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Main aspects of state policy for the development of foreign trade activities
Główne aspekty polityki państwa w zakresie rozwoju działalności handlu zagranicznego

Introduction

Wprowadzenie

Countries of the world, individual business entities interact in economic, political, cultural, humanitarian, environmental and other spheres. To implement these relations between countries, diplomatic relations are established, agreements are concluded that regulate various areas of cooperation. Countries also cooperate within the framework of international organizations of economic, socio-cultural, military-political and other directions.

All countries strive for their foreign trade activities to be aimed at optimal inclusion in global economic processes, optimal use of traditional export and import markets, and access to new markets.

In this context, the formation of a balanced state foreign trade policy that can effectively ensure national economic interests and meet the strategic contours of the progressive development of the domestic economy is of great importance. Therefore, the topic of the article is relevant.

Analysis of publications on the research topic

Analiza publikacji na temat badawczy

The theoretical basis for research into the development of international trade is the works of A. Smith, D. Ricardo, V. Leontiev, V. Olin, E. Heckscher, D. Hume, etc. A significant contribution to the study of the problems of forming and implementing state policy for the development of foreign trade activities, diversification of foreign trade, highlighting the state and prospects of investment cooperation, etc. was made by the following scientists: R. Alvarez, D. Hamelz, M. Porter, P. Samuelson, M. Ferrantino. Various aspects of the development of foreign trade activity are covered in the scientific works of Ukrainian scientists, in particular I. Burakovsky, A. Halchynsky, V. Heyts, O. Hrebelnyk, N. Hrushchynska, M. Dykha, S. Erokhin, Ya. Zhalila, A. Mazaraki, T. Melnyk, A. Filipenko and others. Scientists studied the trends and factors of the development of foreign trade of Ukraine, the mechanisms of its state regulation; problems of European integration and trade and economic relations of Ukraine; highlighted the influence of foreign economic relations of Ukraine on the realization of opportunities to attract foreign investments.

From modern research, we draw attention to the following publications: M. Dykha, V. Dykha, & G. Konieczny (2024), which analyzes the state, features and prospects of foreign trade between Ukraine and Poland¹; M. Dykha, V. Dykha, & E.A. Elnashar (2025), which

¹ Dykha, M., Dykha, V. & Konieczny, G. (2024). FOREIGN TRADE ACTIVITY OF UKRAINE AND POLAND. *International Interdisciplinary Scientific Journal "Expert"*, 1(3), 29-44.

analyzes the state, features and prospects of foreign trade between Ukraine and Egypt². Also valuable is the publication of M. Dykha & V. Dykha (2022), which describes the significance of Ukraine in the system of world civilization transformations and innovative development³.

At the same time, it is important to examine the main aspects of foreign trade policy, because within the framework of foreign trade policy, measures are determined and certain steps are implemented /carried out in accordance with the strategic principles of promoting the development of foreign trade, in particular, regarding the intensification of diversification shifts in the foreign trade sector in the context of global uncertainty, increasing the resilience of the national economy to the influences of the external environment.

Therefore, the purpose of the article is to: determine the main aspects of the state policy for the development of foreign trade activities.

Research results

Wyniki badan

Foreign trade plays an important role in the development of all countries in the world. Export-import determines the development of innovations and increased competitiveness.

The structural aspect of the policy for the development of foreign trade activity consists in improving the structure of foreign trade by, on the one hand, expanding the range of exports of finished goods, especially goods with a high share of added value, and on the other, diversifying the geographical structure of exports of domestic goods by facilitating the entry of exporters into new sales markets and developing relations with trading partners for whom the existing export potential is currently not fully used. It should be taken into account that foreign trade policy uses measures of trade restriction; most favored nation regimes; policies within the framework of integration associations, etc.

It is obvious that it is necessary to effectively adapt the foreign trade policy of countries to the existing realities, market conditions and demands of the global trade environment. At the same time, it is necessary to increase the level of product quality, taking into account the high standards, high level of innovation of products of developed countries and the tough level of international competition in world markets.

At the same time, technical barriers and sanitary and phytosanitary measures also significantly limit exporters' access to world markets for both food and non-food products. In terms of consumer safety, the quality characteristics of products are regulated by national systems of technical regulation. Since in developed countries of the world they act as institutional trade barriers that prevent the appearance of low-quality, potentially dangerous, counterfeit and counterfeit products on the domestic market, it is impossible to solve the problem of qualitative export restructuring in Ukraine without bringing the domestic system of technical regulation closer to the relevant international and regional systems (in particular, the European one). In the context of European integration, such measures are being taken in Ukraine, and a transition is being made to the use of international and regional standards as the basis for the development of national technical regulations.

