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EUROLOGISTICS: IS IT POSSIBLE TO DEVELOP IN THE UKRAINIAN MARKET?

The article deals with the main modern forms of transport and logistics services in European countries. The influence of the international transport services development in Ukraine has been analyzed. The ways of Ukraine's integration into the European and world transport and logistics systems are also presented, taking into account the strategic course of the state for integration into the Euro structure. The authors also determined that the directions of development of Ukraine's transport and logistics system in the conditions of European integration allow increasing principles of state policy in the field of transport.

Key words: eurologistics, Pan-European transport corridors, market transport and logistics services, logistics capacity, transport and logistics services, globalization.

У статті розглядаються основні сучасні форми транспортних і логістичних послуг у європейських країнах. Проаналізовано вплив міжнародного розвитку транспортних послуг в Україні. Також представлено шляхи інтеграції України у європейську та світову транспортно-логістичні системи, враховуючи стратегічний курс держави на інтеграцію у євроструктури. Автори також визначили, що напрями розвитку транспортної та логістичної системи України в умовах європейської інтеграції дають змогу підвищити принципи державної політики у сфері транспорту.

Ключові слова: єврологістика, загальноєвропейські транспортні коридори, транспортні та логістичні послуги на ринку, логістичні можливості, транспортні та логістичні послуги, глобалізація.

Statement of a scientific problem. In the transition of the Ukrainian economy to the innovative way, processes of specialization, concentration and cooperation of industrial and agricultural production should be intensified, which leads to a continuous growth of the volume of cargo transportation and requires further improvement of the management methods of the transport and logistics system, the introduction of advanced logistics technologies.

From the point of view of world experience and current trends in the development of the global logistics market, Ukraine is at the stage of formation and consolidation of the industry, substantially giving way to Western countries both in terms of quality and complexity of services provided by national transport and logistics companies.

The further formation and development of a multi-faceted economy in Ukraine should be accompanied by the intensive development of the market of transport and logistics services, the creation of a competitive environment in the field of goods movement and international cargo transportation. Significant changes in the system of organizational and economic rela-

tions between the participants of the transport process while strengthening the integration trends in the world economy [2].

Analysis of recent research and publications. Scientific sources and publications in this direction are still few. Mentions about it can be found in the works Smirnov I.G., Shum I.V., Stroiko T.V. and others.

At the same time, the problems of determining the conditions for the development of Ukraine's logistics potential are not given proper attention, which determines the relevance of research in this particular direction.

All these topical tasks require the search for adequate market mechanisms to ensure the efficient functioning of the transport and logistics complex, in which logistics and logistics management are at the forefront.

The purpose of this article is to determine the main trends of use and prospects of transport and logistics potential of Ukraine taking into account the peculiarities of business globalization.

The subject of the article is among the most relevant scientific and practical areas directly related to the processes of European integration and, of course, is interesting for Ukraine, which

has defined its course on European integration as a strategic one. Eurologistics means the creation of a single transport and logistics space in Europe, which will include not only the EU member states (they are currently 28), but also the EU's neighbors, including Ukraine.

Research results. Transport and logistics operations on the delivery of goods have always played a very important role in international economic relations, but due to the limited development of means of transport and communication, the spatial scales of the bulk of such operations were small and rarely reached the transcontinental or intercontinental level.

The global market for logistics services, based on research and calculations, is now characterized not only by large volumes and dynamics, but also by the spatial structure in which the countries of Western Europe (in particular, the EU) account for 27,5%, North America (in particular, the USA) – 26,7%, countries of the Asia-Pacific region (in particular Japan) – 19% [3, p. 33].

Especially significant successes in coordination of transport-logistics strategy reached the EU countries. This strategy is called eurologistics and is considered as an infrastructure and an important component of the process of European integration. The course to create a single transport and logistics system has been reflected in all major EU documents.

The United Europe, as part of the European Union, is currently working intensively on the creation of a pan-European transport and logistics system that should provide increased flows of freight and passengers within the expanded range of up to 27 member countries of the Community.

Also, it reliably link the EU with neighboring countries and regions of the world, with which the growing volumes of trade in goods and services, international investments, etc. [4, p.38]. Connecting with neighboring countries of the European Union plays an important role in the formation of an integrated Pan-European transport corridor.

In this context, it is important to conclude an Agreement between Switzerland and the EU on new Alpine railway connections in Switzerland, the territory of which is characterized by very high traffic volumes. In the Western Balkans, the main projects relate to the Danube.

