

THEORETICAL AND APPLIED ASPECTS OF ECONOMIC PROCESSES IN UKRAINE AND IN THE WORLD ECONOMY

UDC 339.562.021(477)

DOI <https://doi.org/10.26661/2414-0287-2025-1-65-07>

ESSENCE AND GOALS OF MODERN IMPORT POLICY OF UKRAINE

Hamova O.V., Selishcheva A.V., Davydenko P.O.

Zaporizhzhia National University

Ukraine, 69011, Zaporizhzhia, Universytetska str., 66

gamova5oxana@gmail.com, pereverzeva@ukr.net, philipdavydenko@gmail.com

ORCID: 0000-0002-9752-6900, 0000-0001-8391-6636, 0009-0007-3562-084X

Key words:

foreign economic relations, import policy, competitiveness, economic security, globalization, economic stability.

The article is devoted to a comprehensive analysis of the modern import policy of Ukraine, its essence and strategic goals. It examines the key factors that determine the formation of import priorities, as well as the challenges that the country faces in the context of globalization and economic instability. The text emphasizes the need to diversify import sources to reduce dependence on individual countries, as well as the importance of implementing European standards. This will not only improve the quality of imported goods, but will also become the basis for integration with European markets. Prospects for the development of foreign trade, as well as the role of import policy in ensuring the economic security of Ukraine, are studied. The author emphasizes the importance of import policy for stimulating domestic production, as it can serve as a catalyst for the introduction of innovations and technological renewal in Ukrainian companies. This, in turn, will positively affect the competitiveness of the national economy. Based on the analysis, the author concludes that an effective import policy is critically important for the country's economic growth and stability. The main emphasis should be on diversifying supplies, reducing dependence on specific countries, and strengthening integration processes with European markets. Investments in the development of domestic production, which will contribute to overall economic growth, are also important. Thus, Ukraine's import policy should become a powerful tool for achieving economic security, sustainable development and improving the overall competitiveness of the country in the face of global challenges. Effective regulation of import policy requires a balanced approach that combines support of the domestic producer and provision of the needs of the domestic market. The saturation of the domestic market with imported goods leads to an increase in the standard of living, as it satisfies the needs and preferences of consumers and improves the quality of life. One of the key tasks of the modern import policy of Ukraine is to ensure a balance between the protection of domestic production and the provision of access to high-quality foreign goods and technologies for the modernization of the national economy.

СУТНІСТЬ ТА ЦІЛІ СУЧАСНОЇ ІМПОРТНОЇ ПОЛІТИКИ УКРАЇНИ

Гамова О.В., Селіщева А.В., Давиденко П.О.

Запорізький національний університет

Україна, 69011, м. Запоріжжя, вул. Університетська, 66

Ключові слова:

зовнішньоекономічні відносини, імпортна політика, конкурентоспроможність, економічна безпека, глобалізація, економічна стабільність.

Стаття присвячена всебічному аналізу сучасної імпоротної політики України, її сутності та стратегічних цілей. Вона досліджує ключові фактори, які визначають формування імпортних пріоритетів, а також ті виклики, з якими стикається країна в умовах глобалізації та економічної нестабільності. У тексті акцентується на необхідності диверсифікації імпортних джерел для зменшення залежності від окремих країн, а також на важливості імплементації європейських стандартів. Це не лише сприятиме підвищенню якості імпортованих товарів, але й стане основою для інтеграції з європейськими ринками. Досліджуються перспективи розвитку зовнішньої торгівлі, а також роль імпоротної політики в забезпеченні економічної безпеки України.