<https://doi.org/10.62034/2815-5300/2024-v1-i3-002> ;

<https://journals.indexcopernicus.com/api/file/viewByFileId/1982845>

² DYKHA, M., DYKHA, V., & ELNASHAR, E.A. (2025). FOREIGN TRADE ACTIVITY OF UKRAINE AND EGYPT. *Herald of Khmelnytskyi National University. Economic Sciences*, 338(1), 221-227.

<https://doi.org/10.31891/2307-5740-2025-338-33> ;

<https://heraldes.khmnu.edu.ua/index.php/heraldes/article/view/1457/1486>

³ Dykha, M., Dykha, V. (2022). Ukraina w systemie przemian cywilizacyjnych świata i innowacyjnego rozwoju. *Prace naukowe Wyższej Szkoły Zarządzania i Przedsiębiorczości z siedzibą w Wałbrzychu. Pedagogika, zarządzanie i inżynieria zarządzania wobec wyzwań współczesności. Poland*. T. 52 (2), 149-162.

https://pracenaukowe.wwszip.pl/prace/PN_52.pdf ; <https://elar.khmnu.edu.ua/handle/123456789/13100>

Research results indicate that a 1% increase in the number of international standards implemented in national practice contributes to an increase in export volumes by an average of 0.33%⁴.

It is also important to regularly clarify, using the latest scientific developments, the maximum permissible levels of residues of pollutants, veterinary drugs, pesticides, insecticides, and mineral fertilizers in food products and to promptly notify other countries that are suppliers of relevant products to the Ukrainian market of these changes.

It is important to update the list of imported products that are subject to mandatory certification in Ukraine in accordance with national technical regulations or whose mandatory certification is provided for by current legislation.

In terms of importing goods from abroad, Ukraine's structural policy should focus primarily on diversifying sources of critical imports, especially hydrocarbons, and reducing the import dependence of the domestic economy by developing import-substituting production in various industries. Import diversification should be primarily aimed at introducing energy-saving technologies, promoting the development of the domestic oil and gas industry, and establishing cooperation with global oil and gas exporters.

We draw attention to publications that present the results of research in this area. In particular, M. Dykha (2021) described the state, problems and prospects of gas production in Ukraine⁵. M. Dykha & V. Dykha (2023) substantiated the problems of ensuring energy security under the prism of the war in Ukraine⁶. M. Dykha, V. Dykha & V. Zyma (2024) described the conceptual framework for energy market development⁷.

High-tech imports of Ukraine require the adoption of a number of measures to promote the innovative development of priority industries. Special attention from the state should be paid to industries that produce high-tech products. At the same time, it is obvious that in difficult economic conditions of exhaustion of domestic savings and widespread use in world practice of the advantages of international specialization, an effective import substitution policy should consist not so much in the creation of integral production industry complexes within the country, but in integration into global value-added chains as a manufacturer of finished products, and in the future - as an operator of such chains. Achieving this goal requires the creation of favorable conditions for attracting foreign investment, as well as providing opportunities for improving the skills of research, production, and management personnel at enterprises of countries - key innovators.

Thus, the innovative aspect of foreign trade policy in the context of its adaptation to the global system of trade regulation is a logical continuation of the structural one and determines its quality. Achieving a high level of competitiveness in world markets by domestic exporters in modern conditions is impossible without proper assistance from the state, aimed at creating fundamentally new types of technological processes and products from them. After all, only radical innovations have a significant potential for rapid penetration into the global market,

⁴ Структурні зміни та економічний розвиток України: монографія / В.М. Геєць та ін.; за ред. д-ра екон. наук Л.В. Шинкарук. К.: НАН України, Ін-т економіки та прогнозування, 2011. с. 57.

