

**Mechanisms of interaction
between competitiveness and
innovation in modern
international economic
relations**

**Collective monograph edited by
M. Bezpartochnyi**

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**Konkurētspēju un inovāciju
mijiedarbības mehānismi
mūsdienu starptautiskajās
ekonomikas attiecībās**

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The authors of the book have come to the conclusion that it is necessary to effectively use the management approaches to regulate modern international economic relations, methodological tools for analyzing international competitiveness and innovation. Basic research focuses on assessing the effectiveness formation of competitive advantages, study of social capital and human potential, analysis of marketing environment and development of exhibition-fair activities, formation of real estate market, risk assessment, use of electronic instruments on the financial market. The research results have been implemented in the different models of financial potential management, use of crowdfunding, formation of a transport strategy, development of border regions, formation of a new industrial policy, introduction of innovations in building, health, agriculture, sector of high technologies, development of the Latvian-Ukrainian economic cooperation. The results of the study can be used in decision-making at the level of international business, ministries and departments that regulate international relations, ensuring security and overcoming risks. The results can also be used by students and young scientists in modern concepts of the formation of international economic relations in the context of ensuring the competitive advantages of actors and improving innovation policy.

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MANAGEMENT OF DEVELOPMENT OF EXHIBITION-FAIR ACTIVITIES OF BORDER REGIONS IN CONDITIONS OF INTERNATIONAL COOPERATION AND EUROPEAN INTEGRATION

Exhibition activity in modern conditions implements the functions of the main link of processes of exchange of goods and services not only at the state or national levels, but also in the regions, cities that take part in international cooperation. This is provided by the manifestation of specific features of exhibition activity, as one of the marketing tools (including regional ones). Such an instrument carries out functions such as informing about the state and trends of market development, the level of competition and the peculiarities of the application of competitive, innovative, logistic and price strategies; creating opportunities for direct dialogue between producers and consumers; holding professional conferences and discussions within exhibitions, establishing promising business contacts, which in aggregate is important for the formation of a positive image of cities and regions, especially those located in the border areas.

Consequently, the above problems and determines the *relevance* of this article, on the basis of which it is possible to formulate a general purpose.

The *purpose* of our research is to determine and analyze the results of development of the exhibition activity of regional enterprises, the impact of such activities on international relations, as well as research of issues related to the development and functioning of exhibition activities at the level of the country's economy, border and other geographical

regions.

To achieve this goal we distinguish the following *tasks*: to research the value of exhibition activities for the socio-economic development of regions; to determine the peculiarities of functioning of this activity at the macro and microeconomic levels; to offer practical and perspective directions of development of international cooperation in the field of exhibition activity.

Based on these provisions, we will highlight the importance of exhibition activities for international cooperation as an *object of research, the subject* of which are factors that determine the effectiveness of interaction at different subregional levels, namely, special programs of economic and social development of regions, programs, which include provisions and concepts on maintenance, financing and development of exhibition activities at the local and regional levels.

In today's conditions of development of economic processes in the state, particular attention should be paid to structural changes at the regional level to provide an effective mechanism for interaction in problems of the development international cooperation, the expansion of the euro integration processes at the state and local levels.

The development international cooperation is a priority of the implementation of Neighborhood Policy in EU.

Today, international cooperation is carried out both at the interstate level, and at the level of territorial communities, their representative structures, local executive authorities. Such cooperation contributes to the social and economic convergence of the border regions and the creation of new opportunities for their development, including the development of economic, social, scientific-technical, environmental, cultural and other relations, exchange of experience.

Ukraine has a border with seven states, 19 of the 27 administrative-territorial units are frontier. On the territory of such border areas as Vinnytsia, Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Lugansk, Odessa, Sumy, Kharkiv, Chernivtsi, Chernihiv, Donetsk regions, created nine Euroregions – Bug, Verhniy Prut, Dniester, Dnipro, Carpathian, Lower Danube, Slobozhanshina, Donbass and Yaroslavna, five Euroregions created with the EU member states (Poland, Slovakia, Romania, Hungary). Within the framework of Euroregions cross-border cooperation has been in since 1993.