Also, the network of inland waterways of international importance plays an important role in the Pan-European transport corridor structure. Pan-European transport zones are represented by sea basins and include the Black Sea, Barents, Euro-Arctic and Mediterranean multimodal territorial transport zones that have a certain geospatial organization and a complex-proportional development of transport-logistical activity [8, p. 9–10].

Eurologistics processes have their own history and stages of formation in the context of the implementation of Pan-European Transport and Logistics Integration. Its structural and regional components and programs, in particular, the TEN (Trans-European Network), TINA (Transport Infrastructure Needs Assessment – Assessment of the needs of the development of transport infrastructure), PETra (Pan-European Transport Areas), PEC (Pan-European Corridors), etc. [1, p. 192] (see Table 1).

In the current situation, five main international transport axes or directions, which continue the trans-European transport network beyond the EU, are identified [1]:

1. "Motorways of the Sea" – is the combination of regions of the Baltic, Barents, Mediterranean, Black and Caspian seas and the Atlantic Ocean, coastal countries within the maritime regions, as well as the exit through the Suez Canal to the Red Sea. It combines the main industrial areas of Europe, covering the Baltic Sea, Western Europe, South-East-South and South-Western Europe.

"Motorways of the Sea" is part of the logistics chain. They provide effective, regular and reliable services and can compete with road transport in terms of transportation time and prices. For example, maritime connections between Spain, France and Italy significantly reduce cargo flows through the Alps and the Pyrenees. The development of highways will help to concentrate freight traffic on several main routes with a limited number of ports.

2. The northern axis – the combination of the northern EU with Norway in the north and Belarus and Russia in the east. Provide development of multimodal connections: Berlin – Warsaw – Minsk – Moscow – Transsib; from the Finnish-Russian border through St. Petersburg to Moscow; from the Baltic ports to Minsk / Moscow (Tallinn – St. Petersburg – Moscow, Ventspils – Riga – Moscow, Klaipeda / Kaliningrad – Vilnius – Minsk – Moscow); rail freight St. Petersburg – Vologda – Moscow / Transsib; Multimodal Connections "Scandinavian Triangle" and St. Petersburg – Wartius – Tornio – Haparanda – Narvik.

3. The Central Axis combines the EU center with Ukraine and the Black Sea, then with Central Asia and the Caucasus. Direct connection with the Trans-Siberian railway and the inland waterway between the Caspian and Black seas is foreseen.

The central axis covers multimodal connections Dresden – Katowice – Lviv – Kiev; Budapest – Lviv; Moscow – Kiev – Odessa; Minsk – Kiev; Kyiv – Kharkiv – Trans-Siberian / Caucasus and inland waterways of the Dnipro River and Don / Volga with connections of the Caspian Sea – the Black Sea and Volga – the Baltic Sea.

Table 1

Regional structure of Pan-European Transport and Logistics System

Program	Short Description
TEN (Trans European Network) – Trans-European Transport Network in the EU and EFTA countries	The TEN Program was adopted in 1991 and consists of 5 constituent parts: a) the creation of a network of high-speed railways; b) creation of a single European highway network of EUROVIA; c) Combined transport development program by 2010 PACT (involves 65 projects on 22 transport routes, 17 of which relate to old EU members, the rest – Switzerland, Norway, Poland, Czech Republic, Slovenia: these routes (railways, cars, water) penetrate the whole of Europe, for example Scandinavia – Belgium – Austria – Slovenia; Great Britain – Belgium – Germany – Italy and others); d) the construction of 38 "Europlatforms", that is modern powerful logistics centers able to quickly process thousands of tons of various cargoes (including in Neapolis, Livorno, Turin – in Italy, Marseilles, Bordeaux, Strasbourg – in France, Hamburg Bremen – in Germany, Manchester, Glasgow – in the UK, Barcelona, Madrid, Seville, Burgos – in Spain, etc.); e) implementation of regional projects LOCEU and TEDIM [6, p. 335]
TINA – assessment of the needs for the development of the transport infrastructure of the candidate countries for accession to the EU of the first stage (now – new EU members)	The TINA (Transport Infrastructure Needs Assessment) Program was adopted in 1995 and envisages, firstly, the participation of the participating countries in the construction of Pan-European (Cretan) transport corridors; and secondly, the creation of a network of Euro-terminals (according to the type of "Euro-platform") in these countries. Thus, Euro-terminals are currently being actively built in Poland (near Warsaw, Katowice, Wroclaw, etc.), in the Czech Republic (where they are called "open logistics centers" and are located near Prague, Brno, Hradec Kralove, Pardubice, Zlina, Liberec, Eurothermal – in Kaunas, logistics center – in Klaipeda, etc.
PEC (Pan-European Corridor) – 10 Pan-European Transport Corridors	According to the PEC program, 10 "Cretan corridors" are identified, as well as transcontinental transport corridors – the Euro-Asian Transport Corridor, the Baltic Sea-Black Sea, Europe-Asia and the Black Sea Transport Ring.
PETrA – 4 Pan-European Transport Zones	The Pan-European Transport Zones program has included four projects: the Black Sea, Mediterranean, Adriatic-Ionian and Barents Euro-Arctic zones. At the same time, the Black Sea Transport Zone, in which Ukraine is located, plays a special role in the Eurologistics system as an important connecting link: 1) between the Black Sea countries themselves; 2) through the EU and the countries of Eastern Europe (through the system of the PEC); 3) between the countries of the Mediterranean and the Caucasus (through the TRACECA); 4) between Europe and Asia (through TECC "Europe-Asia" and "TRACECA".

