

UDC 339.9

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GLOBAL EXPERIENCE OF INDUSTRY FOREIGN ECONOMIC ACTIVITY REGULATION

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СВІТОВИЙ ДОСВІД РЕГУЛЮВАННЯ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ ПРОМИСЛОВОСТІ

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МИРОВОЙ ОПЫТ РЕГУЛИРОВАНИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ ПРОМЫШЛЕННОСТИ

У статті обґрунтовано доцільність врахування закордонного досвіду побудови, розвитку й регулювання зовнішньоекономічної діяльності в умовах глобалізаційних викликів для України. Доведено необхідність державного регулювання зовнішньоекономічної діяльності, де держава виступатиме в ролі представника, покликаного захищати інтереси своїх виробників, схвалювати заходи для збільшення експортних операцій, заохочення іноземних інвесторів, збалансування платіжного балансу, валютного регулювання, ухвалення законодавчих актів щодо правил здійснення зовнішньоекономічної діяльності й контролю за їх неухильним дотриманням. Розглянуто механізми регулювання ЗЕД в окремих країнах, необхідні для стимулювання експортного виробництва, захисту внутрішнього ринку й споживачів від небажаної конкуренції. Наведено найбільш значущі з них. Прیدілено увагу японській практиці фінансово-економічного регулювання ЗЕД. Доведено, що саме вдале використання Україною світового досвіду в регулюванні зовнішньоторговельної діяльності дасть змогу підвищити рівень економічної безпеки національної економіки, збільшити інвестиційну привабливість та конкурентоспроможність вітчизняних товарів і послуг, забезпечити доступ до сучасних технологій та методів прийняття оптимальних управлінських рішень.

Ключові слова: світовий досвід; зовнішньоекономічна діяльність; регулювання, промисловість; глобалізація; стратегія; Євросоюз.

В статье обоснована целесообразность учета зарубежного опыта при построении, развитии и регулировании внешнеэкономической деятельности в условиях глобализационных вызовов для Украины. Доказана необходимость государственного регулирования внешнеэкономической деятельности, где государство будет выступать в качестве представителя, призванного защищать интересы своих производителей, одобрять меры по увеличению экспортных операций, привлечения иностранных инвесторов, сбалансирования платежного баланса, валютного регулирования, принятия законодательных актов о правилах осуществления внешнеэкономической деятельности и контроля за их неукоснительным соблюдением. Рассмотрены механизмы регулирования ВЭД в отдельных странах, необходимые для стимулирования экспортного производства, защиты внутреннего рынка и потребителей от нежелательной конкуренции. Приведены наиболее важные из них. Уделено внимание японской практике финансово-экономического регулирования ВЭД. Доказано, что именно удачное использование Украиной мирового опыта в регулировании внешнеэкономической деятельности позволит повысить уровень экономической безопасности национальной экономики, увеличить инвестиционную привлекательность и конкурентоспособность отечественных товаров и услуг, обеспечить доступ к современным технологиям и методам принятия оптимальных управленческих решений.

Ключевые слова: мировой опыт; внешнеэкономическая деятельность; регулирование; промышленность; глобализация; стратегия; Евросоюз.

The article substantiates the expediency of taking into account foreign experience in the construction, development and regulation of foreign economic activity in the context of globalization challenges for Ukraine. The necessity of state regulation of foreign economic activity is proved, where the state will act as a representative called to protect the interests of its producers, approve measures to increase export operations, encourage foreign investors, balance of payments, currency regulation, enact legislation on foreign economic activity and control them. strict adherence. The mechanisms of regulation of foreign economic activity in separate countries necessary for stimulation of export production, protection of the internal market and consumers from undesirable competition are considered. The most significant of them are given. Attention is paid to the Japanese practice of financial and economic regulation of foreign economic activity. It is proved that well-executed use by Ukraine of the world experience in regulating foreign economic activities will increase the level of economic security of the national economy, increase investment attractiveness and competitiveness of domestic goods and services; provide access to modern technologies and methods of making optimal management decisions.

Keywords: world experience; foreign economic activity; regulation, industry; globalization; strategy; European Union.