Підкреслено важливість імпортової політики для стимулювання внутрішнього виробництва, оскільки вона може слугувати каталізатором для впровадження інновацій та технологічного оновлення в українських компаніях. Це, в свою чергу, позитивно вплине на конкурентоспроможність національної економіки. На основі проведеного аналізу, автор доходить висновку, що ефективна імпортна політика є критично важливою для економічного зростання та стабільності країни. Основні акценти повинні бути зосереджені на диверсифікації постачань, зменшенні залежності від конкретних країн та посиленні інтеграційних процесів з європейськими ринками. Також важливими є інвестиції у розвиток внутрішнього виробництва, що сприятиме загальному економічному зростанню. Таким чином, імпортна політика України має стати потужним інструментом для досягнення економічної безпеки, сталого розвитку та покращення загальної конкурентоспроможності країни в умовах глобальних викликів. Ефективне регулювання імпортової політики вимагає збалансованого підходу, який поєднує підтримку вітчизняного виробника та забезпечення потреб внутрішнього ринку. Насичення внутрішнього ринку імпортними товарами веде до підвищення рівня життя, оскільки задовольняє потреби та вподобання споживачів і покращує якість життя. Одним із ключових завдань сучасної імпортової політики України є забезпечення балансу між захистом вітчизняного виробництва та забезпеченням доступу до якісних іноземних товарів та технологій для модернізації національної економіки.

Problem statement

Import policy is an important part of the foreign economic strategy of the state. It defines the main principles, directions and tools for regulating the process of importing goods, services and technologies into the national territory from abroad. The main goal of import policy is to ensure national economic interests, promote economic growth, protect the domestic market and optimal use of resources. It not only provides access to goods and services that are not produced by domestic companies, but also stimulates economic growth, increases competitiveness and contributes to the well-being of the population.

Importing goods from abroad makes it possible to fill the shortage of goods in the domestic market, offering consumers a wider selection of products. This includes goods not produced in the country, such as exotic fruits, electronics and brand-name clothing, as well as quality goods that are economically unprofitable or technologically impossible to produce by domestic companies, such as high-tech products, medicines and sophisticated equipment.

In addition, import competition forces domestic manufacturers to reduce the cost of production, introduce new technologies, optimize production processes and look for cheaper resources. They are also forced to improve product quality, use better materials and introduce new quality standards. At the same time, they are expanding their product range, offering consumers new products and services. This leads to a decrease in prices for consumers, and at the same time, an increase in the quality of products makes Ukrainian products more competitive on the world market. The development of domestic production stimulates economic growth and the creation of new jobs. The saturation of the domestic market with imported goods leads to an increase in the standard of living, as it satisfies the needs and preferences of consumers and improves the quality of life.

Analysis of recent studies and publications

The issue of import policy is considered most thoroughly in the works of such Ukrainian scientists as: Mazaraki A. A., Melnyk T. M., Iksarova N. AT. [1],

Novytskyi V. E. [2], Talavira E. V. [3], who studied the foreign trade of Ukraine in the 21st century.

Highlighting previously unsolved parts of the overall problem

In the conditions of economic instability and increasing global challenges, the analysis of the modern import policy of Ukraine requires a more in-depth study.

Objectives of the article

The purpose of the article is to study the modern import policy of Ukraine.

Presentation of the main material

Free trade and open economic borders are not just words, but key tools that dynamically stimulate the economic development of Ukraine. They expand the horizons of cooperation, establish ties with foreign partners, make it possible to create joint ventures, exchange experience and technologies. This attracts foreign companies, stimulating them to expand investment activities in our country. As evidenced by statistics, in particular, according to the State Customs Service of Ukraine, the turnover in 2023 reached \$99.4 billion. Imports amounted to \$63.5 billion, and exports – \$36 billion. These figures clearly demonstrate Ukraine's activity on the international market and its considerable potential [4].

Import plays a key role in meeting the country's needs for goods that are not produced by domestic enterprises or are produced in insufficient quantities [5]. As a result, this contributes to the active saturation of the domestic market, the economy of public labor, an increase in the level of employment in trade and related industries, the growth of production and personal consumption standards through the purchase of goods and technologies, as well as an increase in revenues to the state budget.

Therefore, one of the key tasks of the modern import policy of Ukraine is to ensure a balance between the protection of domestic production and the provision of access to

high-quality foreign goods and technologies for the modernization of the national economy. You can certainly rely on the position of S. V. Bestuzheva, that Ukraine's import policy should be balanced, take into account national economic interests and the interests of partner countries and the requirements of international economic organizations [6, p. 64].

