

PRIORITIES AND TOOLS OF THE STATE REGIONAL POLICY OF IMPORT SUBSTITUTION IN THE MARKET OF UKRAINE'S CONSUMER GOODS



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The authors prove a high level of import dependence of the internal market of the regions of Ukraine and the existing trends for its strengthening. In the articles the regions of Ukraine are differentiated with respect to their import-dependence, in particular in terms of the share of import in domestic consumption. The authors specify the goals of the state regional policy of import substitution in the context of ensuring the necessary structural changes in the ratio of domestic and imported goods consumption by strengthening the competitiveness of the trademarks of local brands, improving the qualitative characteristics of the functioning and development of the intra-regional consumer market and the transition of local producers to the implementation of export-oriented strategy. In accordance with this goal, the priorities of the state regional policy of import substitution have been determined. The authors elaborate the tools of the regional policy of import substitution that concerns reducing the share (dependence) of import of consumer goods, reducing the level of monopolization of commodity markets and their segments, creation of a fair and equal competitive environment in the spheres of production and goods turnover. Recommendations on reducing the shadow sector, developing a balanced space-species network of trade facilities and strengthening its role in the processes of import substitution at the regional level are also proposed.

Keywords: import substitution, state regional policy of import substitution, market of consumer goods.

Problem statement. Solving the problems of import dependence is one of the key tasks for the economy of Ukraine to ensure macroeconomic stabilization, development of the domestic consumer market and entrepreneurial potential, unshadowing of economic relations, strengthening and ensuring the economic security. It is obvious that dependence on import impedes these processes, today are considered as the priorities in the transformation of the national model of social and economic development. Here it is important to find out, in addition to the general economic preconditions for the emergence of dependence on import, a number of features in certain scales of the domestic market of consumer goods, in particular concrete regions.

It should be noted that the import dependence of the economy doesn't emerge immediately and not on the

entire territory of the state, but gradually – in certain regions and economic sectors. It is the disorder of interregional and intraregional production and economic relationships that mainly leads to the deformations in consumption and domestic production and, as a result, the saturation of the consumer market with imported goods (services). We believe that all the reasons of a threat of criticality in the scope and trends of dependency on import are driven by the regional peculiarities in terms of the efficiency of the use of production opportunities and the availability of the import substitution potential. At the regional level, the solution of problems of import-dependence has a strategic role, which consists in establishing inter-functional, interbranch, intersectoral ties. In particular, it is inexpedient to assert that the region's economy can independently and efficiently establish processes for the import substitution

and overcome dependence on import. The state programs also play an important role, providing for the integration of regions into different groups according to the levels of efficiency of the use of production potential, consumption of imported products, development of goods and money relations so that the approaches to forecasting the effectiveness of implementing government measures of import substitution can be made more precise in accordance with them.

The elimination of negative trends of the dependence on import of the regions of Ukraine requires justification of the strategic priorities and tactical mechanisms and tools of the state regional policy of import substitution for the sake of carrying out the economic development policy and strengthening the competitive positions of domestic enterprises of production and trade, establishing a healthy competitive environment in the sphere of goods turnover and excluding non-critical imported goods (services) by means of that.

Analysis of recent studies and publications has shown that a lot of attention is paid to the problems of implementing the state policy of import substitution in the papers of domestic and foreign scientists, such as O. Amosha, V. Apopiy, M. Bilopolskyi, V. Weissenburger, A. Halchinsky, V. Heets, K. Hirschhausen, V. Horbulin, A. Dvahun, Z. Varnaliy, Gzh. Kolodka, O. Lyashenko, A. Mokiy, M. Fleichuk, Yu. Kharazishvili, V. Shevchuk. The results of the research of Ya. Belinska, V. Vlasjuk, R. Grabovski, S. Davydenko, Ya. Zhalilo, N. Lang, A. Mazaraki, Ye. Savelyev, O. Sobkevych, A. Sukhorukov, M. Yakubovskiy, L. Shevchenko have a significant theoretical and applied basis of the state regulation of import substitution processes.