In addition to these interconnections, Poland and Ukraine have identified the importance of connecting their capitals to the multimodal axis, while Slovakia, Austria and the Czech Republic need to include a branch from the Ukrainian border to the industrial area of Zhilip.

4. "Southeastern axis" is the EU's linkage through the Balkans and Turkey with the Caucasus and the Caspian Sea, as well as with Egypt and the Red Sea. It also provides a connection to the Balkan countries and Russia, Iran, Iraq and the Persian Gulf, as well as from Egypt to the south to other African countries.

This axis includes multimodal connections Salzburg – Ljubljana – Zagreb / Budapest – Belgrade – Nish; Sofia – Istanbul – Ankara – Georgia / Armenia – Azerbaijan (TIACESA corridor), Skopje – Thessaloniki; Budapest – Sarajevo – Ploč–Che; Bari / Brindisi (Italy) – Durres / Vlora –

Tirana – Skopje – Sofia – Burgas / Varna; internal waterways of the Danube and Savva. In addition, Austria, Croatia, Bosnia and Herzegovina proposed a corridor, called between Berlin and Zagreb.

5. "The Southwest Axis" combines the southwest EU countries with Switzerland and Morocco and beyond, including the Transmagic branch connecting Morocco, Algeria, Tunisia, Egypt. In addition, Spain recognized the significance of the Mediterranean Corridor in Spain for cargo flows between the Southwest Mediterranean and the EU center.

Thus, transnational axes are in line with the directions of the most intensive international cargo and passenger transportation (current and projected until 2020) and provide links between the EU and neighboring countries and regions.

Activation of Ukraine's participation in the processes of eurologistics should be aimed at the fact that a significant part of this transit flow of goods

passed through the transport system of our country, which can bring in addition to the budget of Ukraine, 7 billion dollars. In projects of eurologistics Ukraine is given an important place because of its extremely favorable transit position.

This is confirmed by the highest transit rank among the European countries. The following directions of Ukraine's participation in the European Transport and Logistics Integration are defined [5]:

- 1) Pan-European Transport Corridors (PETC);
- 2) Transcontinental transport corridors (TTC);
- 3) Pan-European Transport Zones (PETZ);
- 4) International Logistic Terminals (ILTs)

Directions of integration of Ukraine into the Pam-European Transport and Logistics System are shown on the Figure 1 [5].

The following state documents are guided by Ukraine's integration into the European transport and logistics system, defined as the strategic direction of the state's development: "The Program for the Establishment and Operation of the National ITC Network in Ukraine" (1998), "Comprehensive Program for the Establishment of Ukraine as a Transit State in 2001–2010" (2001), "The Concept of the Development of Ukraine's Motorway Transport Complex for the Medium-Term and by 2020" (2001), as well as "Program for the Formation of Logistics Centers in the System of International Transport Corridors of Ukraine" and that is now being developed.

According to these documents, the purpose of creating a network of PETC and TTC, which provides for the development of these territorial scheme of the PETC and TTC in Ukraine, and proposals for the creation of 45 logistics centers in the system of international transport corridors of Ukraine [3, p. 37].

Conclusions. Consequently, the European Union is steadily moving towards the creation of a single EU transport and logistics infrastructure that meets the most up-to-date requirements. To this end, at the new stage of the logistics development of the united Europe, new landmarks – the Single European Space to the East, include Ukraine.

This leads to the creation of a single European transport and logistics system through the network of international transport corridors and logistics centers will be linked to the transport and logistics systems of Asia and other continents and parts of the world that are now being formed.