In the general development of the EU member states, a significant role is played by the sphere of regional development. For realization of

regional policy in the EU, one third of the consolidated budget is spent – 308 billion EUR for 2007-2013, of which 81.5 % is directed at measures to reduce territorial disparities, about 16 % to improve the competitiveness of the regions and 2.5 % – for European territorial cooperation [2].

In Ukraine, in the context of an acute shortage of investment resources in virtually all regions, there is a delimitation of the boundaries between the problems of the regional policy itself and issues of national economic development, including taking into account the interests of the regions in general.

Regarding certain regions of Ukraine, we can say that there is an increasing imbalance in the levels of development of regions Ukraine in various dimensions (center-periphery, east-west, urban-rural), the presence of territories that have been in deep depression for a long time, the need to solve concerning certain regional problems – restructuring of enterprises in the old industrial regions, increasing the efficiency of production in rural areas, assisting border areas, etc., require the implementation of a well-balanced regional field tics of the state. The experience of the EU states confirms the need for a realizing focused (selective) regional policy [4, p. 234].

Most of the issues of creating a business environment and economic infrastructure are solved here by regional or local administrations (or, ultimately, together with them). Government efforts focus on helping the most troubled areas.

This necessitates the formation of strategies for active self-sufficiency of the regions in Ukraine, increasing their competitiveness through deepening of those functions of the territory, the structure and specialization of the economy, for which there are the most favorable conditions. In this context, it is rather attractive to consider the practice in the West to develop and implement targeted integrated programs of development of territories that is a practical embodiment of theoretical and methodological ideas of economic and social geography (namely, the science of spatial patterns of development of society) regarding the complex development of the territory, taking into account social, economic and environmental conditions.

Insignificant influence on the socio-economic situation what has happened in the regions, in conditions of insufficient solvency of the domestic market, has external factors such as dependence on the situation of the relevant sector of the international market, unstable supply, lack of dynamics of energy prices, etc. The stable development

of regions also depends from the level of diversification of economic potential. At the same time, the weakness of the national economy is structural imbalance, industrial complex, its reformation, high level of energy- and capital-intensity of production. The highly specialized economic base of most regions is outdated, does not meet the modern requirements of a market economy, therefore, doesn't use all available potential. The economic activity of such regions is, as a rule, represented by several enterprises of one-two industries that produce intermediate and low-tech products. Accordingly, such enterprises have no financial means to modernize the production process in accordance with international requirements, which makes it impossible to process their effective development and attract additional capital invested. In addition, among the many factors those negatively influence on the competitiveness of regional enterprises, especially distinguish:

- ✓ unfavorable investment climate (in some cases, foreign investors can not even get acquainted with and explore the activities of enterprise);
- ✓ slow pace of economy modernization;
- ✓ underdeveloped production structure;
- ✓ financial and informational-communicative industries do not fulfill their role in the innovation activity of enterprises.

Transformation of market relations in Ukraine involves creating, first of all, optimal conditions for the efficient functioning of enterprises. To do this, there should be a highly developed market infrastructure that would promote of realization the economic potential of economic entities both in the domestic and foreign markets. One of the directions to achieve this goal is to restore and develop fairs and exhibitions infrastructure. In the development of this activity, everyone is interested, from producers, sellers, intermediaries to end-users of goods and services [5, p. 144].

It is the definition of exhibition activity can be represented as the activity of enterprises, which is aimed at organizing events and providing and receiving exhibition services. In addition, the exhibition activity is also in the case when the enterprise is a visitor or participates in exhibitions, including international ones.

Exhibition activity is a complex tool that allows simultaneously to advertising own products, to get acquainted with partners and competitors, to evaluate the current state of the market in parallel determining its own place on it, to establish new contact.