⁵ Диха, М.В. (2021). Газовидобування в Україні: стан, проблеми, перспективи у системі енергоринку. *Науковий вісник ІФНТУНГ. Серія: Економіка та управління в нафтовій і газовій промисловості*. № 2(24). С. 7-16. <https://eung.nung.edu.ua/index.php/ecom/article/view/357>

⁶ Dykha, M., Dykha, V. (2023). Bezpieczeństwo energetyczne Ukrainy pod pryzmatem wojny. *Prace naukowe Wyższej Szkoły Zarządzania i Przedsiębiorczości z siedzibą w Wałbrzychu. Pedagogika, zarządzanie i inżynieria zarządzania wobec wyzwań współczesności*. Poland. T. 53 (1), 71-84. https://pracenaukowe.wwszip.pl/prace/PN_53.pdf; <https://elar.khmnu.edu.ua/handle/123456789/16518>

⁷ Dykha, M., Dykha, V. & Zyma, V. (2024). CONCEPTUAL ASPECTS OF ENERGY GENERATION MARKET DEVELOPMENT ON THE PRINCIPLES OF SUSTAINABILITY. *International Interdisciplinary Scientific Journal "Expert"*, 1(2), 99-116. <https://doi.org/10.62034/2815-5300/2024-v1-i2-007>

ensure the receipt of a high share of added value and contribute to the implementation of effective foreign trade, leading to structural and technological shifts in national production.

For the development of the innovative component of exports, it is important for the state to take measures aimed at reducing the energy and resource intensity of domestic production and increasing its technological level by applying the latest technologies in the field of energy saving and increasing the efficiency of using raw materials, semi-finished products and components in the domestic production of end-use products. This requires promoting the development of promising forms of high-tech exports, such as financing the production of export products by their foreign consumers within the framework of long-term agreements, as well as compensatory leasing of equipment with payment of royalties in highly processed products.

Modernization of domestic production and increase in its technological level are also impossible without proper domestic policy of the state regarding active encouragement and support of innovative activity. Among the practical steps for modernization of domestic production, the authors⁸ identified a reduction or complete abolition of import duties on advanced technologies and high-tech equipment that have no domestic analogues, since this will allow to activate domestic production of products competitive in world commodity markets. Also, practical steps in this area may be the following:

- introduction of tax benefits for domestic business entities that use high technologies in the production of export or import-substituting products, as well as for foreign investors who invest capital in innovative entrepreneurial activities;

- determining a specific range of priority sectors of the domestic economy and reducing the level of taxation for enterprises belonging to them for the period of updating fixed assets and modernization of production, in particular through accelerated depreciation of equipment;

- state participation in financing scientific research and development with the involvement of state trust funds in compliance with the requirements stipulated in the system of international trade law;

- introduction of instruments to encourage investment imports, in particular the introduction of a zero VAT rate for technological equipment and technologies contributed to the authorized capital of export and import-substituting enterprises with foreign investments;

- simplifying the procedure for attracting foreign capital to free economic zones in order to create joint ventures that produce innovative high-tech products. At the same time, it is advisable to increase the role of the state in controlling the quality and level of the innovative component of technologies attracted in this way. The results of research by domestic scientists indicate that even if the state does not have restrictive functions, information available in open sources on the technological level and effectiveness of such foreign investments will contribute to a more rational use of national resources.

The means of achieving the outlined structural and technological shifts should be changes in the nature of financial support for domestic production and foreign trade operations. It is important to stimulate production cooperation between foreign and domestic manufacturers of complementary goods, oriented towards sales both in common markets and in the markets of third countries.

The investment aspect of the state's foreign trade policy consists in creating a favorable investment and business climate, creating conditions for technological re-equipment of domestic production at the expense of foreign investors.

M. Dykha, V. Dykha & V. Zyma (2022) analyzed the state and problems of attracting foreign investment to the economy of Ukraine. The authors noted that the volumes of attracted

⁸ Онищенко, В.П., Фабрика, І.В. (2008). Особливості механізму державної підтримки національного товаровиробника в умовах СОТ. Зовнішня торгівля: право та економіка. №4(39). С. 9.

foreign direct investment into the national economy during the years of independence were low. Such volumes were due to an unfavorable investment and business climate, which was characterized by macroeconomic and political and legal instability, risks, characteristics of the business environment in Ukraine⁹, etc.

The author of the study¹⁰ described the economic prerequisites for the intensification of foreign trade activity when the state implements an appropriate investment policy aimed at increasing investment flows in priority areas:

- attracting foreign investment should take into account the goals and objectives of the structural transformation of the domestic industrial complex and its inter-sectoral development;
- investment resources should be directed towards the formation of the production potential of the domestic economy on the latest scientific and technical basis;
- the main volume of attracted investments should be directed to those sectors of the domestic economy that determine its competitive position in world markets and the choice of which is scientifically justified;
- foreign investments should contribute to the creation of a dynamic production and export potential of the national economy with a high degree of adaptability to the foreign economic environment.