JEL Classification: L52; F62

Articulation of issue. The latter part of the XX – beginning of the XXI century was marked by significant geopolitical changes. The end of the Cold War and the collapse of the USSR changed the Yalta-Potsdam system of international relations, bipolarity of which was

replaced by a post-bipolar model. And exactly in this context of global international perturbations, with the characteristic deepening of Euro-Atlantic integration processes, an independent Ukraine emerged, which, being at radical geopolitical shifts hot zone centre, faced a strategic challenge on its effective adaptation to the new geopolitical reality and on the need to implement an international identity strategy.

It is the delicacy of Ukraine' geopolitical position that has caused the contradictions, complexity and long term of the process of shaping its foreign policy, the transformation from a multi-vector to a non-alternative course towards Euro-Atlantic integration.

The reinventions of Ukraine' foreign policy strategy were synchronized in time with the transformation of the post-bipolar system of international relations from single polarity to a polycentric model of world order. That is why the intensification of the Euro-Atlantic vector of Ukraine' foreign policy was considered by the Russian Federation (hereinafter, Russia) as a disturbance of the US-EU-Russia geopolitical triangle, which led to armed aggression against Ukraine, occupation of Crimea and part of Donbas, thus causing a crisis in international relations and deterioration of foreign economic activity (hereinafter, FEA) [1].

Accordingly, Ukraine' participation in any other integration processes, except with EU and NATO, was unacceptable, and the priority choice of foreign policy in the background of the Euro-Atlantic direction required the deepening of ties with EU and NATO structures, active participation in developing a pan-European security model, economic integration of Ukraine into the EU due to the Free Trade Area (DCFTA) provided by the Association Agreement with the EU, and most importantly – consideration of the global experience in FEA regulating.

Thus, the globalization and liberalization processes which our country has joined, are taking on momentum of growth, involving more and more countries and linking their economies to the global economy. There are clearly countries that are considered “incumbents” in international cooperation and that set the pace of developments in foreign economic policy and trade, as well as countries that are considered “new entrants” to foreign economic cooperation. Therefore, the experience gained by European countries that have passed certain stages of development and regulation of industrial production foreign economic activity is worth studying, analyzing and implementing.

Analysis of recent research and publications. Research on the state and dynamics of foreign economic activity in different countries, methods and forms of its regulation still remains relevant, as evidenced by the publications of such scientists as B. Melnikas [2], P. Buckley, K. Pass, K. Prescott [3] and others. However, among Ukrainian scientists there are also researchers of certain aspects of this issue. So, V. Novytskyi systematized the features of international economic activity of Ukraine at the present stage in a complex of various forms of cooperation, tools of macroeconomic and commercial activity regulation, affairs with other countries, their groups and international economic organizations [4].

I. Mayburov, Y. Ivanov, A. Krysovatyi are also engaged in research of this problem. They studied promising theoretical constructions of tax reform areas of concern and formed new methodological provisions for reforming tax systems in post-crisis development and presented models of the main reform processes [5].

V. Martyniuk in research process of theoretical-methodological and practical principles of customs system development in the context of increasing the level of economic security of the state, substantiated approaches to improving the methodology of integrated assessment of economic security of the state, determined the degree of customs system influence on its components; studied applied aspects of customs regulation and customs control in the conditions of Ukraine' membership in the WTO [6].

O. Vlasiuk made a critical generalization of foreign experience in forming the organizational, institutional basis and strategic modeling of the correlation between economic security and competitiveness of Ukraine in a global economy, which allowed to reveal the

methodological foundations of globalization, an all-in-one interconnected set of theoretical and methodological approaches to integral competitiveness assessment; established that the dualism and contradiction of the current stage of development of the global economy change the paradigm of international and national security, strengthen the interdependence of economic security and competitiveness of the state; evaluated the effectiveness of state policy in the field of investment and innovation to strengthen the security of the real sector of the economy, including industry [7].

The works of the following scientists are devoted to the issues of theoretical research of the basics of financial and economic regulation in Ukraine, namely: V. Vyshnevskiy, who studied the economic consequences of reducing export duties within the framework of Ukraine's accession to the WTO; O. Hrebelnyk, who built a theoretical model of customs and tariff policy under the condition of reforming the economic system in Ukraine in accordance with the requirements of the global level; N. Zlepko, who developed a comprehensive system of practical recommendations for improving the efficiency of customs duties as a tool of fiscal and foreign economic policy of Ukraine; Y. Makohon who studied the theoretical and practical aspects of Ukraine's effective customs policy shaping in the context of global trends, and others.

