

PROBLEMS AND PROSPECTS FOR EUROPEAN UNION MARKET ENTRY BY UKRAINIAN ENTERPRISES

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The paper considers the main problems faced by Ukrainian enterprises when entering the European market.

Creating of a free trade zone with the European Union, canceling custom duties and simplifying custom procedures opens up broad prospects and opportunities for domestic producers.

Ukrainian enterprises have a significant export potential in terms of expanding markets and building of fruitful cooperation with European partners. But realization of this potential requires, first of all, solving a number of problems.

Firstly, the problem of trust in the Ukrainian manufacturer. Unfortunately, unlike European partners, in Ukraine, there is such a tendency that often during cooperation with other companies the deliveries are delayed, and the responses to e-mails can be delayed as well. It should be taken in account that such practice of doing business is considered unacceptable in Europe and does not contribute to the development of long-term business relationships.

Secondly, the cost of transition to standards of European Union. Unfortunately, many enterprises do not adhere to the standards prescribed in the legislation. So it is necessary to spend a lot of resources on the restructuring of the system to the standards of the European Union.

Thirdly, the lack of funds. Ukrainian enterprises need investment to succeed. Now, due to developments in the eastern part of Ukraine, economic instability and corruption, foreign investors do not want to invest a lot in the development of Ukrainian enterprises.

Fourthly, improving the competitiveness of Ukrainian producers.

Thus, the development of the export potential of Ukrainian commodity producers is a complex and multifaceted problem, the solution of which requires coordinated active efforts from both the heads of enterprises and the state bodies of Ukraine.