduction. Researches in the field of state regulation of foreign trade activity are particularly relevant in conditions of international relations. Therefore, for economy of Ukraine new theoretical and practical achievements and results, as well as generalization of domestic and international experience are very important.

Analysis of recent researches and publications. Scientific researches of Ukrainian and foreign scholars devoted to the question of development and state regulation of foreign trade activities, including: V. Gutnik [3], L. Pismachenko [7], D. Skriabina [9], V. Sidorenko, P. Mikhailushkin, V. Korovkin [2], D. Stechenko [1] etc. However, complex system researches of government functions in the context of intensified integration processes in Ukraine need systematization. In this context, tasks of studying international experience and principles of state regulation of foreign trade activity in different countries are important and relevant.

Main purpose of the article. Purpose of the article is analyzing foreign experience of state regulation of foreign trade activity and substantiation of main areas of international trade policy and development of proposals to improve state regulation mechanisms and monitoring of foreign trade activity, taking into account geopolitical interests of Ukraine.

Results and discussions. In countries with developed economy formation and development of state regulation of foreign economic relations for several centuries has undergone significant evolution. Currently, government regulation covers almost all stages of foreign economic activity: from analysis of the situation in the country and abroad and ending with the use of a broader set of measures of control-regulatory and financial-stimulus nature [1, p. 148].

We explored that in the western market policy two main directions are formed – the North American and Western European. The first direction is typical for major exporters of agricultural commodities (USA, Canada, Australia, New Zealand), the second – for Western European countries and Japan that are the countries of importing raw materials [2, p. 15]. Each of the above countries had its own way of forming international relations and now occupies a significant place in the global division of labor and markets; they are major trading partners of many countries including Ukraine.

EU is one of the integration unions which most actively trades in the world market. EU common trade policy, depending on its objectives is divided into equal partnership and cooperation relations (with other European countries, the USA and Japan), cooperative relationship in order to help developing countries, relationship with post-socialist countries and relationship with international organizations (WTO, UNCTAD and others).

Scope of the EU common trade policy focuses on five main areas: harmonized change of tariff rates; tariff and trade agreements; achieving unification of liberalization measures; export policy; measures to protect trade.

Foreign policy of the EU is characterized by flexibility and consistency, constancy of markets, support of only guaranteed prices, developing general rules of trade with other (third) countries, direct subsidies for agriculture and export of products and creation of tax reliefs in agriculture [2, p. 20]. Leaders in mutual trade in the EU market are Germany, France, Belgium, Luxembourg, Italy, the Netherlands and the United Kingdom [3, p. 92–98].

Consistently high rates of developing foreign economic relations demonstrates China which keeps a positive balance in foreign trade relations and almost completely controls the Asian market, and dynamically captures markets of Eastern Europe, Russia and America.

We explored that the main factors of effective rapid growth of Chinese foreign trade are high rates of economy and improvement of the international climate, also it

should be noted: steady deepening reform of foreign trade system, diversification of economic subjects, improving competitive position of companies; continuous optimization of structure of import and export goods, high added value and availability of products of high technologies; establishing international "migration" production and increasing amounts of foreign capital.

To improve welfare of the people and development of economy China carries out a comprehensive reform of the legal basis in the field of foreign trade. Chinese government developed a strategic emergency program to create 12 industrial zones for the production of the most promising products that have competitive advantages in the global market [4].

An important leader in the global trade in goods is the United States of America. This is due to a high level of provision in the country by energy, natural resources and availability of well-structured economy which almost fully meets the needs of the domestic market. The US government over the past decades had a policy of liberalism convincing the entire world community that deepening free trading will contribute to the most efficient use of resources and maximizing welfare in the world. In the foreign policy the United States are guided by a number of national priorities to ensure the country's leadership in the global economy. Among them are the following: sustainable economic growth of the country; employment growth; saving budget funds; regional and global strategic dominance.

State Department of the US foreign trade is carried out at the state and federal levels simultaneously. Among 14 ministries of the Cabinet of President the greatest impact on the development and regulation of foreign trade is carried out by – Department of State, Department of Commerce, as well as its organizational unit – ITA Organization [5, p. 862; 6].

Auxiliary regulatory institutions that carry out great influence on the US policy, particularly economic one, are entrepreneurial unions operating in various forms (branch and national associations, chambers of commerce, etc.).

The US foreign policy is aimed at restricting import of finished products while providing significant preferences to firms and companies engaged in import of strategically important raw materials – oil and gas. Also, they use policy aimed at moderate increasing exports. The American companies actively cooperate with foreign firms, creating joint business with foreign partners [2, p. 15–22].

As a global economic leader the US are interested in Bilateral and Multilateral Trade Agreements and contribute to their conclusion. Bilateral Trade Agreements of the USA were signed with 14 countries. Multilateral Trade Agreements operate under regional economic associations: Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) – Free Trade Agreement between Dominican Republic, countries of Central America and the United States; Asia-Pacific Economic Cooperation (APEC) – Association of Asia-Pacific Economic Cooperation; Middle

East Free Trade Area Initiative (MEFTA) – Middle Eastern free trade area; North American Free Trade Agreement (NAFTA) – North American Free Trade Agreement; ASEAN Initiative – Association of Southeast Asian Nations; Free Trade Area of the Americas (FTAA) – Free Trade Area of American States [8].