At the present stage of development of exhibition activities, it is

necessary to mention that the very concept of the exhibition in its development has long gone beyond its long-standing definition, which meant a demonstration of products of a certain category for professionals and a wide range of visitors. The process evolution of the exhibition business led to the development and improvement of terminology, resulting a number of new concepts appeared, definitions and interpretations related to the organization, carrying out and participation in exhibitions of enterprises and organizations.

Thus, in the exhibition terminology, within the framework of exhibition-fair measures are distinguished three types of definitions of the given activity: an exhibition and a fair. Therefore, under the exhibition event should be understood as a set of measures that are marketable, commercial nature, allowing the exhibitor to use all marketing tools in the process of presenting the results of their business activities. Exhibition events – this is not only an active leading channel of goods and services on the market and one of the main types of advancement of new technologies, scientific-technological achievements and production experience, but also a modern “viewing” platform.

The above definitions give us the opportunity to highlight an object of exhibition activity. The object of exhibition activity is the potential base of prospective clients, who are consumers of goods and services of enterprises in terms of cooperation within the exhibition environment.

The international standard ISO 25639-1 defines the exhibition as follows: “An exhibition is an event where displayed and distributed goods, services or information. The exhibition does not include bazaars”. This definition is rather brief and can not adequately disclose the differences of the exhibition from other forms of activity.

Today in the worldwide observed of development of trade exhibitions and increasing their international significance. The exhibition was and remains one of the most effective types of advertising, although it is more expensive than other types of advertising and less operational. Exhibitions facilitate timely adaptation to market conditions, lead to the necessary business cooperation of the enterprise at all levels. This causes an increase the share of enterprise expenses for participation in exhibitions in the total share of advertising costs. Thus, according to foreign experts, the costs of USA companies on participating in exhibitions account for 18 % of the total amount of advertising costs, German companies spend on average 25 % of the total advertising budget.

The exhibition business in Ukraine remains highly fragmented: a

large number of exhibitions, especially in the regions are small and weak in professional terms, at the same time, the leaders of the exhibition market are very strong and active. Therefore, there is a gradual consolidation of the market – decline of nonprofessional organizers, strengthening of leaders, creation of alliances.

It is also worth noting that the exhibition activity can be considered at four levels. Micro- and macroeconomic level is ensured by the fact that from one side of the enterprises which participating in the exhibitions and using them as marketing tool, adapt your own activity to changing market conditions, search for the most effective forms of doing business, thus contributing to the development of the market as a whole, influencing the country's economic growth [6, p. 180-182].

Branch – exhibition activity itself is area of the economy, uniting enterprises that are professionally engaged of the organization of exhibitions and exhibition services.

Regional – since the exhibition activity involves the development of business tourism (participants and visitors to exhibitions from other cities and countries), it has a direct impact on the development of hotel, restaurant, tour, transport business [8, p. 118].

In addition, the exhibition serves as a special place for the exchange of information on the latest scientific-technical developments and innovations in virtually all branches of the national economy. International exhibitions, in turn, often carry large volumes of cultural information (depending on the cultural characteristics of the country where organized and held the exhibition) and actively use exhibitions as a foreign policy tool – to promote a particular country or region, which makes them a special tool in politics international cooperation and integration.

Particular attention should be paid to the fact that exhibitions are organized for the purpose of forming, maintaining and promoting the image of not only an individual enterprise, by conducting special exhibitions, but also by regions (if are talking about exhibitions of regional level) and the state as a whole (exhibitions of national, international and the world). Participation of the state in international exhibitions can consolidate the image of a reliable trading partner, deepen cooperation with foreign investors in various fields, intensify foreign economic activity and cross-border cooperation. That is why for many companies are the important fact of participation in the exhibition, because it is a means of maintaining the image and contact with the target audience. The exhibition helps maintain a positive relationship

with existing customers, as well as attracts new ones. The exhibition is not only an economically efficient means of product promotion, it provides a wide marketing communication with a range of real and potential customers, including foreign ones.

Considering that exhibition activity is important for the development of small and middle businesses (namely, it is strategically important for the development of individual regions), which is limited in its financial capacity to organize advertising activities for the promotion of its products and services on the market, it is effective tool a partner collaboration between the target markets of suppliers and potential investors.