In their works the authors cover in detail the development of foreign trade in Europe, Asia and America and the state's influence on it. However, despite the availability of scientific works on the researched issues, the task of studying foreign experience and determining the rules of state regulation of FEA in different countries is important, relevant and appropriate.

Shaping the purposes of the article. The main purpose of this work is to prove the need to build on foreign experience in composing, development and regulation of FEA in the context of globalization challenges for Ukraine.

Statement of basic materials. At present, foreign economic activity, as a type of economic ties with centuries of history, is characterized by rapid changes and growing prospects in international markets. However, for a long time, these economic ties existed mainly as foreign trade, with the aim of providing the population with goods that the national economy did not produce or manufactured the insufficient amount of them. The further development of foreign economic relations was characterized by the transformation from foreign trade into an integrated set of international economic relations – the world economy with a focus on the interests of all countries, which must regulate their FEA to achieve relevant results.

World experience shows that even world's major economies need state regulation of FEA, so the state acts as a representative to protect the interests of its producers, approves measures to increase export transactions, encourages foreign investors, improves balance of payments, currency regulation and that especially important – adopts legislation on the rules of foreign economic activity and controls over their strict compliance.

Recently, the world practice has accumulated sufficient experience on the existing levers of export-import regulation, able with the help of the state influence the level of competitiveness of its producers in domestic and foreign markets. In addition, it should be noted that to stimulate export production and provide it with production resources, protect the domestic market and consumers from undesirable competition, some countries use different mechanisms, standards (technical, environmental, sanitary and phytosanitary) and means of influencing investment processes, including:

- use of the system of special discounts - Taiwan;
- application of duty reimbursement - South Korea;
- approval of temporary duty-free import schemes - Mexico, Morocco;
- duty exemption - Indonesia, Thailand;
- issuance of import licenses for all production resources, provided that manufacturers export manufactured products - Indonesia, India, Turkey

– restriction or complete prohibition on the activities of foreign investors in strategically important sectors of the economy to protect economic interests and increase the level of economic security, namely:

- in transport, communications and utilities – USA, France, Germany, Great Britain, Italy, Brazil, Mexico;
 - in defence complex – USA, Japan, France, Canada, Italy, China;
 - in nuclear energy – USA, Japan, France, Mexico;
 - in banking – Brazil, Italy, Canada, Japan;
 - in insurance - Canada;
- attracting direct investment to promising areas for further development of the economy (or lagging sectors):
- to export-oriented industries - Guinea, India, Mexico, Senegal;
 - to new priority areas - Malaysia,
 - to agricultural sector - South Korea,
 - to backward areas - Great Britain, Mexico, Italy, China,
 - to encourage businesses to carry out R&D – UK, Mexico, Germany, Singapore, USA, Japan.
 - for creation of new jobs – in most countries of the world [9].

Foreign trade is regulated by the relevant ministries, in the United States by the Ministry of Commerce, in the United Kingdom by the Ministry of Trade and Industry, and in Japan by the Ministry of Foreign Trade and Industry. The main work of all these ministries is to ensure the balanced development of industry, domestic and foreign trade.

State regulation of international trade, in accordance with international experience in ensuring the economic security of foreign trade, can be:

- unilateral, when the state regulation tools are used by the government of the country unilaterally without the consent or consultation with its trading partners;
- bilateral, when trade policy measures are agreed between countries that are trading partners;
- multilateral, when trade policy is agreed and regulated by multilateral agreements.

Examples of multilateral policies include the General Agreement on Tariffs and Trade (GATT), trade agreements of member states of the European Union (EU) etc. [10].

Let's focus on the indicators of exports and imports in some countries in 2019 (Table 1).