However, at certain stages of economic development, when domestic production is not sufficiently competitive, imports can lead to an irrational increase in the share of foreign products in the domestic market. This can lead to a decrease in employment in the field of material production, deterioration of the financial condition of local enterprises and even their bankruptcy [7, c. 33].

The consequences of imports in conditions of low competitiveness of domestic production arise due to the insufficient ability of local companies to compete with foreign manufacturers. This can be caused, for example, by outdated technologies, high production costs, low product quality or a lack of innovation. Businesses that cannot compete with imports risk experiencing losses and even bankruptcy, which in turn can lead to increased unemployment and the threat of social instability. As a result, this contributes to the active saturation of the domestic market, the economy of public labor, an increase in the level of employment in trade and related industries, the growth of production and personal consumption standards through the purchase of goods and technologies, as well as an increase in revenues to the state budget.

Such consequences of imports in conditions of low competitiveness of domestic production arise due to the insufficient ability of local companies to compete with foreign manufacturers. This can be caused, for example, by outdated technologies, high production costs, low product quality or a lack of innovation.

Effective regulation of import policy requires a balanced approach that combines support of the domestic producer and provision of the needs of the domestic market. For this, it is necessary to diversify imports and create strategic reserves. At the same time, Ukraine's import policy should take into account both national interests and the interests of trading partners.

Speaking about technology and national economic interests, an important factor remains the provision of national economic security, which includes maintaining the stability of supplies of critical resources, such as energy resources, raw materials and food. This is achieved through the diversification of import sources and the creation of strategic reserves. Countries with limited own energy resources can import oil and gas from different regions of the world to avoid dependence on a single supplier.

Ensuring national economic security requires a comprehensive approach, which includes not only measures to support the competitiveness of domestic production, but also ensuring the stability of the supply of critical resources. For this, it is important to develop strategies for diversifying import sources and creating strategic reserves, which will reduce the risks of dependence on one supplier. An example of this approach is the European Union, which is actively implementing measures to reduce its dependence

on Russian gas imports. This helps not only to increase the resilience of the European economy to possible risks of supply interruptions, but also contributes to strengthening the overall economic security of the region [8]. This is done in order to reduce dependence on Russia and increase the resilience of the European economy to possible interruptions in gas supply.

Striving for independence in the supply of any imported products, the state needs not only the diversification of supply sources, but also the development of the national infrastructure for the processing of imported goods. This may include upgrading ports, transport networks and logistics centres.

For this purpose, in 2018, the Cabinet of Ministers of Ukraine approved the National Transport Strategy of Ukraine for the period until 2030 [9], which contains 58 steps, including promoting the development of safe new infrastructure. One of the main goals of the strategy is to accelerate and ensure the timely delivery of passengers and goods thanks to high-speed modes of transport and the development of logistics. Special attention is paid to the integration of the transport system of Ukraine into the European transport space, which involves the modernization of railways, the development of European-style highways and the expansion of air connections. This will allow not only to improve the transport accessibility of the regions of Ukraine, but also to increase the competitiveness of the national economy.

Also, one of the key aspects of import policy is the protection of domestic producers from excessive competition from foreign goods. This is achieved through the establishment of customs tariffs, quotas, as well as the use of anti-dumping measures [10, p. 257]. An important part of this policy is also the protection of consumers from low-quality and dangerous products through the standardization and certification of goods.

The establishment of customs tariffs is one of the key instruments of state policy, which combines fiscal and protective functions. On the one hand, customs duties ensure the flow of funds to the state budget, which is necessary for financing social programs and infrastructure development. On the other hand, customs tariffs serve as a tool to protect domestic producers from unfair competition from imported goods, creating equal conditions for the development of the national economy.