Exhibitions are a traditional form of international economic cooperation, a recognized factor contributing to the progress of science and technology. They are a convenient place for meetings of business people from different countries of the world, where concluded a large business agreements, there is an exchange of experience and knowledge. Exhibitions allow a wide range of businessmen, specialists, representatives of scientific-research organizations and industrial enterprises to get acquainted with the best examples of technology of leading firms [7, pp. 99-103].

The high efficiency of exhibition activity determines its extraordinary importance also for the social-economic development of the border areas. An important factor what determining the prominent place of exhibition activity among the important tools of regional development is its impact on various market players (exhibitors, visitors, experts), individual industries, dynamics of development economy the city and regions, and the value of such activities is an important market mechanism for self-regulation and self-development of cities and regions of border areas.

If at the macroeconomic level exhibition activity: contributes to the development of international trade (both import and export); stimulates the innovation process; creates cooperative ties (in particular, interregional and international); provides attraction of investments; stimulates the development of the consumer market; contributes to the reduction of the technological chain of sales by establishing direct contacts between producers and consumers, manufacturers and retail trade, etc. (which leads to a decrease in prices), then at the microeconomic level exhibition activity ensures the development of advertising, sales of goods and services, manages the relations of producers with consumers, ensures feedback to markets of

transboundary territories, etc.

Of course, in order to achieve the best results on the implementation, realization and development of exhibition policy in the border areas, both at the state and at the regional level, necessary to coherent, coordinated work and mutual assistance of the main parts of the process activity. In this case, we are talking about participants as an integral part of effective work, namely:

1. Administrative bodies that regulate, carry out of control and financing the exhibition activity of the regions.

2. Organizers – commercial structures for which the activities related to the organization and conduct of exhibitions are the main or auxiliary, specialized associations, chambers of commerce and industry for which such activity is a priority area of work.

3. Participants (residents and non-residents) – are the primary source of reporting information on the results and effectiveness of exhibition events held in the border regions.

Thus, for the maintenance and development of exhibition activities administrative bodies are being created, every year developed and approved of special programs of economic and social development of regions, programs, which include provisions and concepts at maintenance, financing and development of exhibition activities at local and regional levels.

These programs clearly identify the main problems at the regional and local levels, which currently include:

– absence of a permanent place of conducting exhibition-fairs and presentation-image events in the region;

– low economic efficiency of participation of regional enterprises in presentation-exhibition events of all levels;

– insignificant financial maintenance and provision of organizational-preparatory, material-technical measures for the consolidated participation of regional enterprises as part of the complex exhibit of the region, presentation and exhibition-fairs events of national and international levels;

– low activity of participation of enterprises and organizations of region in interregional, national and international specialized exhibitions and fairs, including abroad (lack of a readable mechanism for financial maintenance of these measures from state and local budgets);

– high payment for the services of nationwide and national exhibition-fairs and presentations, which are held on the initiative of the government and other central executive authorities.

Also, the main tasks set by the city administration and the region for the implementation of a progressive regional cross-border policy are to development of presentation and exhibition-fair activity in the region and increase its economic efficiency by:

- activation and procuring of participation of the region in resonant presentation and exhibition-fairs in order to obtain relevant professional experience in organizing and conducting similar events on the territory of the region;

- promoting the achievements of the region and the image among other cross-border regions of Ukraine, participants of the presentation, exhibitions-fairs events of the international and national levels that can act as potential investors of perspective business projects of the region;

- activating the participation of enterprises and organizations of the region in regional, interregional, international and national presentation and exhibition-fairs events;

- implementation of qualitative and quantitative selection of regional enterprises and organizations for their involvement in consolidated participation in the complex exhibit of the region at exhibitions and fairs of the international and national levels;

- establishment of effective partnerships with enterprises in the region and regions of neighboring countries;

- presentations of investment-innovative proposals and projects on image exhibition-fairs events of regional, national and international importance;