Table 1

Foreign trade activities of individual countries in 2019 [11]

| Countries | Export | | | Imports | | |
|----------------------------------------------------------|-------------------------|--------------------------------------------|-------------------|-------------------------|--------------------------------------------|-------------------|
| | cost, th. of US dollars | in % to the corresp. period of the prev. y | in % to the total | cost, th. of US dollars | in % to the corresp. period of the prev. y | in % to the total |
| Austria | 598319,5 | 108,2 | 100,0 | 657000,3 | 108,1 | 100,0 |
| France | 596505,8 | 110,9 | 100,0 | 1652665,3 | 111,6 | 100,0 |
| Hungary | 1562809,4 | 94,9 | 100,0 | 1251100,5 | 99,3 | 100,0 |
| Slovakia | 709620,1 | 82,1 | 100,0 | 651805,4 | 123,9 | 100,0 |
| Romania | 1005591,3 | 107,8 | 100,0 | 645529,3 | 126,3 | 100,0 |
| Poland | 3295846,6 | 101,2 | 100,0 | 4109083,2 | 112,8 | 100,0 |
| the United Kingdom of Great Britain and Northern Ireland | 628087,7 | 107,5 | 100,0 | 769910,5 | 86,3 | 100,0 |
| USA | 978635,3 | 88,1 | 100,0 | 3284435,8 | 110,9 | 100,0 |
| Russian Federation | 3242815,8 | 88,8 | 100,0 | 6985013,5 | 86,3 | 100,0 |
| Japan | 249944,0 | 107,8 | 100,0 | 962896,3 | 130,6 | 100,0 |

Today, the rapid development of China' FEA, which in the last quarter of the twentieth century showed extremely high rates of economic development and approached the powerful countries, while maintaining a positive balance in foreign trade relations and almost one hundred percent control over the East Asian market and the dynamic conquest of Eastern Europe, Russia and America markets, looks impressive for the world community.

These achievements are the result of an open foreign economic policy aimed at expanding economic ties with foreign partners, attracting foreign capital into the country' economy and creating special economic zones and open economic regions.

The liberality of China' foreign economic policy became even greater after the country' accession to the WTO; it was a result of the reduction of tariff and non-tariff restrictions and the creation of a favorable climate for attracting foreign investment. The existence of a significant domestic market in China and liberal investment policy has made it possible to reach the second place in the world (after the United States) in terms of annual attraction of foreign capital into the country' economy.

In the context of this study the special attention should be paid to the experience of the country, which remains a major investor and trading partner for many WTO members, the only country in Asia to impose various sanctions on Russia after the occupation of Crimea and aggression in eastern Ukraine – Japan. This country provides great financial assistance to Ukraine, fully supports its sovereignty and territorial integrity. Over the past five years, Ukrainian-Japanese relations have strengthened significantly in various areas, from the human dimension to the security one.

The Japanese practice of financial and economic regulation of FEA is carried out using a perfect regulatory framework. The system of measures of legislative and administrative-legal regulation is a hierarchical pyramid of generalizing character, which is completed by the law on currency exchange and foreign trade, defining the general concept of state regulation. In the minds of the majority of Japanese, this provides an opportunity for a timely and adequate response to changes in the international legal situation and new trends in the national economy. Also, the legislation consists of laws that regulate the main blocks of financial and economic regulation of FEA: export-import operations; customs and tariff sphere; foreign trade services (laws on export inspection, foreign trade insurance, emergency measures to develop imports and expand direct investment in Japan, banks, insurance business, securities, stock exchanges, etc.); standards and technical requirements (law on industrial standardization, etc.); intellectual property rights (patent laws, copyright, etc.). Customs regulation of FEA is closely related to the tasks of structural reorientation of the economy. The solution of the set tasks is facilitated by a wide differentiation of customs tariff rates [9].

The solution of these tasks is facilitated by the wide differentiation of customs tariff rates, which in Japan involves the use of a wide variety of duties, which are differentiated depending on the method of tariff rate determining, thus ensuring a reliable level of domestic products protection, especially agricultural, in world price fluctuations or cheap products import to the territory of the country. Their should be noted the use of specific duties, the basis for their determination is the total volume of goods (number of units, geometric volume, weight, etc.); seasonal tariffs for certain goods, which vary in Japan depending on the season; tariff quotas, the use of which regulates the import of certain agricultural goods into Japan and which are determined by subtracting the volume of domestic production from the volume of demand for this product within the country (set annually); special duties, which include countervailing duties, anti-dumping duties and extraordinary duties; tariff rates, the purpose of which is to protect national industry, development of trade, science, social security, prevention of double taxation. System of import regulation, which, like export regulation, is based on the free trade principles, is equally effective in Japan.