Separating previously unresolved parts of a common problem. The analysis of the works of abovementioned scientists allowed to conclude that foreign and domestic scientists made a significant contribution to the study of the state policy of import substitution. At the same time, the questions concerning priorities and tasks of structural changes and reforms to overcome import dependence at the consumer goods market, the identification of sources and tools of resource provision of state policy in this sphere, taking into account regional peculiarities, remain insufficiently analyzed.

Task statement. The purpose of the article is to define the priorities and tools of the state regional policy of import substitution at the consumer goods market of

Ukraine, based on the current state and trends of the region's import dependence.

Presentation of the main material of the study.

Obviously, one should talk about the import dependence of the region regarding the volume of import and its comparison with the volume of export and the output of domestic products. At the same time, it is more objective to take into account the volume of the production output less the intermediate consumption, i. e. the volume of gross value added, which includes primary incomes, that are formed by the participants of the production and distributed among them. Therefore, the studies of regional peculiarities of import dependence are advisable to continue calculating the share of imports in intraregional consumption (*Table 1*).

During 2005–2014 the list of the areas with the critical level of import dependence has not changed much, but only partial changes have occurred regarding their rating positions. We are talking about Dnipropetrovsk, Donetsk, Zakarpattya, Zaporizhzhya, Luhansk, Mykolaiv regions and City of Kyiv, consistently ranked among the top ten of the regions according to the high import-dependence rating. At the same time, separate regions (Zakarpattya, Zaporizhzhya and partially City of Kyiv) constantly hit top 5 of such regions. Stably low level of import dependence was in Chernivtsi, Kherson, Kirovohrad and Vinnytsya regions, where it did not exceed 20.0 % for the analyzed period.

The level of import dependence significantly increased in Donetsk (61.6 % comparing from 2005 to 2014), Luhansk (46.0 %), Zakarpattya (31.7 %), Mykolayiv (24.2 %) and Lviv (10.7 %) regions. At the same time, the rating positions of the respective regions did not mostly changed. At the same time, it was possible to reduce it in Ivano-Frankivsk (by 23.4 % comparing from 2005 to 2014), Dnipropetrovsk (18.0 %) and Chernivtsi (10.2 %) regions.

In 2014, the value of the indicator for the country in the wholes was 57.5 %, above which there were Donetsk (131.0 %), Zakarpattya (85.7 %), Luhansk (83.5 %), Zaporizhzhya (72.0 %), Mykolayiv (67.1 %), Dnipropetrovsk (61.5 %) regions and City of Kyiv (66.6 %), but the greater part (18 regions) was characterized by the lower level of the indicator than national one. Therefore, a situation has developed in the national economy when the customs regions (Zakarpattya, Kyiv, Odesa, Volyn, Lviv regions and City of Kyiv) tend to be dependent on import of

Table 1. Share of import in Ukraine's domestic consumption by regions in 2005–2014

