

ON INCREASE OF THE ROLE OF THE TRADE AND INDUSTRY CHAMBER IN DEVELOPMENT OF EXPORT POTENTIAL OF THE REGION

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DOI: 10.32342/2074-5354-2018-2-49-5

Key words: *foreign trade, industry, chamber of commerce and industry, export potential.*

From the beginning, the article discloses the role of the Chamber of Commerce and Industry in developing the export potential of the region. The activation of mutually beneficial relations with foreign partners on the basis of the constant increase of the export potential of the Dnipropetrovs'k region and the development of investment cooperation is one of the priority directions of development of foreign economic activity in the modern geo-economics' space. The export potential of the region today is realized by the growth of the actual volume of foreign trade, which is a competitive advantage of the region's economy.

At the next stage of the study, the directions of practical assistance to entrepreneurs in the implementation of trade and economic agreements in the domestic and foreign markets are determined. So Export Promotion Centres within the chambers of commerce and industry offer regional entrepreneurs who are planning to enter international markets, take advantage of the necessary tools and qualified services that will facilitate export activities. For example, at the expense of the Export Support Committee at the Dnipropetrovs'k Chamber of Commerce, operational consultations on profile issues are carried out.

Also, in the near future, with the help of the Dnipropetrovs'k Chamber of Commerce and Industry, local producers will have the opportunity to use the tools and potential of the Enterprise Europe Network. This Enterprise Support Network is the largest business support network in Europe and in the world and has about 600 partner organizations in 66 countries worldwide.

In recent years, the cooperation of enterprises of the Dnipropetrovs'k region with the countries of Europe, the CIS, Asia and Africa has intensified significantly. The increase in the volume of export operations when entering the markets of Asia and Africa allowed the active development of the confectionery industry in the region.

The latter considers ways to help increase the export of Ukrainian goods and increase the export potential of the region. It should be noted that the alternative for the development of the European market by domestic food industry enterprises is the geographical diversification of export of products at the expense of fast-growing markets in Asia and Africa or the orientation towards the domestic market, which should be supplemented by appropriate state measures for its strengthening and development due to increase of real incomes of citizens, application of effective system of food subsidies based on the best world experience, protection of the domestic producer and the defence of the national interests in the further stages of European integration. Developing export potential of the region and expanding its presence on international markets contributes to increasing the competitiveness of Ukrainian products.

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Одержано 3.10.2018.