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# DIRECTIONS REGULATION ENVIRONMENT OF COMPETITION IN THE DOMESTIC MARKET OF LIGHT PETROLEUM PRODUCTS

The article analyzes the environment of competition in the domestic market of light oil. Determined that the key subjects which form the environment of competition in the domestic market of light oil products, serve domestic oil refineries, importers of oil and oil products, wholesale warehouses and enterprise network stations (petrol stations), enterprises transport infrastructure (oil pipelines, Gasoline tank, railway), consumers – the owners of passenger cars and commercial vehicles, agricultural machinery, government agencies and institutions. Systematized the main problems of the domestic market of petrol and diesel fuel, which include: the rapid clotting of the domestic production of light oil, establishing dominant positions of importers in the national market, strengthening shady transactions and unfair competition in the market, the constant increase in retail prices on gasoline and diesel fuel, the development of modern network of gas stations. Substantiated the priority mechanisms for effective state regulation and balancing market of automotive fuel proposed measures to reduce import dependence on the market. It is concluded that the key directions environmental regulation of competition in the domestic market of light oil products are: strengthening energy security, recovery and stimulate domestic production oil products, reducing uncontrolled imports, liquidation shady market operations, improving fuel quality standards and customer service. It is proved that measures of reconstruction and modernization of domestic ORC should be consistent with the public policy of regulating imports of petroleum products. Gain the competitive position of domestic ORC in the national market should be based on increasing the depth of oil refining. Improvement of fair competition in the national market of light oil involves activation of the Antimonopoly Committee of Ukraine to detect unreasonably high prices set by leading operators. At the legislative level important task is to ensure compliance with national competition policy objectives of the European Energy Charter and Association Agreement between Ukraine and the EU and bringing national competition policy on light oil market into line with European norms.

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