In order for the WTO members to understand the shaping and implementation of this successful country' policy (trade, economic and investment), trade-related structural reforms aimed at improving the labor sustainability and productivity, WTO representatives periodically review its trade policy [12]. Thus, in 2017, the level of GDP growth in Japan reached its highest value in recent years and amounted to 1.9 % with an annual average of 1.1 % in 2016-2018. In 2018, Japan maintained its position as the third largest and fifth most competitive economy in the world. In 2019, according to the Global Competitiveness Index, Japan wins sixth place among 141 countries. The unemployment rate in 2018 tended to decrease and amounted to 2.4 % [11].

The importance of international trade for the Japanese economy, the degree of its openness and integration into the world economy is evidenced by the share of foreign trade in goods and services (exports and imports) relative to GDP, which in 2018 increased to 36.7%. Japan's trade in goods (both imports and exports) in the period between the previous reviews in 2017 remained dependent on the sphere of production. The share of goods such as non-electric machines and chemical products in the overall structure of exports increased, while the share of automotive equipment, office and telecommunications equipment, iron and steel decreased. In the overall structure of imports, the share of such goods as fuel and other mineral products increased (up to 23.3% and 6.5%, respectively), while the share of industrial and agricultural products decreased down to 57.4% and 11.1% in 2018, respectively. The main services traded by Japan were professional services, intellectual property fees, transportation and travel services. Despite some minor changes in trade volumes, Japan' main trading partners are China, the United States and the EU [12].

The WTO highly appreciates Japan' initiatives, steadfast support and active participation in the multilateral trading system. Initiatives include e-commerce, investment facilitation, the promotion of small and medium-sized enterprises and women in international trade, etc., and Japan' role in promoting WTO reform and in negotiating on fishing industry subsidies and domestic regulation of services.

Japan constantly fulfills its commitments to notify WTO in virtually all areas of activity, and has active platform on concluding the Comprehensive and Progressive Agreement for the Trans-Pacific Partnership.

It should be noted that the customs tariff remains one of the main tools of Japan' trade policy, but is an insignificant source of budget revenues (according to the forecast in 2019, the share of such revenues will be only 1.65% of total tax revenues).

Japan is an important trading partner for Ukraine. In 2019, Ukraine' trade turnover with Japan will amount to more than 1.1 billion US dollars, which gave an increase in volume compared to 2017 by 28.1 %. In light with the growing trends in goods and services trade, a further increase in trade and investment flows is expected. This is confirmed by the Export Strategy of Ukraine ("road map" of strategic trade development) for 2017-2021, approved by the decree of the Cabinet of Ministers of Ukraine from 27.12.2017 No. 1017-p, where Japan is included in the focus markets in which Ukrainian producers have significant potential for export of products [14].

It is also appropriate to take into account the experience of foreign tax systems shaping operating on the principles of fiscal federalism, as a result of which the transfer of taxable income, property and ownership between individual administrative-territorial units emerges within one state (USA); foreign trade financing and insurance systems (Germany); the French model of fiscal regulation of FEA, which is characterized by an extremely wide scale of state activity for the market economy (France); the policy of moderate protectionism in Great Britain; Italian model of fiscal regulation of FEA, which is characterized by the peculiarities of the southern European socio-economic model, as well as other European Mediterranean countries. Analysis of the international experience of fiscal federalism will be the subject of further scientific research.

Conclusions. In our opinion, rational elements of FEA financial and economic regulation in foreign countries can be used in Ukraine in order to further increase the pace of economic cooperation with partners from the EU and other strong countries. However, this can only be achieved if domestic reforms of Ukraine are completed as soon as possible, namely, improving the business climate, reducing corruption, strengthening democracy and self-government.

With regard to the foreign trade of Ukraine actions in this sphere should be aimed at strengthening the country's economy by increasing exports of Ukrainian goods and services, especially those with a relatively higher share of value added in the price of their sale; conducting an effective policy of import substitution in order to improve the trade balance and ensure the national security of Ukraine; obtaining comprehensive state assistance to optimize the structure and volume of imports of goods and services to improve the balance of Ukrainian foreign trade; formation of state financial reserves to support Ukrainian exports.

Well-executed use by Ukraine of the world experience in regulating foreign economic activities will increase the level of economic security of the national economy, increase investment attractiveness and competitiveness of domestic goods and services; provide access to modern technologies and methods of making optimal management decisions.

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