Regions	2005		2006		2007		2008		2009		2010		2011		2012		2013		2014	
	Share of import, %	Rating position																		
Ukraine	58,1		55,0		53,9		57,9		54,1		58,9		65,7		60,6		55,2		57,5	
Autonomous Republic of Crimea	9,1	26	9,4	26	8,3	26	10,7	26	7,5	27	11,3	24	31,5	15	29,0	16	22,6	15	–	–
Vinnysya	22,5	17	17,8	18	14,4	23	14,5	23	15,6	20	16,7	21	14,9	23	15,1	23	13,6	23	15,1	23
Volyn	34,7	12	39,5	10	45,0	8	45,6	8	29,8	10	33,9	11	46,0	9	40,3	10	40,4	10	42,0	10
Dnipropetrovsk	79,5	1	72,4	2	74,0	3	75,3	3	47,0	7	58,8	4	65,6	6	59,0	6	50,3	6	61,5	7
Donetsk	69,6	3	50,7	5	50,6	6	57,9	6	61,1	3	94,4	1	127,3	2	61,9	4	52,9	4	131,0	1
Zhytomyr	15,3	22	14,6	22	16,2	19	18,9	19	25,9	14	20,6	18	20,2	21	15,5	22	14,9	22	16,2	19
Zakarpattya	54,0	5	56,4	4	68,8	5	66,5	5	67,6	2	71,9	2	78,6	3	68,0	2	70,2	1	85,7	2
Zaporizhzhya	76,7	2	72,5	1	77,9	2	77,8	2	53,5	5	55,8	5	77,4	4	60,2	5	50,5	5	72,0	4
Ivano-Frankivsk	41,5	9	43,4	8	37,4	16	26,0	16	15,1	21	29,1	14	38,9	13	29,3	15	16,0	19	18,1	17
Kyiv	43,9	7	44,6	7	43,1	9	43,8	9	45,7	8	49,9	8	52,5	7	50,9	9	49,8	7	52,6	8
Kirovohrad	8,6	27	7,6	27	10,8	25	11,0	25	11,0	23	12,0	23	11,7	25	14,5	25	13,1	24	15,3	22
Luhansk	37,5	11	45,0	6	54,3	1	87,5	1	28,0	12	46,7	9	245,3	1	55,7	7	48,2	8	83,5	3
Lviv	29,6	14	29,0	14	28,6	11	36,0	11	34,7	9	37,0	10	43,2	11	39,9	11	33,6	11	40,3	11
Mykolayiv	42,9	8	34,8	11	29,5	10	40,7	10	58,6	4	51,1	7	49,4	8	62,8	3	56,5	3	67,1	5
Odesa	48,3	6	42,8	9	41,7	7	54,7	7	48,7	6	53,0	6	44,4	10	51,6	8	42,4	9	44,5	9
Poltava	38,0	10	30,2	13	28,8	12	35,3	12	23,8	15	33,2	12	41,4	12	39,6	12	26,8	12	31,7	12
Rivne	23,4	16	28,0	15	21,3	17	23,2	17	19,5	17	26,1	16	23,6	18	21,3	18	15,5	20	15,7	21
Sumy	30,8	13	25,7	16	24,7	14	28,4	14	29,6	11	29,4	13	38,0	14	32,4	13	26,4	13	28,6	14
Ternopil	10,5	25	10,3	25	11,3	20	17,3	20	13,7	22	14,1	22	17,4	22	16,6	21	17,8	17	19,8	16
Kharkiv	29,3	15	31,3	12	28,7	15	26,3	15	26,2	13	27,5	15	28,8	16	30,8	14	25,8	14	28,7	13
Kherson	11,2	24	13,2	23	13,4	22	15,1	22	10,3	25	10,6	25	12,7	24	10,7	27	12,5	25	12,0	24
Khmelnytsky	19,0	21	16,9	21	15,5	18	19,8	18	16,0	19	21,5	17	21,5	20	19,5	20	16,9	18	15,9	20
Cherkasy	21,2	18	22,6	17	23,4	13	31,8	13	19,0	18	18,3	20	22,2	19	20,0	19	15,5	21	17,3	18
Chernivtsi	19,9	19	17,8	19	11,4	24	12,6	24	11,0	24	9,8	26	11,7	26	11,4	26	9,8	26	9,7	25
Chernihiv	19,5	20	17,8	20	15,1	21	16,0	21	20,0	16	20,2	19	24,0	17	21,5	17	22,0	16	28,3	15
City of Kyiv	62,2	4	62,9	3	60,0	4	68,9	4	68,0	1	68,6	3	65,9	5	70,8	1	62,1	2	66,6	6
City of Sevastopol	13,7	23	13,2	24	8,2	27	9,1	27	9,6	26	9,2	27	11,2	27	14,7	24	9,4	27	–	–

Origin: compiled according [4].

