

Ukraine's trade and economic ties with European countries are one of the main vectors of the country's foreign trade. Since 2014 Ukraine's trade and economic ties with European countries have been significantly strengthened and increased in quantitative terms [1; 63].

Based on the study for the period 2014 - 2019, it is seen that Ukraine has a foreign trade deficit in trade with the European Union. Germany and Poland are the main EU partner countries of Ukraine.

The development of trade and economic relations between Ukraine and the EU in the near future depends on the balanced policy of the government. Ukraine must stimulate its own production and investment activities through a wide range of financial, economic and organizational and legal mechanisms. Ukraine has chosen the path of integration into the EU, which is one of the greatest associations in the world and at the same time one of the largest markets in the world. However, the requirements set by the EU for product quality for Ukrainian companies will not be easy to meet.

There are following possible ways to intensify trade and economic cooperation between Ukraine and the EU: improving the investment climate to attract funding from the EU in high-tech industries; use of capacities of more developed countries in promotion on the European markets and manufacturing of final products; usage of the potential of the market of Ukraine to expand its own production and increase the competitiveness of local producers.

Ukraine has great chances to be a worthy exporter, but without immediate reforms in domestic policy and changes in foreign priorities, it will be impossible to change Ukraine's place in the world trade space.

References

1. Dyachek V. Foreign trade in goods of enterprises of Ukraine: statistical review and possible ways of development. *Business Inform.* 2012. Issue 1. P. 11-19.
2. Yeliseenko O. Current state, problems and prospects of foreign trade of Ukraine. *Visnyk Berdyansk University of Management and Business.* 2014. P. 9-12.

Language adviser: *Odnoromanenko M.V., Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

MODERN FOREIGN TRADE POLICY OF CHINA AND UKRAINE

Malyarenko O.V., *malyarenko.ales@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

In the modern world, where the level of the development of the country's economy depends on its place at the global level, one of the main roles is played by the effective implementation of foreign trade policy. The international economic result will be suitable due to the structure of the foreign trade strategy, the chosen course of the country. China's role in the world economy, its stable growth trend, the prospects of international Ukrainian-Chinese relations in general and trade, in particular, today have a negative impact on Ukraine's economic development.

The purpose of the research is to study the theoretical and practical aspects of the modern foreign trade policy of China and Ukraine, as well as to develop recommendations for the prospects of their cooperation.

According to conducted research for the period 2014-2019 [1], the analysis proves the instability of trade conditions, strong growth of Ukrainian imports and at the same time declining Ukrainian export attractiveness for buyers from China [2]. Unstable dynamics is associated with military actions in the east of the country, instability of the regulatory framework for the protection of foreign investors and excessive corruption of participants in the investment process.

As the SWOT analysis shows, the strengths are the geographical location of Ukraine, a large raw material base, cheap labor and significant competitive advantages in certain industries [2]. An

important factor that negatively affects the implementation of foreign economic policy is the lack of strategic cooperation, differences in the interpretation of certain terms and the existence of a certain system of hierarchy.

Ways to improve the mechanism of foreign trade regulation are the next [3]: improving the institutional basis of bilateral relations; creation of joint Ukrainian-Chinese enterprises on the territory of Ukraine; optimization of the structure of commodity trade; development of state and regional strategies for metropolization of large cities; intensification of interregional cooperation; development of regional tourist, ecological, cultural and educational projects.

References

1. World Trade Statistical Review 2016: website. URL: https://www.wto.org/english/res_e/statis_e/wts2016_e/wts2016_e.pdf (Last accessed 01.11.2021).

2. Dynamics of the trade balance of Ukraine: website. URL: <https://index.minfin.com.ua/economy/balance> (Last accessed 28.10.2020).

3. Ukraine and China to strengthen trade and economic cooperation: website. URL: <https://www.kmu.gov.ua/en/news/ukrayina-i-kitaj-budut-posilyuvati-torgovelno-ekonomichne-spivrobitnictvo> (Last accessed 26.10.2020).

Language adviser: *Odnoromanenko M.V., Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavsia State Agrotechnological University*

PACKAGING DESIGN IN MARKETING

Markina A.R., *nexa200212@gmail.com*
Dmytro Motornyi Tavsia State Agrotechnological University

To promote a product to the market, you need to present your goods in the right way so that it becomes competitive. To this end, you need to make every effort, because the consumer will give his preference to exactly the product that has a leading position, which corresponds to the ratio "price = quality" and certainly stands out due to the unusual, attractive appearance, that is, the design of the package.

The purpose of the article is to find out the attitude of buyers towards packaging design, and analyze how design drives sales.

Customers do not even notice that they are choosing a product, because they are simply attracted by the packaging, especially if these products have never been bought. It should be noted that our curiosity takes control over us, because it is so interesting what this trademark is, or a new product of an already well-known brand, it is interesting to know and compare it with others, maybe this product with an unusual, eye-catching packaging will really become our favorite and we will recommend it to all our friends, relatives and colleagues.

One way or another, if we turned our attention to products with a cool and interesting packaging design, and held our eyes on it, then for the most part we will want to buy it. And so we have already made a purchase, tried this product, and our head asks the mind: "Well, do you like this product? Are you satisfied with your purchase?" If our mind answers yes, then we will run to the store and buy it again, and if our brain answers no, then this was the first and last purchase of this particular product.

Among the consumers surveyed, when asked whether they pay attention to packaging, 77% answered that it plays a role and forms their purchase, and the remaining 23% said that they do not care how the product is designed. It is worth noting that packaging design really plays a significant role in marketing. After all, nothing else attracts the buyer so much as the appearance of the product, this is the basis of all the basics.