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## **GLOBAL TRENDS FOR DEVELOPMENT OF INTERNATIONAL TRADE IN HIGH-TECH SERVICES. POSSIBILITIES FOR UKRAINE.**

The modern feature of the world division of labor is the internationalization of the service sector. Until recently, it was believed that the services market is hard to get involved in international trade, and even more so - in the process of globalization. However, scientific and technological progress and the development of informatization ensured the transformation of services into an independent component of world trade, related to the production and sale of material goods, the international movement of capital and credit resources, information exchange, and others like that.

Technological progress leads to deindustrialization of industrialized countries: in the structure of their GDP, the share of basic industries is shrinking in favor of services, as well as deepening the specialization in the field of scientific and technical knowledge and information. With the expansion of the service sector in the national economy, there is an increase in its presence and in world trade. Recently, special activity is observed in the international trade in computer, information, scientific and other services, which belong to the category of high-tech.

It is projected that this sector of world trade will develop most dynamically in the coming years, which will inevitably lead to an intensification of competition in international services markets, and, consequently, the growth of the value of competitive advantages. In this regard, there are scientific problems of identifying Ukraine's place in the world of high-tech services and mechanisms to enhance its competitiveness, especially in the context of the preparation of regional integration into the free trade zone with the EU and CIS countries. The urgency of the above problems is determined by the need to improve the technological structure of Ukraine's foreign trade and achieve this through an active surplus [1].

The global trend of contemporary socio-economic development is the formation of a post-industrial formation and the transformation of the service sector into a priority sector of the economy. Today, the growth of real GDP is increasingly dependent on the services sector. Thus, 13 of its branches provide over 55% of GDP in developed countries and more than 80% in the US [2]. Moreover, in the sphere of services, there are shifts in the direction of technologically complex activities.

In particular, the contribution of GDP to R & D increased from 0.25% (in 1996) to 6.3% (in 2016) [2], financial services - respectively, from 11.4% (in 1970) to 20,9% (in 2017), real estate, leasing and leasing transactions - from 8.6% to 13.1%, while own finances and insurance - from 2.6% to 7.8% [3]. Currently, these types of services are the drivers of the economic structure.

Advancing development of the sphere of services leads to a significant strengthening of its importance in the reproductive mechanism of the economy. Due to the development of this sphere, the

efficiency of the whole economy increases, the final social product and the consumption fund increase, and the quality of life of the population increases.

An important role here is played by scientific and technological progress, which contributes to the growth of the total productivity of factors of production, the emergence of new needs of society in goods and services, the implementation of large-scale structural changes in the economic complex. The service sector is a priority for investors. It focuses on the main volume of FDI in developed countries (62.1%), while the processing industry accounts for 33.9%, and mining industries - 4.2% [4].

The most noticeable changes in the structure of the social product of developed countries are as a result of the outrunning development of such parts of the service sector, as financial, informational, and real estate operations. It is this area of structural adjustment that has had a particularly significant impact not only on national economies, but also on the world economy, which has caused instability in the financial systems of most countries in recent years.

This contributed to the increased role of services in the restoration of the economy and the concentration of efforts of corporations on those types of traditional and new services that provide the fastest return. The gigantic jump in the use of ICT concerns all sectors of public life and production, which is reflected in the continuous improvement of production and the growth of consumption of information technology products and services of medical and telecommunication equipment, complex electronics) [5].

The expansion of the service sector is in close connection with the development of computerization and computerization processes in various sectors of the economy. Thus, the growing importance of the rapidly growing information sector, and especially its functions such as information services for corporations, small businesses and administrative bodies (in particular, the creation of local computer networks, their software, online consultations and other services). It is with this activity that experts attribute perspectives of development of the sphere of services in the world [6].

During the phase of dynamic growth, many researchers saw the tendency towards a proactive development of information technology as a powerful impetus to the long-term economic progress. It is worth mentioning that "the essence of the new economy" - rather, better, cheaper - determines the dynamism of technological changes and improvement of the product in the production of semiconductors, as well as a rapid and long-term decline in prices for them. This reduction in prices is passed on to the prices of such products as computers and telecommunication equipment, which depend on semiconductor technologies. These technologies also helped to reduce the cost of aircraft, cars, scientific equipment and many other products "[6].

Indeed, the phenomenon of reducing wholesale prices for semiconductors has given powerful economic incentives to squeeze information technology (IT) equipment of other types of equipment where technically possible. Cheaper IT equipment contributed to the growth of investment in computers, communications equipment, and software [7].

International trade in computer and information, accounting and scientific services is growing at an especially high rate - by 25% annually. At the heart of the outlined trends is a fundamental feature that characterizes the state of the economy - an increase in its level of science. In this connection, R & D expenditures are increasing, their structure and staffing are improved, as well as the formation of a group of branches of the economy with an extremely high dependence of production results on the contribution of science [8].

In the structure of world trade, the export of services is growing at the fastest pace. First of all, it concerns high-tech and high-tech categories of services - such as research, engineering, educational, financial, information, computer, etc. In the USA from 1995 to 2015, the volume of such types of

exports increased by 143%, while other categories of services - only 44% [9]. It can be assumed that in the coming years this sector of world trade will develop at a faster pace.

Against the backdrop of de-industrialization of the Ukrainian economy, it is extremely necessary for her to take care in order to take up the place of the provider of high-tech services in the international division of labor. At the same time, in the conditions of globalization, the external factors that are beyond the bounds of national control are influencing the national economy. In this regard, the role of the state in the foreign economic sphere, which consists in conducting such a policy that would allow to take advantage of globalization and minimize losses, becomes very effective.

All this determines the need of our state in implementing state policy aimed at activating economic mechanisms to promote the competitiveness of the domestic service sector in the domestic and world markets. It is advisable to use foreign experience, which provides a wide range of mechanisms - in the plane as a state support of innovative processes in the national economy, and state assistance for export through the intermediation of financial, institutional and political instruments, including regional free trade agreements).

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