Thus, in particular, on the basis of the provisions of Article 16 of the Law of Ukraine "On the Application of Special Measures Regarding Imports to Ukraine" dated 22.12.98 No. 332-XIV [11], a special import duty may be imposed on certain groups of goods by decision of the International Commission on International Trade. It is paid by the importer of the goods to Ukraine, regardless of other taxes that are levied upon importation to Ukraine.

Protecting the domestic market may include imposing high tariffs on certain goods that are produced domestically but face competition from cheaper imported counterparts. For example, in 2021, the import of cut fresh roses to Ukraine amounted to 470.08 thousand pieces (20.6 tons) worth \$149 thousand, according to the State Statistics Service. The main supplier was Ethiopia, which supplied 392.43 thousand

roses worth \$2103.5 thousand. Other suppliers were Kenya, Ecuador, the Netherlands and Colombia. At the same time, during January-February of the same year, Ukraine exported 72.65 thousand roses worth \$50.7 thousand to Lithuania and Moldova[9]. In response to this, the MKMT introduced a special duty on the import of roses, regardless of the country of origin: in the first year – 56%, in the second year – 44.8%, and in the third year – 35.84% [12].

Based on the above, the application of the tariff makes imported goods less competitive in price compared to local products, which gives domestic producers the opportunity to grow.

Anti-dumping measures are another important tool for protecting the domestic market. They are applied when foreign producers sell goods at prices below fair market value, which may harm domestic producers. Anti-dumping duties make it possible to level the playing field and protect local producers from unfair competition.

For example, in order to protect local biofuel producers, the European Union decided to introduce a temporary anti-dumping duty on biodiesel imports from China. The rate will vary from 12.8% to 36.4% depending on the manufacturer. Already in the first half of 2024, supplies to the EU fell by 51% compared to the same period in 2023 – to 567,440 tons [13-14].

Therefore, anti-dumping measures are an effective tool for protecting national economies from unfair competition from foreign producers who sell goods at below-market prices. This makes it possible to maintain equal conditions of competition and ensure the stability of local producers. The introduction of anti-dumping duties can have a significant impact on import volumes and help preserve jobs in the relevant industries. As the example of biodiesel in the European Union shows, such measures can significantly reduce the volume of imports and protect the domestic market, which is confirmed by a 51% decrease in supplies already in the first half of 2024, which indicates the importance of anti-dumping measures in ensuring the economic security of the state and maintaining the competitiveness of national manufacturers.

An important aspect of import policy is ensuring the quality and safety of imported goods, which is carried out by introducing strict standards and certification

requirements for products imported into the country. In Ukraine, standardization covers a number of enterprises, institutions and organizations that are the subjects of this activity.

Conclusions and suggestions

Therefore, the principles of import policy are key guidelines that determine the strategic course of the country in the field of foreign trade and ensure the compliance of import operations with national interests and tasks of economic development and provide the following economic result:

1. Diversification of import sources allows for a variety of suppliers and regions from which goods and services are imported, which helps to reduce the risks of dependence on one source. This allows you to balance risks and ensure the reliability of supplies in case of unforeseen circumstances.

2. Creation of strategic reserves by stockpiling critical goods necessary for national security and economic stability in the event of crises or supply disruptions.

3. Protection of the domestic market through the use of tariff barriers, quotas and other measures to protect domestic production from import competition. This contributes to the preservation of jobs and the support of strategically important sectors of the economy.

4. The balance of import operations, which allows to avoid an excessive deficit or excess of trade turnover, which can negatively affect the economic stability of the country.

5. Supporting national interests ensures that import operations are consistent with the country's strategic goals and interests, such as economic development and job preservation.

6. The principles of import policy are a kind of compass that guides the country in the changing world of the global economy. A balanced and well-thought-out import policy is a necessary condition for ensuring economic growth, improving the welfare of the population, and strengthening the international position of the state. Considering the challenges of modern times, Ukraine must constantly improve its import policy, adapting it to new conditions and requirements.

