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MODERN TRENDS OF UKRAINIAN FOREIGN TRADE

The relevance of research. At the present stage, foreign trade is the main form of cooperation between Ukraine and the world market. In the context of Ukrainian increasing integration into the world economic space and its active participation in the international market, the problems of foreign trade are timely for research today.

The purpose of research. The main purpose of the modern research of Ukrainian foreign trade is to determine the strategic directions of its development on the basis of an analytical review of foreign trade indicators: volume exports of goods and services; imports volume of goods and services; foreign trade turnover; foreign trade balance; imports coverage ratios by export for goods and services; share in total exports of a particular country or commodity group; the share of an individual country or commodity group in total imports.

Methods of research. The research was carried out using the following methods: dialectical (in the research of the essence of foreign trade processes); abstract and logical (in determining the basis of the functioning of foreign trade in goods and services); average and relative values and time series (in determining the main trends in exports and imports of products and services); graphical (when displaying statistical and calculated data), and other ones.

Research results. Analysing the total value of exports and imports of goods and services in Ukraine, we can note the presence of both positive and negative trends. We can note the growth of Ukrainian export potential and the emergence of additional needs for imported goods. In 2017, the export-import activity of Ukraine, taking into account fluctuations in cost indicators, was a little more active than in previous years.

In general, the volume of goods exports in Ukraine for 2015-2017 amounted to 117753.5 million dollars that is 3.9 times more than the services export. Goods imports to Ukraine for the same period amounted to 126373.4, which is 7.7 times more for services imports. The total balance of goods and services in 2017 was negative; this indicated that imports of goods and services exceeded those of all groups of countries.

The list of countries cooperating with Ukraine in the context of export-import relations is quite large. But we can distinguish a number of countries that stand out more than others in the last period. The most active export of goods Ukraine carries out in countries such as Egypt, India, Spain, Italy, China, the Netherlands, Germany, Poland, Russia, and Turkey. Partner countries, which, on the contrary, import the largest volumes of goods to Ukraine, are also Italy, China, Germany, Poland, Russia, Turkey, and Belarus, the USA, France, Switzerland.

Ukraine exports the largest volumes of services to such countries as the United Kingdom, Israel, Cyprus, Germany, the United Arab Emirates, Poland, Russia, the United States, Turkey, and Switzerland. The largest volumes of services imports are observed from the same countries, except Israel and the Arab Emirates. China and Slovakia can be added to the largest importers of services too.

The analysis of the exports of goods structure showed that during 2016-2017, the largest share was occupied by industrial goods, as well as food, live animals, beverages, tobacco. At the same time, such goods groups as "Machinery and transport equipment" and "Mineral fuel, lubricating oils and similar materials" occupy the largest share in the imports of goods structure in the total volume of goods imports of Ukraine.

In the context of services export, Ukraine most of all implements transport services. In the second place, there are services in the field of telecommunications, computer and information services, as well as services for the processing of material resources. The largest volumes of services imports in Ukraine are observed in the categories of "State and government services" and "Transport services".

Therefore, in the context of export-import activities of Ukraine regarding services, the most relevant category is "Transport services", the least relevant – "Services to individuals, cultural and recreational services".

Today, there are a number of obstacles and barriers to the development of foreign trade in Ukraine, from the lack of sufficient investment for the production of goods and services that are necessary for export and ending with the adoption of Ukrainian products in the world market. A promising direction for the development of Ukrainian foreign trade is the use of tools to increase export volumes of goods and services and reduce the country's import dependence, in particular, on goods. At the same time, the structure of exports and imports should be optimized with an emphasis on reducing the volume of imports.

The practical value of the article. The results of the research can be applied in the formation of foreign trade development strategies at the national and regional levels.