Effective implementation of most of the ways of integrating Ukraine's national economy and its foreign trade relations into the global structure is impossible without a radical change in the investment climate. After all, a radical change in Ukraine's role in the international division of labor is possible only through large-scale projects, the implementation of which is a rather difficult task in terms of finding sources of their financing.

Unfortunately, the Russian Federation's war against Ukraine has caused massive destruction and created the highest risks for investors to invest in the Ukrainian economy. However, public-private partnership projects are being implemented in Ukraine, and joint ventures with foreign partners in the defense-industrial complex are being created.

The foreign trade aspect of institutional reforms should include a number of measures to improve the quality of institutional support for export-import activities, the main ones of which in terms of exports are:

- improvement of regulatory and legal support for export activities regarding the legal regulation of international leasing, franchising, compensatory trade, cross-border economic cooperation, etc., harmonization with the norms of international law in the field of technological regulation of export activities, protection of intellectual and industrial property rights, etc.;
- development of the infrastructure for sales and service of export products in the countries of sale, creation of a foreign network of sales centers and service centers for export products in order to improve the image of domestic products among foreign consumers;
- information support for export development by activating the activities of trade and economic missions of Ukraine to promote Ukrainian exports abroad, form its positive image, protect the interests of domestic producers, and promote the establishment of direct ties between Ukrainian exporters and foreign consumers; creation of specialized databases to provide foreign economic entities with economic, legal, scientific and practical information in the field of export production;

⁹ Диха, М.В., Диха, В.В., & Зима, В.М. (2022). ПРЯМІ ІНОЗЕМНІ ІНВЕСТИЦІЇ В ЕКОНОМІЦІ УКРАЇНИ: СТАН, ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ ЗАЛУЧЕННЯ. *Науковий вісник Івано-Франківського національного технічного університету нафти і газу. Серія «Економіка та управління в нафтовій і газовій промисловості»*, 2(26), 53-64. [https://doi.org/10.31471/2409-0948-2022-2\(26\)-53-64](https://doi.org/10.31471/2409-0948-2022-2(26)-53-64) ; <https://eung.nung.edu.ua/index.php/ecom/article/view/523>

¹⁰ Башун, Д.В. (2012). Стратегія розвитку зовнішньоекономічних зв'язків України в питаннях інвестиційно-інноваційної політики: монографія. К.: Фенікс, с. 89-90.

- development of financial institutions in the field of supporting innovative development
- expansion of the network and activation of existing state innovative financial and credit funds, private venture funds, joint financing by associations of R&D enterprises with receipt of state guarantees and benefits.

At the same time, we highlight the following as essential elements of activities to increase the efficiency of institutional support for imports:

- improving the protection of the domestic market from unfair and excessive imports by harmonizing technical norms, standards, regulations for the application of types of subsidies permitted within the framework of the WTO; measures to restrict imports in order to equalize the balance of payments; as well as intensifying the activities of the Interdepartmental Commission on International Trade in conducting anti-dumping, anti-subsidy and preventive investigations and applying relevant restrictive measures;

- liberalization of trade in technological goods and services by forming a state policy of participation in international technology transfer;

- establishing preferential trade regimes within the framework of scientific, technical and technological cooperation programs with countries of the world that are leaders in the use of innovations;

- preferential taxation of imports of intermediate high-tech goods, in particular, in terms of standardization and certification.

Measures to improve the regulatory framework for foreign trade activities should be aimed at further harmonizing national law with international and European legislation, as well as at creating a favorable regulatory environment for foreign economic activity entities.

The integration direction of adapting Ukraine's foreign trade policy is to implement current legislation in line with EU requirements.

Free trade agreements in accordance with the geoeconomic priorities of Ukraine's development are an effective tool for mitigating the impact of the global escalation of protectionism on the most promising vectors of foreign trade cooperation of domestic foreign economic activity entities.

In the current conditions of global instability, Ukraine must form a foreign trade policy that will respond most effectively to new dynamic challenges and threats to the principles and approaches to regulating international trade dominant in world practice and neutralize their adverse effects. Reforms in the field of trade relations should be aimed at transforming the foreign trade sphere from a destabilizing factor of economic development into an instrument of macroeconomic stabilization.

