

Brand as an indicator of the parity strategic relations between Ukraine and EU

The proposed method of estimating the parity of the economic component of the strategic partnership. The disparity in cooperation between Ukraine and the European Union, its causes and ways of overcoming are grounded.

The purposeful integration of Ukraine with the European Union has defined the strategic vector of its development, belonging to the center of modern global politics and the need for further development of the security component of the strategic partnership between Ukraine and the EU countries, which scientists consider as «an instrument of foreign policy activity of the state, and on the other hand, as a model foreign-policy interstate relations» [3, p. 226]. Strategic partnership is formed by coincidence of geopolitical and geo-economics interests of its subjects. The conclusion of the relationship of ordinary cooperation to the level of strategic partnership implies the existence of certain prerequisites and the purpose of building such cooperation.

Taking into account the Russian aggression, it is logical that Ukraine is in a position to seek protection from external threats to its security, which determines the priority of the political component of the strategic partnership. The parity of the strategic economic partnership consists in the equivalence of the technological and status level of goods, services in the foreign economic balance of Ukraine and the EU countries.

Data in Fig. 1, show the dynamics of the external economic balance between Ukraine and the EU over the past 8 years:

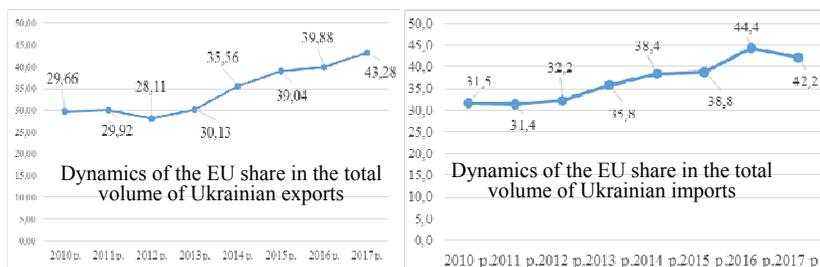


Figure 5 - Dynamics of the share of Ukrainian foreign trade turnover with EU countries in total

Source: calculated by the author for [5]

The qualitative parity characterizes the commodity structure of export-import between countries is equalized through the analysis of TOR-10 exports and imports in 2017, which is presented in Table. 1

The question of whether Ukraine remains an agrarian country today is debatable, which is already a priori false. Agriculture needs development, but modernized,

science-intensive, that will ensure a significant increase in labor productivity and profitability.

Table 1

TOP-10 commodity positions in export, import of Ukraine and the EU in 2017

Export	million dollars USA	Import	million dollars USA
Precious metals and articles thereof	3092,7	Machinery, electrical equipment machinery;	3624,2
Products of vegetable origin	2037,6	Products of chemical and related industries	3047,5
Machinery, electrical equipment machinery;	1978,8	Mineral products	2604,0
Mineral products	1453,3	Ground vehicles, aircraft, floating means	1520,3
Fats and oils of animal or vegetable origin	1204,3	Polymer materials, plastics, articles thereof	1365,9
Wood and wood products	784,6	Ready food products	971,5
Ready food products	703,4	Precious metals and articles thereof	877,5
Textile materials and textile products	565,2	Textile materials and textile products	614,9
Various industrial products	374,4	Mass of wood, fibrous cellulosic materials	599,1
Products of chemical and related industries	354,2	Products of vegetable origin	421,0

Source: compiled by the author for [5]

At the same time, the agrarian sector of the economy should not accentuated in the specialization of the country. The same applies to the steel industry, whose share in the country's exports with agricultural products is almost half. The lack of parity in Ukraine's foreign economic cooperation leads de facto not only to economic dependence on technologically advanced countries of the world, but also to the danger of transforming the country into a raw material and agricultural appendage of the world economy that will not provide the desired well-being of society. Eric S. Rinert consistently, logically and convincingly presents this idea: «No country has ever risen from poverty without an innovative system "and is formed in strategic advice for the effective development of Ukraine: «Do not open up very broadly for free trade until you have a solid national industrial base. Symmetric economic integration - between equal - good for both sides. Asymmetric integration tends to make poor partners poorer» [1, 3.10].

The level of the current parity of the EU-Ukraine foreign trade balance can be established as a result of a qualitative analysis of the use of branding in the national economy of the countries.

Branding is defined as an economic phenomenon, the system-creating effect of which is used to increase the competitiveness of various objects of the national economy, where the brand plays the role of an effective tool of economic development, establishing a link between the object of branding and consumers, ensures achievement of the objectives of the owner due to satisfaction of consumer

expectations through the mechanism of stable associative perception of the totality of its values [4, p. 17]. It is no coincidence that the brand is considered in the context of the study of strategic partnership as an integral element of equivalent cooperation between the EU and Ukraine, since, on the one hand, branding is the result of industrialization of the country, which ensures increase of labor productivity, expansion of the range of products, its stable quality, high profitability; On the other hand, the dynamics of the development of its commercial form (brands of goods and services) and non-commercial forms (territorial brands, including national brands of the countries), the EU country demonstrates significant efficiency and prospects on the world market. The result of research on enrichment conditions in the countries of the world became the fundamental conclusion of ES Rainer, the developed countries have achieved high economic current results solely at the expense of industrialization (modernization), on the one hand, and due to the introduction of protectionist policies for their own production, on the other hand. The adherence to such policies by the United Kingdom in the seventeenth century allowed the country to become the world's flagship of industrialization, and after three centuries became a condition for the creation of a superpower of the United States. It is logical that the period of industrialization of Europe coincides with the first steps of developing commercial brands.

