

антиінфляційна програма, яка б включала заходи, що стримували б інфляцію, а саме:

- викоринення структурних перекосів;
- реальна конверсія військово-промислового комплексу;
- ліквідація збиткових підприємств;
- ліквідація дефіциту державного бюджету;
- розвиток ринку платних послуг;
- зниження ліквідності грошових заощаджень населення і їх поточних доходів шляхом підвищення відсотків на депозити;

– активне залучення до ринкового обороту нетрадиційних товарів (нерухомості, цінних паперів).

Дана програма розроблена і запропонована вченими-економістами, але окремі її положення продовжують залишатися лише деклараціями.

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PECULIARITIES OF GEORGIAN FOREIGN TRADE WITH THE EUROPEAN UNION

Для социально-экономического развития Грузии особое значение имеет реализация торговых возможностей и в этом плане ЕС – главный приоритет. Экспорт Грузинской продукции в ЕС имеет большую перспективу. Для полного использования этого потенциала особо велика роль государства, которому работунеобходимо выполнить по разным направлениям.

Realization of its trade potential is an important precondition for Georgia’s social and economic development and no doubt the EU is a priority in this direction. Georgian export really has a perspective on the European market and the state has to play a very important role and has to take different measures in various directions to realize this potential fully.

Ключевые слова: внешняя торговля Грузии, экспорт, европейский союз.

Closer relationship with the EU is important for Georgia not only because of political purposes, but for economic development as well. In modern world and under current geopolitical conditions, in most cases strong economy of a country is a determinant of political stability.

After the Rose Revolution the country’s economy sustained growth of 10–12% a year. Until 2006, when Russia imposed tough economic sanction against Georgia because of its political purposes, Russia was the main exporter and importer for Georgia (it should be noted as well, that for many years considerable amount of goods, mainly wine, fruit and citrus, were illegally exported to Russia from Georgia by individuals). Only after the having lost access to the Russian market, Georgian authority began to fully realize how important it was to find alternative markets for Georgian export. Since then the EU became Georgia’s major trade partner.

The EU is number one trade partner for Georgia both as exporter and as importer. According to the data of 2010, share of the European Union in Georgia’s foreign trade is – 19% in export and 28% in import. Of course it is no surprise that Georgia’s role in the EU foreign trade is incomparably little – Georgia is 74th among the EU

importer countries, 68th exporter and 78th trade partner. In all these three aspects Georgia's role in the EU foreign trade is less than 1%.

Generally, trade between Georgia and the EU has a growing tendency. During the last 5 years, Georgian export to the EU increased averagely by 34.7% (as for import the average growth rate was 34%) that surely can be regarded as a positive tendency.

Over 90% of Georgian export goes to 10 countries, led by the European Union. But the distribution of Georgian export even among the EU member countries is rather unequal. Over half of Georgian export goes only to six member countries: Bulgaria (32.3%), the United Kingdom (12.8%), France (11.7%), Germany (10%), Spain (6.1%) and Italy (5.1%). The share of eleven member countries from the rest twenty one in Georgian export is less than 1%. These countries are: Austria, Denmark, Estonia, Finland, Ireland, Luxemburg, Malta, Portugal, Slovakia, Slovenia, Sweden and Hungary.

According to the data of National Statistics Office of Georgia the main export commodity groups from Georgia were: 1. iron and steel (including scrap iron); 2. beverages, spirits and vinegar; 3. pearls, precious or semi-precious stones, and articles thereof; 4. edible fruit and nuts; Peel of melons or citrus; 5. vehicles other than railway or tramway rolling-stock, and parts thereof; 6. ores, slag and ash; 7. fertilizers; 8. mineral fuels and products of their distillation, bituminous substances, waxes; 8. live animals; 9. pharmaceutical products; 10. salt; sulphur; earths and stone, plastering material, cement.

As for Georgian export to the EU market, the structure is a bit different. According to European Commission data, the group of mineral fuels, lubricants and related materials has the largest share in the Georgian export to the EU market (37%), and it is followed by the following groups: Crude materials, inedible, except fuels (21.1%); Chemicals and related products (9.2%), Manufactured goods classified chiefly by material (6.0%), Food and live animals (4.2%), Beverages and tobacco (1.4%), Commodities and transactions (0.8%), (product groups are given by SITC – Standard International Trade Classification).

The structure of Georgian export to the EU market changes from year to year. Over the last five years the share of iron and steel in the total export to the EU has significantly reduced from 7% in 2005 (22 millions of euro) to 1.65% in 2009 (12.5 millions of euro) and the share of chemicals and related products has relatively increased from 6.6% in 2005 (20.7 millions of euro) to 9.2 in 2009 (72.1 millions of euro). This fact points to some positive tendencies in Georgian economy – development of manufacturing sector, but the share of agricultural products in Georgia's total export to the EU market still remains rather low and fluctuating.