The biggest export partners of the USA are Canada, Mexico, Japan, UK and Germany. Also a large-scale campaign to overcome barriers to foreign goods in the markets of Japan, China and other industrialized countries is carried out [9].

Defining positions in foreign economic relations of the United States have multinational companies that possess a network of companies around the world connected by cooperative relations [7].

Japan is an active participant in international economic relations, the biggest foreign economic state, authoritative and influential member of almost all major global and regional international economic organizations. Placing 2.4% of the population on 0.3% of the Earth's land, it takes the fifth place in international trade. It accounts for 40% of global banking assets and amount of direct investments exceeds 12% of global indicators [9, p. 3].

We identified that for Japan a characteristic feature is a special paradigm of interaction between state and business, based on a deep mutual understanding and cooperation, on the understanding and acceptance of the most important strategic directions of state policy by the private sector of the country.

One of the main state administrative bodies is the Ministry of Foreign Trade and Industry which develops and coordinates industrial and foreign trade policy. Peculiarity of the Japanese mechanism of government control of foreign trade can be considered the presence of more than 200 advisory bodies in it that operate at different levels.

The high efficiency of state regulation of foreign economic relations in Japan legal, administrative-legal, economic and informal methods provide. The Japanese mechanism of regulating foreign economic relations is a hierarchical pyramid, the apex of which is the Law "On currency exchange and foreign trade" that determines the overall concept of state regulation of foreign trade. In the country there are systems (including the original ones which have no analogues in the world) tax incentives targeted to stimulate both exports and imports. An important factor in successful competition of the Japanese goods in the global market is a high level of quality that can be achieved through strict administrative and legal provisions [10].

The main priorities of the Japanese foreign economic policy are: ensuring economic security, its leading positions in the global economy and further strengthening financial, economic and technological power in world trade. A characteristic feature of the modern development model in Japan is the change in foreign economic strategy, namely the transition from a focus on export of goods to capital export. Japan carries out large-scale investments in markets of Southeast Asia,

Western Europe and the United States. The main goal of import policy in Japan is to encourage the importation of necessary raw materials and other resources.

After analyzing experience of functioning mechanism of government control of international trade transactions it should be noted that these countries used a similar policy in the management of foreign economic activity. It was aimed at increasing exports of finished products and reducing outflow of resources from the country. At the same time these countries have a significantly increased import of component materials, semi-finished products and natural resources. Governments of developed countries take measures for the development of science and technology; encourage scientific researches, introduction of new technologies and resource-saving production.

Considered above systems of state regulation of foreign trade can be the basis for developing a conceptual model of state management of international trade operations in Ukraine. However, the absolute repetition of a particular model of foreign trade regulation by Ukraine that exists in developed countries is impossible because of significant differences in the geopolitical position of these countries and Ukraine and different level of economic development. Therefore, according to the experience of state management of foreign economic activity in foreign states Ukraine we offer the following positive measures:

1. At the state level it is advisable to develop a national strategy for the development of science and technology that will solve technological problems. Ukraine should encourage its ability to carry out development that can be used as global standards and increase its intellectual contribution to solving food and energy problems.

2. To improve legislative and legal-regulatory basis of state regulation of foreign trade. It is advisable to bring legal basis under those forms of foreign economic relations which do not have the legal regulation.

3. In Ukraine there is a need in the formation of national information support system of foreign trade and creating a wide network of information and consulting services.

Conclusions and further researches directions. Thus, activation of Ukraine's integration into the world economy is associated with problems of regulation and control of foreign trade relations, solving of which will result in: economic balance and equilibrium in the domestic market; stimulating progressive structural changes in the state economy; creating optimal conditions for attraction of Ukraine's economy into the global division of labor; approaching social and economic development to the level of developed countries; development of an effective mechanism to protect the economic interests of the country in foreign trade.

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ЗАРУБІЖНИЙ ДОСВІД РЕГУЛЮВАННЯ МІЖНАРОДНИХ ТОРГОВИХ ОПЕРАЦІЙ

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У статті проаналізовано зарубіжний досвід державного регулювання міжнародних торгових операцій; визначено суть, напрями і протиріччя розвитку сучасних процесів глобалізації; розглянуто складові регулюючих та стимулюючих засобів у системі державної підтримки зовнішньоторговельної діяльності товаровиробників; окреслено загальні положення щодо удосконалення механізмів державного регулювання експортно-імпортової діяльності в Україні.

Ключові слова: державне регулювання, експортно-імпортна діяльність, зовнішньоторговельна політика, механізм управління, глобалізація.

**ЗАРУБЕЖНЫЙ ОПЫТ РЕГУЛИРОВАНИЯ
МЕЖДУНАРОДНЫХ ТОРГОВЫХ ОПЕРАЦИЙ**

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В статье проанализирован зарубежный опыт государственного регулирования международных торговых операций; определена суть, направления и противоречия развития современных процессов глобализации; рассмотрено составляющие регулирующих и стимулирующих средств в системе государственной поддержки внешнеторговой деятельности товаропроизводителей; очерчены общие положения по совершенствованию механизмов государственного регулирования экспортно-импортной деятельности в Украине.

Ключевые слова: *государственное регулирование, экспортно-импортная деятельность, внешнеторговая политика, механизм управления, глобализация.*