

# **DEVELOPMENT OF THE EXPORT POTENTIAL OF AGRICULTURAL BUSINESS IN UKRAINE**

# THE PURPOSE OF THE REPORT

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To study the impact of international cooperation on the innovative development of the Ukrainian agricultural sector and public administration in the realities of today.

# PROBLEM STATEMENT.

The high quality and safety of agricultural products in our time serve as a guarantee of their high competitiveness in international markets. The role that Ukraine plays in international food markets determines its significance in the world and opportunities for attracting capital for further development. The question of further development of the agricultural sector remains relevant. Recovery after military actions and overall development must be based on innovative principles, as simple reproduction of capacities will not ensure the competitiveness of the national agricultural sector in the future. The agricultural sector, as a key branch of the economy, requires the implementation of advanced production and processing technologies, significant modernization of existing technologies to improve production structure, enhance the quality of processes and products, and ensure high competitiveness in international markets.

## **ANALYSIS OF THE LATEST RESEARCH AND PUBLICATIONS.**

- 1. Innovative Development of Agricultural Enterprises: Leading scholars, such as O. Lutsiy and V. Bondarenko, have analyzed the conditions and components of ensuring innovative development of agricultural enterprises based on marketing principles.
- 2. Strategic Goal of Innovation in Ukraine's Agricultural Sector: V. Skrypnyk has argued that the strategic goal of innovative development of Ukraine's agricultural potential is to ensure adequate food security amidst global challenges and to align with principles of state development based on innovative modernization in agriculture.
- 3. Role of Political Elite and Civil Society Support: T. Bielska has highlighted the pivotal role of political elite and civil society support as driving forces for implementing modernization changes in any sector, including agriculture.
- 4. Financial Aspects and Mechanisms of Innovation: N. Kotvytska and Yu. Myarkovsky have examined the financial aspects and mechanisms for ensuring innovation in Ukraine's agricultural sector.
- 5. Economic Significance and Stability.
- 6. International Economic Cooperation and Scientific Exchanges: V. Artish, N. Artish, and I. Artish analyzed the current state of Ukrainian agricultural production and its place in the international economy, highlighting the significance of international economic cooperation and scientific exchanges for the agricultural sector's strategic external relations.

# MAIN THESES OF THE REPORT

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Agriculture, which is the basic component of Ukraine's agricultural sector, is increasingly becoming a systemic factor in the national economy.

Russia's full-scale invasion of Ukraine has brought about significant changes in the priorities for the development of the agricultural sector.

One of the main threats to the agricultural sector is the limitation of export potential. The conditions of the military conflict have a significant impact on exports of

agricultural products, which, accordingly, reduces the income of agricultural enterprises and the overall economic situation in the country. Therefore, it is very important to ensure the sustainability of the agricultural sector and economic security are development of export potential, support for domestic producers and and farmers.

## REASONS FOR THE IMPORTANCE OF INTERNATIONAL SUPPORT PROGRAMS<sup>6</sup>

Reason.	Rationale
Economic stability	Supporting agribusiness with international programs in difficult conditions of a full-scale invasion will help maintain the economic stability of the country.
Food security	Support for agribusiness will ensure stability of food supply to the domestic market, which is a factor in of ensuring national food security
Saving jobs	Supporting agribusiness will help to preserve jobs in the agricultural sector and avoid social and economic crises
Export support	International support will help to preserve and expand export opportunities of the country, which is important for its balance of payments
Technical assistance	International programs can provide technical assistance to agriculture for the introduction of modern technologies and increase productivity
Financial support	International programs can provide financial support for the agricultural sector