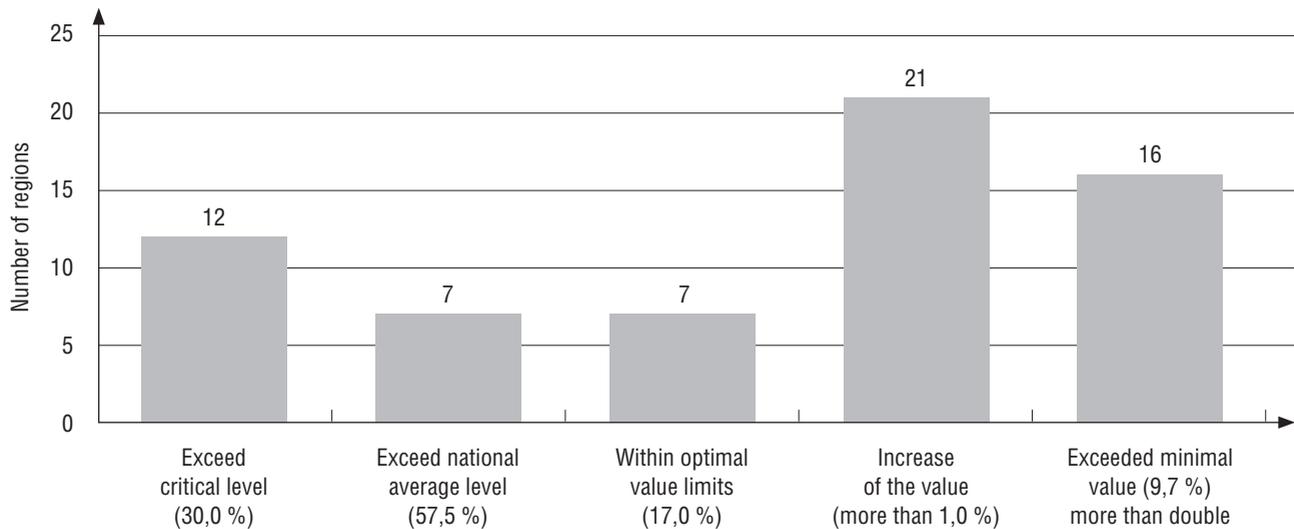
goods and services at a level of more than 40.0 %, and for some of them (Zakarpattya region and City of Kyiv) – above the national level.

At the same time, industrial regions (Donetsk, Luhansk, Zaporizhzhya, Mykolayiv, Dnipropetrovsk regions), which industrial development basis is intermediate and raw materials production, that is

export-oriented, are highly import-dependent, that is confirmed by the share of import in intraregional consumption at the level of more than 60.0 %.

For other regions of Ukraine the import dependence is acceptable, taking into account current market fluctuations in the domestic market. In particular, the level of import dependence did not exceed 20.0 %

Fig. 1. Number of regions by separate comparisons of import share values in Ukraine's domestic consumption in 2014



Origin: compiled according [4].

in almost half of the regions, and in Chernivtsi region it was even below 10.0 %. The areas with a balanced level of import dependency, where import account for no more than 35.0 % of domestic consumption, are Poltava (31.7 %), Kharkiv (28.7 %), Sumy (28.6 %), Chernihiv (28.3 %) regions.

As a result, it can be argued that an insufficiently clear and balanced position of the state in regulating foreign economic relations has led to a threat of critical scales and trends of the import dependence of the Ukraine's regions. From *Figure 1* it can be seen that in 2014 the level of import dependence exceeded the critical level (according to the Decree of the Ministry of Economic Development on 29.10.2013, No. 1277–30.0 %) in 12 regions, the national average (57.5 %) – in 7, was within the optimal value (according to the Decree – 17.0 %) in 7, increased in 21 regions if compared to the previous year, exceeded the minimal value (9.7 %) more than double in 16 regions.

