

## SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

**Varshavska N.G.**

Postgraduate Student,

Assistant Lecturer at Department of International Economic Relations,

Vasyl Stus Donetsk National University

### COMPETITIVE ADVANTAGES COMPONENTS OF AGROINDUSTRIAL COMPLEX

Markets defined by increasing requirements for quality products. Generally this is due to the fact that in today's world sustainable development of goods and services determined by the level of competitiveness of products. Competitiveness, in turn, is determined by the level of prices and the level of product quality. Ukraine's accession to the World Trade Organization has created significant opportunities for Ukrainian producers, which provide the country access to world markets for goods and services, expand consumer choice and easier access to foreign technology. So the priority should be to ensure the competitiveness of Ukrainian agricultural sector both domestically and internationally.

The successful solution of problems of European integration agrarian sector of Ukraine has enough prerequisites: rich in natural resources and export potential, quality human capital, gradually increasing the investment attractiveness saved the rural way of life and old traditions of farming. In this context, research and scientific understanding of national competitiveness APC will promote structural reforms in agriculture and improve the competitiveness of agri-food products in the European and world markets

The main feature of the country's competitiveness is its ability to turn the disadvantages of the geographical position of competitive advantage. This means that if there are shortcomings, with creativity and without the involvement of resources from the center out of the crisis is possible.

In our opinion, one of the basic sectors of the economy of Ukraine is in the same cluster APC. The innovative infrastructure of agro-industrial cluster is an important mechanism innovation economy, it promotes the transition of the economy to post-industrial type of development. Innovative infrastructure deter-

mines the rate (speed) of the economy and the welfare of its people. Experience in developed countries shows that in the global market competition will inevitably benefit those who have developed infrastructure creation and implementation of innovations has the most effective mechanism innovation. Therefore, for the effective functioning of innovative regional economy innovation infrastructure should be fully functional. It should have a set of properties and institutions that facilitate implementation of technologies for creating and implementing innovations across the region and country.

#### REFERENCES:

1. Artemenko V.O. Struktura chynnykiv vplyvu na konkurentospromozhnist' pidpryyemstv APK / V.O. Artemenko, S.I. Mel'nyk // Upravlinnya proektamy ta rozvytok vyrobnytstva: Zb. nauk. pr. – Luhans'k: vyd-vo SNU im. V. Dalya, 2010. – No 4(36). – S. 104-110.
2. Babko V.M. Derzhavna pidtrymka sil's'kohospodars'koho vyrobnytstva yak chynnyk zabezpechennya yoho konkurentospromozhnosti / V.M. Babko // Investytsiyi: praktyka ta dosvid. – 2010. – No 7. – S. 79–81.
3. Baranov K.V. Pryvablyvist' ekonomichnoho prostoru yak umova konkurentospromozhnosti natsional'noyi ekonomiky / K.V. Baranov // Visnyk SumDU. Seriya Ekonomika. – 2012. – No 2. – S. 30–38.
4. Malik M.Y. Konkurentospromozhnist' ahrarnykh pidpryyemstv: metodolohiya i mekhanizmy: [monohrafiya] / M.Y. Malik, O.A. Nuzhna. – K.: Instytut ahrarnoyi ekonomiky, 2007. – S. 104-110.
5. Taranenko I.V. Svitovyy dosvid venchurnoyi diyal'nosti ta problemy venchurnoho finansuvannya v Ukraini / I.V. Taranenko, K.V. Nazarenko // Akademichnyy ohlyad. – K., 2011. – No 1(34). – S. 133-137.
6. Shpanko A. Pro sutnist' ponyattya stratehichna konkurentospromozhnist' / A. Shpanko // Ekonomika Ukrainy. – 2007. – No 6. – S. 45-49.