- increasing the influence of exhibition activities on the scientific-technical and technological renewal of regional production;

- strengthening the material-technical base of the development of presentation and exhibition-fair activity;

- facilitating the creation of a regional exhibition center that would meet modern requirements by studying the experience of the functioning of modern exhibition centers in other regions of Ukraine and the border areas of neighboring countries, namely, Romania, Moldova and Poland;

- preparation of conceptual foundations for justification of expediency in the region of the said center and its prospects functioning;

- initiation carrying out on competitive bases of selection the best design-projects, construction of an exhibition center;

- involvement to cooperation of local self-government bodies for the joint decision of issues related to the creation and function of the said center in the region;

- study the intentions and conditions of leading regional enterprises

regarding the possibility of investing their financial resources in the creation and function of an exhibition center.

Usually, developing and implementing perspective plans, must first need be focused on the planned, that is, the expected result that can be achieved, namely:

- activation of participation of business entities of the region in resonant presentation and exhibition events;

- acquiring relevant professional experience in organizing and conducting at a high level of similar events on the territory of the region;

- popularization of achievements of the region and its image among other regions of Ukraine, participants of presentation and exhibition events of the international and national levels;

- output of local producers on interregional and international markets sale of the product own production in conditions of international cooperation;

- strengthening the material-technical base for the carrying out exhibitions;

- accumulation of interregional resources of exhibition equipment for collective use;

- prospective planning and participation in the construction of regional exhibition complexes.

Since the main source of information is an enterprise that directly participates in the exhibition, and seeks a professional approach to the organization of exhibition activities, it is natural – the higher the level of preparation, the better the economic results from the carrying out of such an event gets the enterprise.

Therefore, in order to increase the effectiveness of exhibition activity in the border region, in our opinion, the company-participant needs to create his own department of exhibition and advertising activities, whose tasks will be: organization of exhibition activities of the enterprise; organization of thematic conferences, seminars, business meetings; realization of promotions, presentations, development of advertising campaign, realization marketing research; organization and holding of press-conferences; development and publication of informational, reference, advertising and other materials related to the organization of events by the exhibition department; develop of the artistic design of the exhibition exposition; search of potential partners for realization of various forms of business cooperation, including foreign economic.

Successful use of information obtained at the exhibition can offset

the excess costs of the exhibition.

Also, it should be noted that for the effective implementation of the exhibition policy of the frontier region, it is necessary to develop a program of coordinating actions of local governments, the territorial chamber of commerce, business and exhibition structures. Adoption and approval of such a program will significantly accelerate the development of the exhibition activity of the region and its effectiveness, as well as will allow the efforts to develop a set of measures for state coordination and maintenance of exhibition activities in order to promote the development of economy of the region and the output of local producers on the foreign markets, that is, the development of international cooperation.

The purpose of such a program is to develop activities aimed at creating conditions and forming mechanisms that ensure:

- increase of the efficiency of sales products of local producers and filling the domestic and foreign markets of high-quality goods of regional production;

- forming a positive image of the region at the international, interregional and regional levels, attracting the attention of business structures in Ukraine and abroad to the investment potential of the region,

- creation of favorable conditions for the development of exhibition business, preparation and approval of the necessary package of regulatory documents for regulating this process.

To achieve this goal, the following tasks need to be addressed:

- organization and coordination of activities of executive authorities and local self-government, territorial chamber of commerce and industry, business and exhibition structures in the organization and conduct of priority exhibition events;

- providing state maintenance and stimulating the participation of regional producers in exhibitions events which conducted in the territorial region and beyond – as one of the directions of expansion of markets sales for local products;

- preparation and production of advertising-informational materials for goods and services in the region;

- organization of the training system of exhibition personnel;

- informational providing of exhibition activity, using modern means of communication;

- development of material-technical base of exhibition activity.

Measures of development of exhibition activities in the region are

systematized for the main directions of maintenance and development of this activity. State maintenance of exhibition activities can be implemented in organizational, informational and financial forms.

