

Radionova L.

PhD, Associate Professor, Department of Philosophy and Political Science,

Kudryavtsev O.

Ph.D., Associate Professor, Department of Philosophy and Political Science

O. M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine

CROSS-BORDER TRADE AS THE MAINSTREAM OF INTERNATIONAL ECONOMIC RELATIONS

International trade is one of the forms of international economic relations. It holds a leading place in the world economic relations system. International trade is both a precondition and a consequence of the international division of labor; an important factor in the formation and functioning of the world economy. In its historic evolution it went from single foreign trade transactions to long-term large-scale trade and economic cooperation. In the context of globalization of the world economy, the level of socio-economic development of individual countries largely depends on external sector. Growing international turnover of goods and services, accelerated the movement of capital and financial resources [1, p. 39].

One of the most dynamically developing directions of international trade today has become cross-border cooperation. The rate of growth of Internet Commerce in Ukraine is one of the highest in the world, as the pace of development of advanced technologies for digital payments. It allows the seller and the buyer not to waste time and not move across the border - left transit only for product.

In 2019 about 3 million Ukrainians make purchases online. They purchase network electronics and phones, smartphones and tablets, mixers and toasters — up to clothes, shoes and accessories. It is expected that by 2020 in Ukraine cross-border online trade of household appliances and electronics will occupy 30% of all sales in the market. For example, clothing will grow to 20%, footwear, up to 17% [2].

Meanwhile, much more attention draws to another trend. Buyers — inhabitants of the regional centers with above-average incomes — often, prefer not domestic but foreign Internet-stores. The most popular foreign Internet sites today became the AliExpress: through it purchase about half of the customers. Top three among popular Internet retailers also accompanied by Amazon and eBay. But if the eBay sellers was half a million people, on AliExpress — they have 2 million. eBay profit rises in more than five times [3].

High educational level of Ukrainian consumers provides wide opportunities to find products cheaper and better. And often the buyer finds needed on foreign online marketplaces. What does it mean? At least that part of the profit does not goes to the state budget of Ukraine. How much would the authorities have not talked about the de-offshorisation of the Ukrainian economy, in fact, with the blessing of the state budget had a real offshore hole. Every day it is detrimental to conscientious taxpayers, on which the state budget is somehow kept. So it's not about lobbying illegal preferences and privileges, and the establishment of fair conditions on the market. The state is not fulfilling its duties — provides entrepreneurs a single environment without privileges and preferences. Moreover, unhealthy competition turns against the national economy.

Using foreign stores for shopping, the Ukrainian consumer is actually "helps" domestic companies to go bankrupt. Expansion of the foreign cross-border sales has a negative impact not only on the Ukrainian Internet trade. The result is unhealthy competition, it is crowding out the traditional retail. Compared to competitors, the importer is obliged to pay necessary customs payments, while goods in the foreign Internet-stores with a total value of up to €150 exempted from customs duties. When local retailers import to Ukraine goods, among other things, and then need to provide the salary to employees, spend money on ads, and so on. Naturally, the prices of imported goods are obtained higher than the cost of the same products in online stores with benefits. However, in Ukraine becomes natural to sell

goods over the Internet without taxes and duties. Because of lower prices, foreign operators have received price uncompetitive advantage. Using favorable conditions, foreign sellers and domestic e-entrepreneurs have maximum benefit from the situation.

The EU, for example, has established a limit of duty-free imports at €22. Although the sellers from China have been writing on the parcels to Europe "21,99 Euro." This allows you to deliver goods without border taxes. At the same time the authorities in socialist China is consistently tightening the rules of import into the country. In China was developed the first list of imported goods allowed for sale through the platform of cross-border online trade. It contains more than thousands items. Transition of goods into China is under the strict rules. Every item more expensive then 50 yuan (€7) — paid import tax 13-17% and the duty tax of 9.5%. In Beijing do not hide that in this way they hope to resolve the competition, improve consumer safety and to encourage the development of domestic industry [4].

So how to equalize conditions in Ukraine? There are two main ways: to implement the appropriate tax for goods from foreign stores and handle the barriers duty-free imports. Anyway, if nothing will be done now, none of the Ukrainian participants of the trade will not sustain unhealthy competition. Especially when it is important for companies to mobilize all forces. But today, the unequal taxation of domestic and foreign online sellers, not only a question for the stores to survive.

This is the issue for the survival of the Ukrainian producer. Also considering the fact that we are talking about billions of dollars market, uncontrolled by the state. Ukraine is experiencing a sharp economic crisis acting in conditions of hybrid war, so the lack of control on this market is a direct threat to the economic security of the country.

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