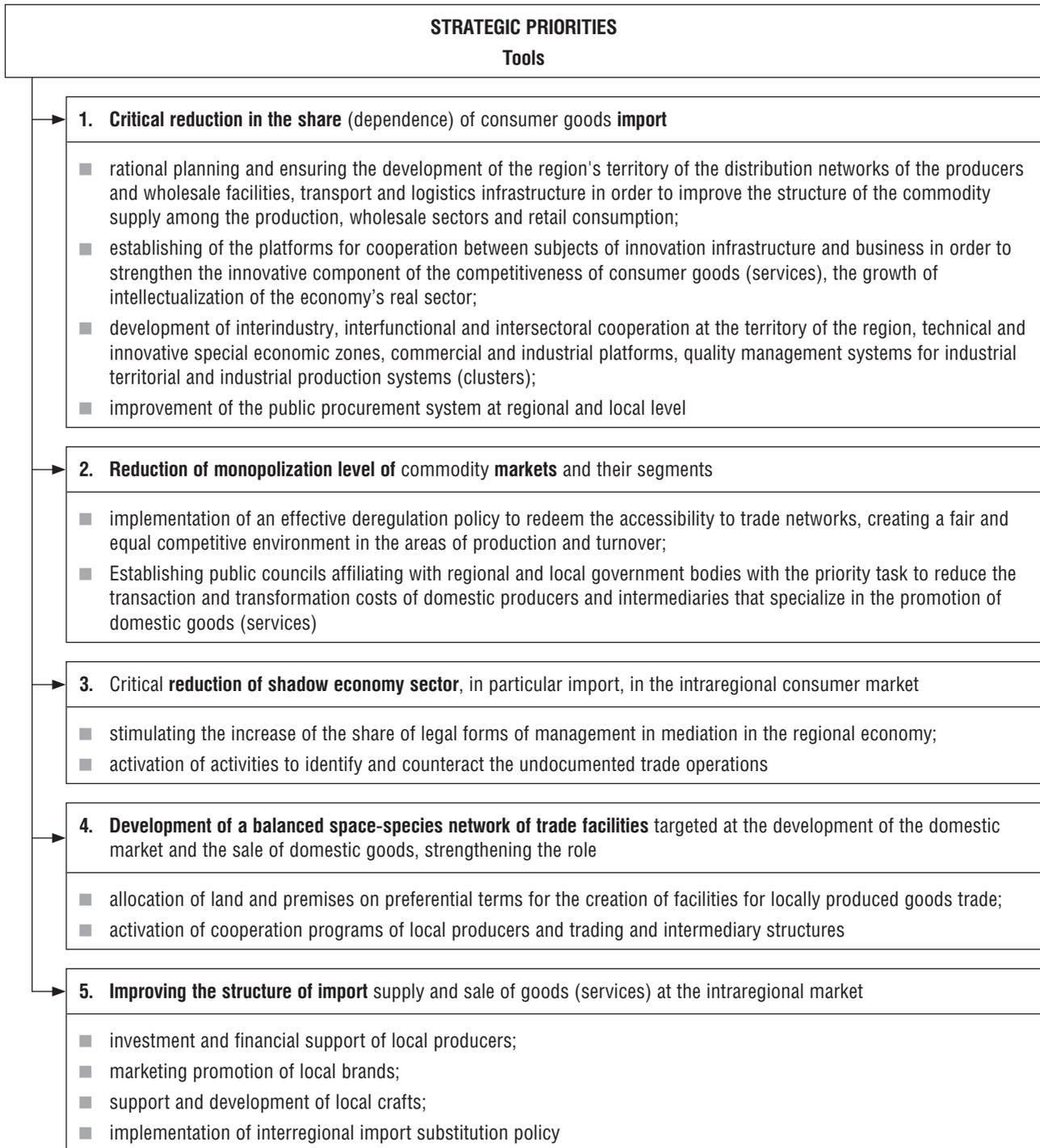
When forming strategic priorities and guidelines for state regional policy, the significant attention is given to its purpose and goals. According to them the strategic priorities and measures are determined that should be carried out to achieve them. In our opinion, the goal of state regulation of import substitution should not be reduced only to an increase of the share of domestic goods (services) in the sale and consumption and the displacement of imported products. It should be more global and connected with irreversible processes of rational structural changes in the domestic consumer market with the subsequent transition to the refusal from import substitution in favour

of strengthening competitive positions and export potential. That is why we consider it expedient to define such a general goal of the state regional policy of import substitution in Ukraine, as ensuring the necessary structural changes in the ratio of consumption of domestic and imported goods by strengthening the competitiveness of regional brands, improving the qualitative characteristics of the functioning and development of the intra-regional consumer market and the transition of local producers to the implementation of a strategy of export-oriented economic activities [1, p. 32–54; 3, p. 393–602].