References

1. Mazaraki A. A., Melnyk T. M., Iskarova N. O. Zovnishnia torhivlia Ukrainy: KhKhI stolittia: monohrafiia. [Ukraine's foreign trade: XXI century] Kyiv: Kyiv. nats. torh.- ekon. un-t, 2016. 600 s.
2. Novytskyi V. Ye. Mizhnarodna ekonomichna diialnist Ukrainy [International economic activity of Ukraine]: pidruchnyk. K.:KNEU, 2003. 948 s.
3. Talavira E. V. Suchasni tendentsii rehuliuвання zovnishnoekonomichnoi diialnosti pidpriemstv v umovakh hlobalizatsii [Current trends in the regulation of foreign economic activity of enterprises in the context of globalization]. *Efektivna ekonomika*. 2014. № 9. S. 7–11.
4. Albul S. Mynuloho roku naibilshymy importeramy tovariv do Ukrainy byly Kytai, Polshcha ta Nimechchyna [Last year, the largest importers of goods to Ukraine were China, Poland and Germany]. LB.ua. URL: https://lb.ua/economics/2024/01/12/593383_minulogo_roku_naybilshimi.html
5. Mazaraki A., Melnyk T. Ekonomichna bezpeka Ukrainy v umovakh rosiiskoi ahresii [Economic security of Ukraine in the conditions of Russian aggression]. *Herald of Kyiv National University of Trade and Economics*. 2022. T. 145, № 5. S. 4–28. URL: [https://doi.org/10.31617/1.2022\(145\)01](https://doi.org/10.31617/1.2022(145)01).

6. Bestuzheva S.V. Mizhnarodna ekonomichna diialnist Ukrainy [International economic activity of Ukraine]: navch. posib. Kharkiv : KhNEU im. S. Kuznetsia, 2016. 268 s.
7. Melnyk T. M., Puhachevska K.S. Importozalezhnist ekonomiky Ukrainy i priorityety selektyvnoho importozamishchennia [Import dependence of the economy of Ukraine and priorities of selective import substitution]. *Ekonomika Ukrainy*. 2016. № 4. S. 29-44
8. Tak, sanktsii proty Rosii pratsiuiut [Yes, sanctions against Russia are working]. EEAS. URL: https://eeas.eu.com/delegations/ukraine/так-санкції-проти-росії-працюють_uk.
9. Pro skhvalennia Natsionalnoi transportnoi stratehii Ukrainy na period do 2030 roku [On the approval of the National Transport Strategy of Ukraine for the period up to 2030]: Rozporiadzh. Kab. Ministriv Ukrainy vid 30.05.2018 № 430-r : stanom na 3 trav. 2023 r. URL: <https://zakon.rada.gov.ua/laws/show/430-2018-p#Text>.
10. Ekonomichniy suverenitet derzhavy ta napriamy yoho pravovoho zabezpechennia [Economic sovereignty of the state and directions of its legal support] / za red. O. O. Ashurkova. Donetsk : Yuho-Vostok, 2012. 406 s.
11. Pro zastosuvannia spetsialnykh zakhodiv shchodo importu v Ukrainu [On the application of special measures regarding imports into Ukraine] : Zakon Ukrainy vid 22.12.1998 № 332-XIV : stanom na 31 hrud. 2023 r. URL: <https://zakon.rada.gov.ua/laws/show/332-14#Text>.
12. Ukraina zaprovadyt 56% spetsmyto na import troiand [Ukraine will introduce a 56% special duty on the import of roses]. Interfaks Ukraina. URL: <https://interfax.com.ua/news/economic/739095.html>.
13. Ukraina perehliane spetsmyto na import troiand [Ukraine will revise the special duty on the import of roses]. Ukraine open for business – Business news from Ukraine. URL: <https://open4business.com.ua/ukrayina-pereglyane-speczmyto-na-import-troyand/>.
14. YeS zaprovadyv tymchasovi antydempinhovi myta na import biodyzelia z Kytaiu [The EU introduced temporary anti-dumping duties on biodiesel imports from China]. URL: <https://minprom.ua/news/315526.html>.