Organizational maintenance from the administration of the region is:

- to ensure the participation of local producers in exhibition events what have priority importance for the economy of individual industries and the region as a whole from the point of view of promoting the production of enterprises in the region to domestic and foreign markets;
- in the preparation and holding of exhibitions-presentations of the region that demonstrate achievements in the fields of economy, science and culture, which are most important in terms of trade-political and economic interests of the region.

Organizational providing of exhibition events is carried out as follows: assistance from the administration of the region in attracting local producers to participation in exhibitions; provision of methodological assistance by the Commission (Coordinating Council) of the region to the exhibition-fair activity in order to coordinate the activities of all its participants, increase the level of the event, granting him the status of state maintenance.

Information maintenance includes:

- provision of regional commodity producers – potential exhibitors – information on a wide range of issues representing of practical interest, including the placement of information on the official website of the region administration and the use of Internet and mass media;
- deployment of information campaigns in the mass media about the future participation in exhibitions-presentations of the region, involvement to future event of attention potential Ukrainian and foreign partners.

Financial maintenance can be identified: in the form of partial financing of the participation of regional enterprises in exhibition events and financial providing for the modernization, reconstruction of the material-technical base of exhibition activities. The maintenance mentioned above is carried out within the limits of the funds provided for in the regional budget within the framework of the program, as well as at the expense of the attracted financial resources of sponsors of the exhibition activity.

Public financial maintenance is focused, first of all, on international, interregional exhibitions what have of priority importance for the region's economy, as well as those that forming a positive image of the region. Implementation of such a program is foreseen at the expense of

the regional budget, own means of enterprises-participant of exhibition events and sponsorship. The result of the implementation of this program should be the steady growth of demand on the products and services of the enterprises in region, increase in sales volumes, growth of real incomes of enterprises and financial revenues in budgets of different levels.

Participation in international and interregional forums, congresses, exhibitions and carrying out events on the territorial region will be promote the strengthening and development of interregional and international business ties, that is, the development of international cooperation. A complete list of factors necessary for the successful development of international exhibition activities within a region includes: geographical location of the region; presence of exhibition areas that meet international standards; developed warehousing and modern transport infrastructure; providing of exhibition activity by state or regional authorities; coordination and self-regulation of exhibition activity by professional associations; availability of skilled personnel, free access to educational resources; understanding the importance of the exhibition industry as an effective marketing tool, local business; possibility of comfortable business tourism in the region, namely availability of hotels, developed transport network, entertainment industry, etc.

Conducting the whole complex of measures for forming the image of the region at the international, interregional and regional cross-border levels, along with improving the competitiveness of products, will strengthen the status of local commodity producers as full members of trade, expand the position on the regional, national and world markets.

At the same time, it is also impossible to ignore a number of other factors and organizational-legal deficiencies that negatively affect and constrain the development of international cooperation, in particular:

- ✓ low level of development the border transport infrastructure, in particular, highways to the points of entry through the state border, bridges and ferry crossings;

- ✓ slow pace of implementation of modern methods of control at the points of entry through the state border;

- ✓ legislative and institutional constraints to development of small and meddle businesses (including exhibitions) in the border regions of Ukraine;

- ✓ absence in common with other states of a system for the prevention of natural disasters and emergency protection, as well as the

rational use of natural resources;

- ✓ low level of use of tourism potential of border regions and cultural heritage;

- ✓ declarative nature of common priorities of interstate cooperation, imperfect mechanism of joint planning and limited tools for implementing with neighboring states of joint projects of international cooperation;

- ✓ difference between the rules and procedures for the preparation and financing projects of international cooperation;

- ✓ low activity of participants of international cooperation at the level of areas and territorial communities;

- ✓ inconsistency of the throughput of checkpoints across the state border to the needs for the development of international cooperation;

- ✓ unequal access of Ukrainian participants to financial resources in the framework of implementation from the country-members EU of Border Cooperation Programs and the European Union Strategy for the Danube Region;

- ✓ insufficient amount of donor providing of projects international cooperation in the Eastern and Central regions of Ukraine, which creates unequal conditions and leads to a low level of awareness about the development of international cooperation.