In accordance with this goal, the strategic priorities of the state regional policy of import substitution in Ukraine, in our opinion, should be defined as follows (*Fig. 2*): a critical reduction in the share of import and the improvement of its structure, a reduction in monopolization and the development of competition in the intraregional market, a reduction in the shadow sector and the formation of transparent and fair competitive environment in production and the sphere of commodity turnover, the development of a balanced network of retail trade facilities, an increase in the volume of the public procurement of domestic goods and services [2, p. 86–90; 5, p. 5–15; 6, p. 29–44; 8, p. 41–64; 9; 11, p. 11–14].

We should note that the widest area for the activities in the sphere of import substitution and consequently for obtaining positive results is a critical decrease in the share of sales of domestic consumer goods. So, when solving such a priority task, we should first start with rational planning and ensuring the development of distribution networks and wholesale facilities,

Fig. 2. Strategic priorities and tools for implementing the regional policy of import substitution in Ukraine



Origin: author's development.

transport and logistics infrastructure by the territory of the region in order to improve the structure of the goods supply among the production, wholesale and retail consumption sectors.

Today, to a large extent, regional markets are filled with imported goods of mediocre quality and not too

high level of producibility or innovation. But domestic producers should not choose a similar product strategy. It is more perspective to focus on the long-term perspective and high innovation of business processes, and their result. At the same time, it is important to create and ensure the effectiveness of the platforms of cooperation between

subjects of innovation infrastructure and business in order to strengthen the innovation component of the competitiveness of consumer goods and the growth of intellectualization of the real sector of the economy.

The interbranch, interfunctional and intersectoral forms of cooperation, technical and innovative special economic zones, commercial and industrial platforms, quality management systems for industrial territorial production systems (clusters) should also be actively developed in the region.

Thus it would be possible to effectively reduce the import dependence of the regions of Ukraine by virtue of the improvement of the public procurement system at its different levels. It is important also to use actively information technologies that will reduce the subjective impact on the use of budgetary funds.

We should also remember about the «chronic» systemic problems of the functioning of Ukraine's national economy, that also serve as insurmountable obstacles to the strengthening of competitive positions of domestic producers and, accordingly, economic resistance to import of consumer goods. This refers to the complexity of passing permissive and approval procedures, obtaining licenses, setting up production, accessing resources and markets because of bureaucracy of public servants, the existence of corruption, advantages in monopoly position, the «protection racket» of certain businesses and economic activities.

The problems of high transaction and transformation costs of the subjects of the Ukraine's real sector are complemented by the monopolization of production and goods distribution sectors. The attempts to set up a new business in the agrarian sphere or industry face practically insurmountable obstacles on the part of already operating business entities that bring around the representatives of local authorities, state permitting and controlling structures, including the revenue. As we have already noted, the access of many types of domestic goods to the retail system is largely limited. It is not uncommon for a large distributive network to work more efficiently with imports from China than with locally produced goods, for which informal payments are often offered for placing goods on store shelves. Thus, at the regional level, as soon as possible, it is necessary to start implementing an effective deregulation policy to redeem the accessibility to distributive networks, creating a fair and equal competitive environment in the areas of production and goods turnover.

Therefore, the important priority of the state regional policy of import substitution is to decrease the level of monopolization of commodity markets and their segments, as well as to provide an access of domestic goods to retail trade networks by creating a transparent, fair and equal competitive environment for this. In our opinion, this can be achieved by expanding the role of the civil society and the public sector in controlling regional authorities. To this end, it is necessary to provide (preferably in institutional way) the broadening of competencies of associative public and business organizations, wider cooperation between civil society organizations and associative entrepreneurial structures, strengthen interaction between regional government bodies, business associations and civil society organizations in identifying and countering cases of monopolization and illegal use of its advantages.