Conclusions

Podsumowanie

The main aspects of the state policy for the development of foreign trade activity are highlighted. The structural aspect of the state policy for the development of foreign trade activity consists in the formation of effective measures and means aimed at improving the structure of foreign trade (expanding the range of exports of finished goods, especially goods with a high share of added value; diversifying the geographical structure of exports of domestic goods by facilitating the entry of exporters into new sales markets, promoting the development of foreign trade relations; diversifying critical imports).

The innovative aspect of the state policy for the development of foreign trade activity consists in activating the development of high-tech industries, implementing measures to reduce the energy and resource intensity of domestic production. Among the measures and means of developing innovative industries, the following are identified: tax benefits for domestic business entities that use high technologies in the production of export or import-

substituting products, as well as for foreign investors who invest capital in innovative entrepreneurial activity; state participation in financing scientific research and development; introduction of instruments to encourage investment imports (for example, for technological equipment and technologies that are contributed to the authorized capital of export and import-substituting enterprises with foreign investments).

The investment component of the state's foreign trade policy should consist of creating a favorable investment and business climate, creating conditions for technological re-equipment of domestic production, including at the expense of foreign investors.

The foreign trade aspect of institutional reforms should include a number of measures to improve the quality of institutional support for export-import activities. Measures to improve the regulatory support for foreign trade activities should be aimed at further harmonizing national law with international and European legislation, as well as creating a favorable regulatory environment for foreign economic activity. The integration direction of adapting Ukraine's foreign trade policy is to implement current legislation to EU requirements and effectively develop foreign trade cooperation.

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Main aspects of state policy for the development of foreign trade activities

Summary

The authors of the article identified the following main aspects of the state policy for the development of foreign trade activity: structural, innovative, investment, institutional, integration. The authors substantiated that the structural aspect of the state policy for the development of foreign trade activity consists in the formation of effective measures and means aimed at improving the structure of foreign trade. Among them, the following are identified: expansion of the nomenclature of exports of finished goods, especially goods with a high share of added value; diversification and expansion of the geographical structure of exports, promotion of the development of foreign trade relations; diversification of critical imports.

The authors noted that the innovative aspect of the state policy for the development of foreign trade activity should ensure the development of high-tech industries, the implementation of measures to reduce the energy and resource intensity of domestic production, etc.; the investment aspect of the state's foreign trade policy should consist in creating a favorable investment and entrepreneurial climate, creating conditions for technological re-equipment of domestic production; the institutional aspect of the state's foreign trade policy consists in creating / improving the regulatory and legal support for foreign trade interaction.

The implementation of current legislation in accordance with EU requirements determines the integration direction of the state's foreign trade policy.

Główne aspekty polityki państwa w zakresie rozwoju działalności handlu zagranicznego

Streszczenie

Autorzy artykułu zidentyfikowali następujące główne aspekty polityki państwa w zakresie rozwoju działalności handlu zagranicznego: strukturalny, innowacyjny, inwestycyjny, instytucjonalny, integracyjny. Autorzy uzasadnili, że aspekt strukturalny polityki państwa w zakresie rozwoju działalności handlu zagranicznego polega na kształtowaniu skutecznych środków i środków mających na celu poprawę struktury handlu zagranicznego. Wśród nich zidentyfikowano: rozszerzenie nomenklatury eksportu wyrobów gotowych, zwłaszcza towarów o wysokim udziale wartości dodanej; dywersyfikację i rozszerzenie struktury geograficznej eksportu, promocję rozwoju stosunków handlu zagranicznego; dywersyfikację importu krytycznego.

Autorzy zauważyli, że aspekt innowacyjny polityki państwa w zakresie rozwoju działalności handlu zagranicznego powinien zapewnić rozwój branż high-tech, wdrożenie środków mających na celu zmniejszenie energochłonności i zasobochłonności produkcji krajowej itp.; aspekt inwestycyjny polityki handlu zagranicznego państwa powinien polegać na tworzeniu sprzyjającego klimatu inwestycyjnego i przedsiębiorczego, tworzeniu warunków do technologicznego przebrojenia produkcji krajowej; instytucjonalny aspekt polityki handlu zagranicznego państwa polega na tworzeniu/poprawie wsparcia regulacyjnego i prawnego dla interakcji handlu zagranicznego. Wdrażanie obowiązujących przepisów zgodnie z wymogami UE determinuje kierunek integracyjny polityki handlu zagranicznego państwa.