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UKRAINE IN THE GLOBAL SERVICES MARKET

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The purpose and goals: To determine the nature of the world market of services, patterns and trends of its development, as well as Ukraine's place in it.

The relevance of this topic is due to the fact that the formation of Ukraine's economy as a whole system is developed under the conditions of the market. The transformation processes taking place in Ukraine objectively require coordination of national economic policies, market reforms to the global economic system of coordinates in services, and therefore the study of this issue is a practical and urgent nature.

Scope of services - is one of the most important and fastest growing components of the global economy. In a globalized world economy the service sector is one of the influential factors that affect economic growth, the country's competitiveness in the world markets improve welfare.

Methods and tools for research: I found and studied theoretical materials on this topic, analyzed them and made conclusions in order to reveal the place of Ukraine in the world market of services.

The results of the research: Ukraine has the potential for development of services. Thus, the development of science, technology and a highly skilled workforce is a prerequisite for the dynamic development of information and communication technologies, software, electronic and mobile commerce, which are based on the global Internet, which can stimulate the development of the entire national economy, provide a strong competitive advantage in world markets. It is also advantageous to use geographic and economic situation of the country for the development of transport infrastructure and tourism.

Ukraine Geographic advantage lies in the transport network: highways, railroads, sea and river ports, air. Although the domestic cargo volumes decreased transit through Ukraine increased by railway and air transport.

To prevent a reduction in output of services, the state will either have to fund transport infrastructure, not related to the transit of energy, or pay attention to internal (not exported) services, whose growth potential seems rather high.

The tourist market of Ukraine is one of the most stable component of the global economy. Based on international experience, we can develop strategic directions for formation and operation of natural resources reserves of Ukraine for the development of tourism and the tourism industry as socially, economically and environmentally significant sector of the economy.

Transport and communications give only 25-27% of value added services. This reflects not only the low profitability of the industry, but also the ineffectiveness of government, because the lion's share belongs to the transport sector and telecommunications. This trade and medicine, which in turns significantly inferior transport services, account for about 30-33% of value added in this sector. The remaining 40-45% of profits provide expensive services, real estate, education, consulting and more.

One way to ensure the development of the services market of Ukraine has become a full membership in the international trading system, which is the most influential Institute of World Trade Organization (WTO).



In the current situation of our inconsistency with WTO law leads to the fact that Ukraine is on the side of international flows of goods, services and investments.

WTO membership - a factor of sustainable economic development of Ukraine. Ukraine's accession to the WTO had a significant positive impact on the development of foreign trade was the key to the stability and predictability of development by providing guaranteed access to world markets for goods, works and services.

International economic and social value has a unique recreation complex, which includes the Azov-Black Sea, Carpathian and Polissya during complexes. Unique spa natural resources can be a natural base of pan-European economic tourist and recreational complex.

Large regions of Ukraine - steppe and steppe zones - with agro-climatic conditions and land resources of global significance. It can be produced foods that provide food of many countries.

The development of services in Ukraine requires activation involvement in this area of investment, including foreign ones. Attracting foreign capital in the Ukrainian economy will facilitate the flow of not only financial resources, but also technically efficient methods of implementation services that will improve their quality and accessibility and greatly strengthen the position of Ukraine in international exchange services.

Summarizing the above, it should be noted features of contemporary global processes that significantly affect Ukraine's foreign trade:

- increased pressure on monopolization and "weak country";
- increased price competition;
- structural changes in the global economy
- the development of world economies

Creating an effective system to promote trade potential in Ukraine should be done in the following areas:

- support for national producers
- encouraging direct investment
- support for innovation and development of priority industries
- providing tax incentives to manufacturers and exporters of priority products

Conclusion: Ukrainian services market is not yet sufficiently developed. The biggest development came transportation sector. Priority importance, logistics, finance, information and communications, leasing services.