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CUSTOMS CLEARANCE AS A RESTRAINING FACTOR IN INTERNATIONAL TRADE DEVELOPMENT

In the modern global economy the process of customs clearance is one of the main factors for its successful activity and development. Import, export and transit processes that are directly responsible for the efficiency and quality of business and trade are forced to face regulatory conditions that differ in different parts of the world. Customs regulation includes many nuances that directly affect the quality of international business [1]:

- efficiency of customs clearance determines the amount of business expenses;
- fast customs clearance is a key factor for both manufacturers and trading companies;
- violation of customs legislation can lead to fines, confiscation of goods, as well as administrative responsibility;
- incompetent customs management can lead to increased taxation;
- effective customs planning creates new business opportunities.

The key condition for global trade is international customs cooperation. “International customs cooperation is one of the types of joint activities of states (sometimes international organizations), aimed at harmonizing their interests and achieving common goals in solving customs issues on the basis of generally accepted principles and norms of international law” [2].

The objectives of international customs cooperation are [3]:

- protecting the economic security of states (implementation of customs control over goods prohibited for import and export, stimulation of import and export of certain goods);
- harmonization of state customs systems (building customs requirements based on international standards);
- promoting the development of international trade (improvement of customs procedures by simplifying them and speeding up the process of passing, mutual recognition of customs documents);
- joint efforts in countering smuggling, terrorism, drug business, etc.

Thus, international customs cooperation has a direct impact on the promotion of international trade processes.

Ukraine’s absolutely favorable geographical position provides a huge potential for international trade operations, as well as export, import and transit movements. These factors directly influence the development of the country's international economic relations, establish a favorable area for doing business, foreign investment and political relations with other countries.

Unfortunately, such factors as the unpredictability of customs clearance dates for goods, the incompatibility of domestic customs legislation with international, non-tariff regulation of customs procedures, etc., have a negative impact and lead to a decrease in the efficiency of international operations in the field of global trade. To further develop and improve the effectiveness of international customs cooperation, it is necessary to conduct a more detailed study of the problems of customs clearance, bring Ukrainian customs legislation in line with international standards, as well as restructure the system of this legislation [4].

Thus, the simplification of customs clearance in international trade is a key factor in its successful development and activity. International agreements, such as unification of customs exemptions, establishment of uniform rules for customs clearance, prevention of discrimination in the imposition of customs tariffs, etc., are integral parts of global world trade cooperation and overall economic growth.

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