Imported goods in large volumes get into the domestic consumer market of Ukraine and successfully compete on it, among other things, because of the presence of a large shadow segment of the market in our state. It is known that, according to different calculations, the level of shadowing of the national economy amounts from 40 to 60.0 % or even more. This state of business is caused both by objective reasons (taking the goods off the register in order to minimize tax payments) and subjective actions, in particular, by passing the unregistered or quasi-documented goods through state control and customs [10, p. 5–21]. Thus, large lots of goods appear on the territorial markets at dumping prices, filling them instead of more expensive domestic goods. We should mention that this problem is typical not only for the market of food and non-food consumer goods, but even for the market of light oil products, cars, luxury goods, and so on. Obviously, this problem can be resolved only at the highest level of government. Without its solution, it will be difficult for domestic commodity producers to compete with shadow import, especially in the border areas. We believe that measures can be effective to stimulate a partial increase in the regional economy of legal forms of business in mediation, which will reduce the amount of shady cash settlements, improve the responsibility of business entities, legalize business transactions and so on. It is also important for government to intensify its efforts to identify and counteract unaccounted operations, which will require changing the technologies of verifying their reliability and compliance with current legislation. As a result, state policy should provide for permanent work with domestic enterprises to refocus them to the development of the

consumer market because of the saturation with domestic goods.

In the development of this task, we have also singled out such a priority of state regulation of import substitution in Ukraine as the improvement of import structure. This refers to a state regional policy aimed at reducing the share of import and sales of consumer goods of low quality, dangerous for life and health of citizens, environmentally polluting, counterfeit products, smuggling, as well as expanding the entry and purchase of high-tech goods, modern technologies and investment goods at the domestic market.

To do this, it is necessary to deploy active monitoring and quality control of imported products, conscientiousness of importers and their partners, apply anti-dumping and countervailing measures in case of non-observance of WTO rules by trading partners, protect regional consumer markets from goods that threaten life and health of citizens, hold activities on harmonization of technical requirements and standards with international standards for compliance with parameters of national security, including food security, protection of life and health of people and the environment. International practice shows that awareness-raising activities and popularization policy can be useful and effective.

The development of retail trade in Ukraine's regions is still insufficient and is characterized by a number of shortcomings, affecting both the containment of the national economy development and its branches, and the complication of import dependence counteracting. We are talking about such shortcomings as the underdevelopment of the network of trade facilities in rural and remote areas, the lack of specialized shops, including selling high-quality domestic goods, and trade facilities specialized in the sale of the production of agricultural, light and food industries, minor role and participation of trade enterprises in vertical integration, in particular in the formation of joint funds to finance the modernization of

production and the creation of new production capacities. That is why we consider the development of a balanced space-species network of trade facilities to be an important priority of state regulation of import substitution in Ukraine. At the same time, their formation and development can be successfully achieved through the allocation of land and premises on preferential terms for the creation of trade facilities for locally produced goods, the activation of cooperation programs of local producers and trade and intermediary structures. Thus, at the regional level it will be possible to create a consumer market that will function according to modern world and European rules, with observance of the basic competitive norms and principles of sustainable development and will be sparingly focused on the sale of domestic goods, the implementation of import substituting functions and its role.

Also, the provision of the optimal structure of import supply and sale of goods (services) remains unresolved in the regions of Ukraine. In our opinion, measures that provide for investment and financial support of local producers, carrying out marketing promotions of local brands, support and develop local crafts, and implementation of interregional import substitution policies may be effective. All these events require an integrated approach, according to which various social groups will be involved and it is important to ensure their unity and patriotism in the readiness to purchase domestic goods.

Conclusions. In our opinion, the achievement of abovementioned priorities will ensure a comprehensive impact on the development of the intra-regional consumer market and will have a very positive impact on reducing the level of import dependence of our state. At the same time, state regulation envisages the introduction of specific measures that ensure the necessary structural changes. The rationale for such actions and the necessary institutional reforms is the subject of further research in this direction.

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