The European Union is the world's largest exporter and the second largest importer after the USA. To compare with other major importers, such as the USA, China, Russia and others, exporting to the EU market is advantageous and beneficial for Georgia because of a number of reasons:

1. First of all, the EU is Georgia's sea neighbor, consequently exporting from Georgia to the EU markets takes less time and requires lower costs than exporting to over ocean markets;
2. The EU is interested in Georgia to have stabile economic and political situation, hence, there is not a threat that the union will use trade relations with Georgia to achieve its political goals in our country;
3. From the cultural point of view, Georgia is rather close to most of the EU member states. This fact can be regarded as an important factor promoting increase of international trade;
4. The EU market is characterized by rather high prices and purchasing power. So, in case Georgia can offer Europe high quality goods, which can meet the standards of developed markets, Georgian export will not face the kind of problems in the EU, which will easily occur in developing markets because of their low purchasing power.
5. Achieving success in the EU markets will be great experience for Georgian exporter companies, will enhance the prestige of Georgian goods all over the world and will open the way for Georgian export to enter new markets.

So, as it is obvious, promoting and extending Georgian export to the EU should become one of the main priorities of the country.

It is undisputable, that each country is interested to promote its export, as it is an important determinant of a country's economic growth. International trade operations generally go through private companies. Under these terms, it is interesting what measures the state should take to promote export. Taken the example of Georgia and the EU, such promoting factors are GSP and GSP+. But it seems that after getting the GSP+, export growth rate did not increase much compared to the period, when there was only GSP. The state should take some measures to make it possible to maximally realize all the advantages, obtained by state level agreements. Even in highly developed countries, there are a number of governmental and non-governmental organizations and institutions, whose main function is to promote export and help national companies to enter new markets.

What can a state do to encourage privet sector in export activities and what is international practice like in this direction?

In the USA, which is one of the largest exporter not only for the EU but in the whole world and whose companies have valuable experience in exporting, there are a number of organizations and programs, whose objective is to help acting exporters and encourage new ones as well. For example, the US Trade Department constantly collects all the information connected with export from governmental and nongovernmental institutions

and uploads this information on governmental internet portal. Through this portal companies, which are interested in exporting can get information about all export promoting federal programs and find useful links.

Besides, in many American universities and colleges there are small business development centers, which deliver recommendations how to export successfully. Over 30 US universities have International Business and Research Centers, whose main function also is to assist exporting firms to make business successfully.

The US National Trade Data Bank (NTDB) periodically publishes guidelines about new tendencies in export, including the list of foreign importers, brief information about them and the goods, they are interested in. These guidelines are quite helpful for exporters to get in touch with potential partners.

As for Georgia, in January 2009, a new structure – Export Supporting Department was established in the Ministry of Economic Development of Georgia. It was intended, that from the beginning of 2010 the department should become an independent agency. The objective of this initiative was to make export market researches and to make a list of export goods which are priorities of the country, as well as to issue consultations on legal regimes for businesses and small and middle-sized entrepreneurs. Though, because of some reasons, the agency was abolished.

Preferential trade regimes, such as GSP and GSP+ give Georgia good possibility to overcome the EU tariff barriers and increase export in European market. Despite these advantages Georgia cannot fully realize its export potential, which must be caused by nontariff barriers, as in this aspect the EU market is one of the most difficult markets all over the world.

In trade with the EU, third countries, as usually, manage to overcome tariff barriers more easily, but face difficulties when it deals with nontariff barriers. Obstacles in exporting to the EU market might be technical standards, as well as requirements of certification, quality control, environment protection, customs procedures, etc.

Besides general European standards and mechanisms worked out by the euro commission to protect the EU market, each EU member state has own requirements when importing goods from third countries. What's more, distribution companies also have additional requirements. These circumstances define the complexity of non-tariff barriers.

It is obvious, that the non-tariff barriers are main obstacles for Georgian export to the EU market. Introduction of standards corresponding to the EU ones in Georgia and creation of adequate national infrastructure is essential to overcome these difficulties.

Currently there is only one – wine testing laboratory, which has European accreditation, though, as yet, there is no internationally accredited institution to certify wine. So, Georgian wine exporters have to apply other countries to get the certificate, which requires additional costs from Georgian exporters.

The problem of certification is especially hindering for exporting agricultural products, which have good exporting potential, though because of high sanitary and phytosanitary regulations, this potential cannot be realized yet.

Together with non-tariff barriers, lack of relevant information can act as one more hindering factor. Few companies in our region know the EU trade regulations. According to the results of inquiry, conducted in the North Balkans, 48% of companies, registered in this region know the main principles of the EU, and only 9% are more or less informed about relevant regulations in the EU legislation. It is not hard to imagine that the situation is much worse in our country.

Georgia will be able to use advantages of GSP and GSP+ and to fully realize the potential of exporting Georgian goods to the EU market, only in case the country manages to solve and overcome the above mentioned problems and obstacles.

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