In the border regions there are many common goals whose needs to be used by subjects of international cooperation of neighboring countries to adopt a united approach and coordinated joint actions, in particular for the development and functioning of transport and energy infrastructure. It is also necessary to solve together the individual problems arising from the financial and economic crisis, in particular overcoming economic inequality and unemployment, balancing labor and post-conflict migration, increasing the level of business activity and employment of population of the border regions.

In order to intensify efforts aimed at achieving these goals, the state develops and implements development programs. The main tasks of such programs in the direction of promoting economic and social development of the border regions of Ukraine and international cooperation are:

- ✓ elimination of infrastructure barriers, development of transport, energy, industrial and social infrastructure of the border regions of Ukraine; promotion implementation of joint business (including exhibition) activities in the border regions of Ukraine in the sphere of small and medium business;

- ✓ creation of conditions for the development of cooperation and competition in the sphere of small and middle businesses (including exhibitions); creation and maintenance of functioning of production clusters, associations of Euro regional cooperation;
- ✓ activation of foreign economic activity in the border regions of Ukraine;
- ✓ coverage of issues regarding investment needs and opportunities in the border regions of Ukraine on international forums, seminars, conferences, exhibitions, fairs, etc., as well as in mass media;
- ✓ ensuring the development of cooperation in the field of education, science and health, establishing contacts between scientific-research (scientific-technical) institutions;
- ✓ cultural and historical heritage of the border regions of Ukraine;
- ✓ promoting the deepening of economic, social, scientific-technical, ecological, cultural and other relations between territorial communities, their representative bodies, local executive authorities, territorial communities and relevant bodies of other states, ensuring the development of inter-municipal cooperation and the connections of small and middle cities the border regions of Ukraine with other subjects of international cooperation;
- ✓ develop of common with neighboring countries of strategic and program documents of development of international cooperation;
- ✓ creation of conditions for the implementation of common with the neighboring states of international cooperation projects (programs);
- ✓ common efforts to deepen cooperation in the framework of Euroregions and expand the scope of such cooperation;
- ✓ enhancement of interaction between participants of international cooperation in the field of international and business tourism;
- ✓ facilitate the unification of efforts of international cooperation actors to solve common with neighboring countries problems of the border regions of Ukraine and implement European integration activities at the regional level;
- ✓ providing of organization and holding of forums, business-meetings, presentations, exhibition-fairs events, round table meetings, etc. within the framework of concluded international agreements for cooperation between Ukraine and the administrative-territorial units of other countries, including neighboring states;
- ✓ holding on the territory of Ukraine the international specialized seminars, conferences, exhibitions and fairs, as well as cultural and educational measures aimed at the development of international

cooperation.

The fulfillment of these tasks will enable to ensure a dynamic balanced development of the country as a whole, bring of the level life to European standards and create conditions for strengthening economic activity in all regions of the country, which will facilitate the gradual easing of interregional imbalances, reduce the risks of formation of depressed territories and protect society from significant the costs on restoring the proper conditions of their life. In turn, the development of interregional economic relations and international cooperation will ensure an increase in the role of regions in foreign economic cooperation, their active participation in the activities of international organizations, which will be based on economic, trade, scientific-technical, information, cultural cooperation.

Under such conditions interregional economic integration requires the implementation of an appropriate state policy, develop of measures that will promote mutually beneficial cooperation of the regions, development of the domestic market and access to the external market.

Development of interregional cooperation in Ukraine is possible, first of all, with providing to make appropriate efforts by the participants of this process, as well as the necessary state maintenance through the introduction of a mechanism for mutually beneficial cooperation of the border areas and development of cross-border cooperation on a new basis as a factor contributing to integration Ukraine into the European Union. It is necessary objectively evaluated the economic potential of each region and to identify the mutual interests located in them of the economic entities and administrative-territorial units, as well as to involve in the integration process not only central executive bodies, and also regions, local governments, territorial communities.

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