

The state of the Ukrainian economy is considered in the conditions of crisis. It is certain that the major factor of overcoming of the crisis phenomena is bringing in of direct foreign investments.

60% 50%

Influence of globalization of economy is examined on the market state of affairs, on possibility of international cooperation of countries (in particular Ukraine and Finland), and also the prospects of entry of Ukraine are analyzed in European Union.

104

- 3,31.

40%

0,1% (

- 0,3%,

- 36%).

10,1%,

70-80%.

Developing export assortment policy it is crucial to consider specific character of the industry and peculiarity of the foreign market. Key factors that influence firm export assortment policy in the confectionary industry were described.

(

2007

3,9%;
3,6%).

2008