

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ  
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ**

**«МІЖНАРОДНА ЕКОНОМІКА В УМОВАХ  
ФІНАНСОВИХ І ПРОДОВОЛЬЧИХ ВИКЛИКІВ  
ДЛЯ УКРАЇНИ»**

**МІЖНАРОДНИЙ НАУКОВО-ПРАКТИЧНИЙ СЕМІНАР**

**ЗБІРНИК ТЕЗ ДОПОВІДЕЙ**



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Збірник тез доповідей укладено за матеріалами Міжнародного науково-практичного семінару, який відбувся в навчально-науковій лабораторії «AGMEMOD» на економічному факультеті Національного університету біоресурсів і природокористування України.

За зміст наукових праць та достовірність наведених фактологічних і статистичних матеріалів відповідальність несуть автори

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## **HOW TRADING SERVICES CAN HELP UKRAINE IN POST-WAR ERA**

Meanwhile Ukraine is facing a huge threat of being conquered and blocked from exporting goods by its neighbors; there is a rising chance to become a top tier country in selling services. According to the report of the statistical service Eurostat, 47 % of global exports and 45 % of global imports of goods and services are attributed to the United States, the EU, and China. However, there are also signs of deglobalization of world trade, manifested in mutual sanctions of countries, protectionism policy, the participation of most countries in regional integration associations, and multilateral preferential trade agreements. There is a tendency in informatization of services and their virtualization. The strengths of the IT sector in Ukraine should include the presence of highly qualified human capital, a significant number of IT companies, global R&D centers, powerful IT clusters and large international development centers, a fast-growing market for outsourcing IT services, low cost of services compared to the USA and Europe, the willingness of the state to cooperate with the IT industry. According to forecasts given in the PwC study, by 2025 the industry could grow to \$ 8,4 billion, and the number of jobs will increase almost 2,5 times - to more than 240 thousand people. The primary task in the context of the national strategy for the development of the IT sector in Ukraine should be to increase the competitiveness of this industry.

In next paragraph, I am trying to show you a high demand in new software that can be produced here in Ukraine by Ukrainian IT-companies.

Post-trade infrastructure upgrades have traditionally been driven by a need for operational efficiency, reducing risk, or supporting new business models, which in many ways are technology agnostic, even if the choice of software and architecture has a significant impact on cost and time to market. However, as some of the new

technologies develop and mature, such as cloud technology, artificial intelligence and machine learning (AI/ML) are of a more transformative nature since it enables the community to provide services, share data, and collaborate in new ways. Evolving technology into a modern, cloud-based offering will not only modernize technical infrastructures but also enable enterprises to build new trusted networks together with our customers and partners. Integration of technology with AI/ML tools is another key strategic investment area, which will support customer's data-driven decision-making and support. So as we now understand that there is a need in a new high-tech software we have to know how to sell it abroad. In the article below some advices of how government can help the industry to compete in the international market of services are mentioned. On average, reforms have reduced policy barriers in some sectors over time, yet new trade restrictions in some sectors, especially in digitally-enabled services have emerged. Regulatory differences between economies can pose high compliance costs for firms, especially small enterprises. Without more cooperation in the area of services trade-restrictiveness, there is the risk that, while macroeconomic trends and technologies may provide for more inclusive services trade, policies may impede these gains.

To sum up, as we see from the examples above, the service market is an important element in international trade. And despite the global challenges facing Ukraine society, there are a large number of new and old areas of service provision, the development of which allows to strengthen and improve the level of both the national economy of countries and their position in the global service market.

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