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48. Implementation of export potential of national agricultural enterprises

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Introduction: One of the priority directions of the development and presentation of Ukraine in the world is agriculture. Relevance of research due to the fact that in today's global world economy development effective management of the implementation of the export potential of domestic enterprises is one of the key factors for the successful operation of national economy and the development of competitive advantages in foreign markets.

Resources and methods: While examining the issues the following methods were used: theoretical generalization and comparison, systematic approach, structural analysis.

Results: Trends in the domestic and world wheat markets were analyzed and the problems of national export potential of agricultural enterprises were identified: the main areas of management system efficiency in domestic enterprises were developed.

Basic problems of implementation of export potential of national commodity producers are:

- price decline in raw material markets, as a result, receiving less income and increase of charges during realization of export potential;
- diminishing of investment activity and access restriction to the financial resources through imbalance of banking system, marketability export potential goes down as a result;
- absence of effective mechanism of government pricing control on corn products in the conditions of both grain overproduction and crop failure;
- high level of lending interest rates and imperfect budgetary support of domestic producers of grain, as a result, it is difficult for them to compete with foreign producers;
- diminishing of export volumes of grain and incomes of enterprises is due to introduction of the exported duty on grain;
- artificial maintenance by the state and instability of currency national exchange rate;
- strengthening of competition in the internal and world market of grain because of price and demand growth;
- lack of liquidity and weak financial state force almost half of the farmers to sell 80% of the harvest at once after harvest time, when supply grows and prices fall;
- absence of the developed and effective system of risk insurances.

Some measures can help to improve the state system of regulation of foreign economic activity in the grain market:

- rejection of spontaneous definition of government price regulation which creates uncertainty and increases the risks of operating in the domestic grain markets and reduces the potential profits of exporters;
- introduction of grain export restrictions only in exceptional circumstances when there is a shortage of grain in the domestic market and economic mechanisms of regulation do not work;

- improving the effectiveness of the monitoring of residues, grain availability in the domestic market; it can be achieved through monitoring, quality regulation and financial support;

- development and implementation of a real and effective national economic program of the grain sector and grain market will allow to use state planning and programming. It is necessary to develop and utilize incentives of increasing yield of grain and production technology;

- increasing the efficiency of public economic methods of regulation of the market by promoting cooperation between governmental bodies and international non-governmental organizations, including the International Association of Grain and Feed Trade, International etc.

- introduction of an effective insurance system of risks arising from the farming;

- introduction of state support to the agricultural sector by lowering interest rates both in public and commercial banks, giving the opportunities to purchase seed grain and fuel on a preferential basis, as well as providing favorable leasing of agricultural machinery during sowing, harvesting and processing.

The implementation of the proposed measures for improvement of the state regulation of foreign trade in the grain market will result in:

- improvement of the financial situation and capacities of domestic enterprises;

- increasing investments in agricultural sector and simplifying access to financial resources;

- improving the competitiveness of Ukrainian enterprises in the world markets;

- establishment and implementation of the export potential of domestic producers, increasing the flow of foreign exchange and stimulate GDP growth in Ukraine.

Conclusions: Today the state plays an important role in Ukrainian grain market promotion and strengthening the position of domestic producers in the world market. Using antitrust laws only in case of sharp price fluctuations in the grain market and significant reduction of grain export restrictions, encouragement and promotion of Ukrainian farmers by reducing interest rates, implementation of effective instruments of risk insurance, as well as complex subsidy will implement a huge export potential of Ukraine as agrarian state.

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