Due to its extremely advantageous transit situation and developed transport and logistics infrastructure, Ukraine should take a prominent place in this system as it will help solve the problem of Ukraine's integration into the European and world transport and logistics systems, which is one of the strategic tasks of Ukraine's development as an independent state.

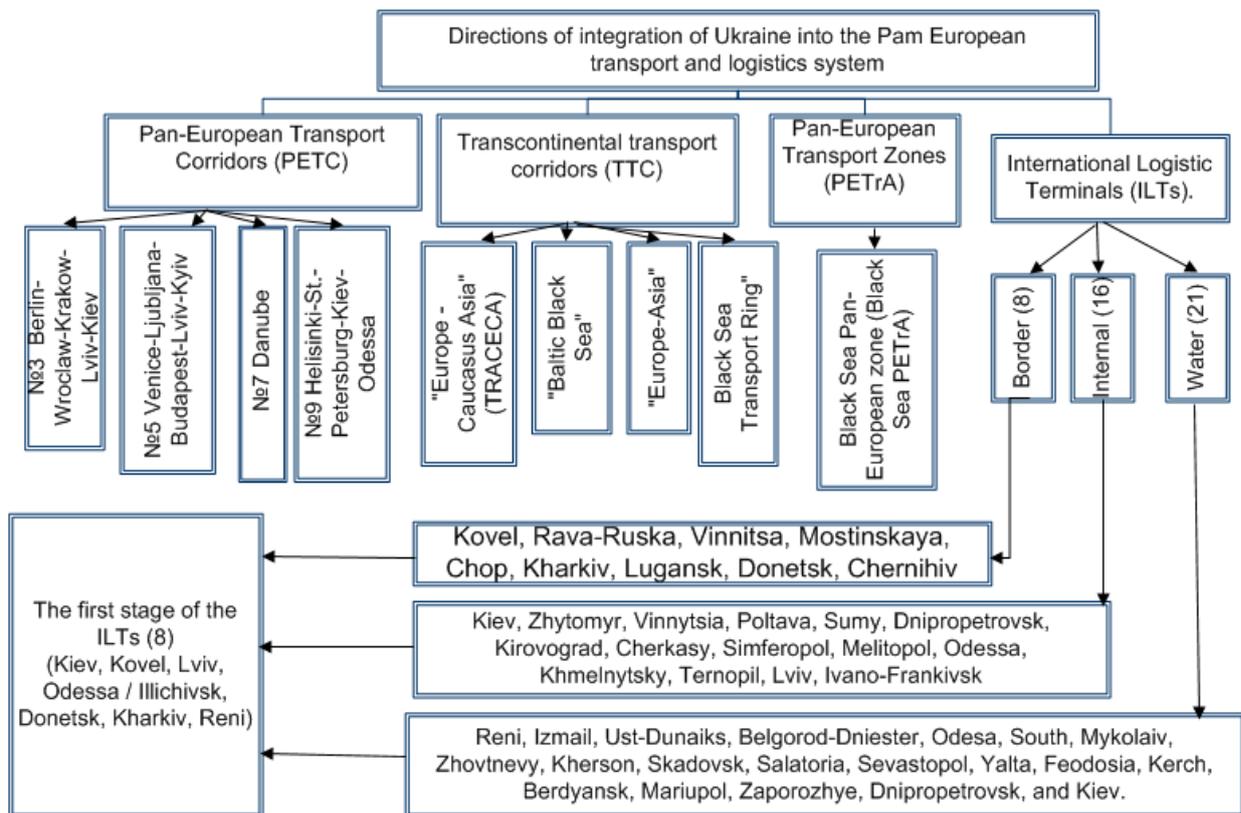


Fig. 1. Directions of integration of Ukraine into the Pam European Transport and Logistics System

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The article considers perspective directions and projects of further development of Pan-European transport-logistic integration, in which Ukraine is necessarily taken into account as an important European state. The expansion of the Single European Space to the East is an integral part of Euro-logistics, that is, the creation of a single European transport and logistics system that will be linked to the transport and logistics systems of Asia and other continents and parts of the world through the network of international transport axes, zones, and logistics centres. Ukraine, due to its extremely advantageous transit situation, should take a prominent position in this system. One of the basic priorities of Ukraine's domestic and foreign policy in today's conditions should be accelerated integration into the world's logistics space, the creation of favourable conditions for the movement of goods, services, and capital.

Key words: Eurologistics, Pan-European transport corridors, market transport and logistics services, logistics capacity, transport and logistics services, globalization.