Effective development and promotion of commercial brands on the world market of goods and services contributes to the formation of a national brand, which is confirmed by the targeted policy of the country in this direction. The dynamics of the increase in the value of national brands of the EU and Ukraine is presented in the table. 3:

Table 3

Dynamics of cost of national brands of EU countries and Ukraine (million USD)

EU countries	2010	2011	2012	2013	2014	2015	2016	2017
Germany	3100	3146	3903	4002	4357	4166	3882	4021
Un. Kingdom	1944	1849	2189	2354	2833	3101	2942	3129
Italy	1730	1515	1104	1043	1289	1445	1521	2034
France	1634	1673	1963	1938	2076	2158	2339	2969
Spain	865	729	908	725	801	872	966	1410
Netherlands	904	829	872	997	1026	1000	1121	1005
Sweden	471	666	752	802	814	810	742	703
Belgium	397	369	380	420	452	500	532	548
Turkey	312	373	487	668	761	668	474	570
Denmark	268	248	366	369	394	410	408	453
Greece	230	135	73	48	61	59	57	80
Poland	229	269	472	497	602	566	516	571
Ireland	217	130	137	185	250	287	344	427
Finland	217	222	278	287	307	289	267	323
Lithuania	24	26	41	35	44	50	46	48
Ukraine	65	68	124	126	80	44	56	68

Source: compiled by the author for [9]

It should be noted that the process of development and management of national brands in Europe is a policy of the country; however, in Ukraine this process

is inconsistent and chaotic (the national brand has not actually been created, but its "promotion" is being carried out; in 2013 the national tourism brand has been officially approved; brand-oriented development as a policy of promotion of the region, officially adopted in 2017 only Lviv region).

In fact, the promotion of the "historical brand" of Ukraine, which remained the inheritance of the former Soviet Union. The "historical brand" only confirms the existence of the country, but, unlike the real national brand, does not give and does not demonstrate the advantages of the country to the world, that is, the «historical brand» is a formal, idle trait. The real national brand of the country is a powerful source of its income in various forms.

Branding of the national economy of Ukraine should be based on the development of high-tech branches of the national economy, processing industry. Recall that no one brand has been created in the mining industry. Brands are created for obtaining a surplus in the fields in which there are conditions for their receipt. To such conditions, first, is the possibility of mechanization, automation of production processes, which leads to a reduction in the constant costs of expanding the volume of production. That is why E. S. Reinert insists on the accelerated development of manufacturing industries as the main condition for real enrichment of the country [1].

The lack of parity in trade and economic exchange confirms the warnings of scientists about a serious threat to Ukraine that «its people will become the export product of the country ... and money transfers from migrants will be the main source of foreign currency» [1, p. 9].

According to the Institute of Nationalities of the National Academy of Sciences of Ukraine, the number of official migrant workers in 2018 is more than 1.2 million people, while unofficially - almost 4.5 million workers, who receive abroad more than 6% of Ukraine's GDP, which significantly affects the hryvnia exchange rate. Thus, according to the NBU, for the period from 2013 to 2017, the volume of private money transfers to Ukraine reached 25.3 billion dollars. USA; these are money transfers to Ukrainians through banking and payment systems (this is only a fraction of the earned money).

According to the National Bank, the most money transfers to Ukraine in 2016 were made from Russia - 977.6 million dollars. In the United States, the largest volume was recorded in 2013 - 2.7 billion dollars USA. In the second place the US - 602 million dollars US in 2016; the largest volume of transfers from the United States was also recorded in 2013 - 642.5 million dollars USA. The estimated amount of taxes paid from private money transfers to Ukraine for the period 2013-2016 reaches 59 billion UAH. The economic advantages of this process are rather relative, since, above all, they negatively affect family ties, education of children, and, most importantly, do not affect the promising economic development of Ukraine; therefore, the growth of remittances of labor migrants shows not economic progress, but economic regression, which E.S. Rainer rightly calls «primitivization» [1, p.9].

The economic nature of the cause of this problem lies in the policy of purposeful industrialization, which provides the country with high labor productivity, the development of the third and fourth sectors of the economy, the competitiveness of individual economic entities and the national economy as a whole. The Aviation industry of Ukraine is a technological, profitable branch, and therefore it should become a strategic development direction for the country.

The economic policy of international institutions is based on the idea of preserving the leading economic positions of technologically advanced countries in the world, therefore their recommendations for economic development, open trade, the structure of the national economy, economic policy and development strategy need to be analyzed, sorted and selectively adopted before implementation. A good advice on this topic from ES Reinert: «Do not do what the Americans say to you, but do as Americans do» [1, p. 59]. Industrialization must precede an open economy in order to create technological parity of open trade with high-tech states. The development of knowledge intensive industries, based on the international division of labor and envisages integration of the country into international production networks, will ensure the competitiveness of the national economy and its efficiency.

Thus, the economic component of the strategic partnership between Ukraine and the EU can be secured by the parity of relations, which is manifested in the technological and status equivalent external trade balance with respect to the economic component; partner exchange of scientific achievements, jointly developed scientific and educational programs in the context of the scientific and educational component; development of tourism, joint sporting and cultural activities within the cultural component. Taking into account the historical necessity of Ukraine in a strong strategic geopolitical partner - the EU, the national economy needs to increase its technical and technological level to the level of the strategic partner, which will ensure its competitiveness on the world market of goods and services, economic, political independence and security of the country.

The Aviation industry of Ukraine is a technological, profitable branch, and therefore it should become a strategic development direction for the country, that determines the security component of the strategic partnership between Ukraine and the EU.

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