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THE IMPACT OF ENTERPRISES' FOREIGN ECONOMIC ACTIVITY ON THE EFFICIENCY OF THEIR OPERATIONS

V.V. Aulin, *Prof., Dr. tech. sci,*
D.V. Holyb, *Assoc. Prof., PhD tech. sci,*
O.M. Moskovchenko, *student of the group LAT-25Mz.,*
S.A. Sanzhakov, *student of the group TT-22.,*
Yu.I. Sydorenko, *student of the group TT-23-2.,*
Central Ukrainian National Technical University, Kropyvnytskyi

All goods moving across the customs border of the European Union (EU) are subject to customs declaration for the purpose of being placed under a declared customs procedure. For enterprises, imported goods include raw materials, semi-finished products, and consumables for the production of finished goods, as well as parts, components, and equipment required to maintain, modernize, or expand the company's production capacities.

The freedom of movement of goods within mutual trade among EU Member States, ensured by the Treaty establishing the EU, does not always fully meet the growing needs of domestic enterprises. The single economic area formed by the territories of EU Member States does not always satisfy the requirements of participants in mutual trade—neither in expanding markets for finished products nor in obtaining sufficient quantities of raw materials, consumables, spare parts, and components necessary for increasing production volumes or mastering new product lines. Therefore, the role of foreign economic activity (FEA), which includes trade with third countries (states that are not EU members), is particularly significant in a market economy. Moreover, the expansion of foreign economic relations of domestic enterprises contributes to Ukraine's integration into the global economy.

The field of international freight transportation is comprehensively regulated, as it requires compliance with both national and international law. The main documents governing international transportation in Ukraine include:

- The Customs Code of Ukraine No. 4495-VI of 13.03.2012 – the fundamental legal act establishing the procedure for moving goods across the customs border, customs control procedures, and the functioning of customs regimes.

- The Law of Ukraine “On Transport” – defines the general principles of the functioning of Ukraine's transport system and the rights and obligations of participants in the transport process.

- The National Transport Strategy of Ukraine until 2030, approved by CMU Resolution No. 1550 of 27 December 2024 – outlines key directions for the development of the transport sector, including digitalization, integration into the European TEN-T network, development of multimodal transport, and modernization of logistics infrastructure.

- The Revised Kyoto Convention on the Simplification and Harmonization of Customs Procedures (WCO, 1999) – an international standard in customs administration.

- The Convention on the Contract for the International Carriage of Goods by Road (CMR), Geneva, 1956 – regulates carrier liability and transport documentation.

- The TIR Convention (Geneva, 1975) – simplifies the transit of goods across several countries without repeated customs inspections.

- The International Convention on the Harmonization of Frontier Controls of Goods (Geneva, 1982) – provides for coordination among border, customs, transport, and other authorities.

In addition, Ukraine is actively harmonizing its legislation with the EU Union Customs Code (2013), which establishes unified principles of customs policy within the EU.

For many domestic enterprises of various forms of ownership that have obtained the right to operate in foreign markets, foreign economic operations have organically become an integral part of their overall financial and economic activity. Conducting FEA allows enterprises to obtain a number of tangible advantages.

First, independent and autonomous FEA provides enterprises with a unique opportunity to enter foreign markets directly, without intermediaries.

Second, access to international trading platforms enables enterprises to choose among alternative suppliers of raw materials, semi-finished products, assemblies, spare parts, and other components for finished goods.

Third, the search, selection, and subsequent purchase of high-tech modern equipment allow enterprises to maintain their production capacities at the required technical and technological level and, when necessary, modernize them.

Fourth, the object of a foreign trade transaction may include intellectual property or industrial “know-how.”

Possessing and operating individual units or entire fleets of high-tech foreign-made equipment requires both warranty and post-warranty servicing. The uninterrupted production cycle depends on the timely ordering, delivery, and clearance of spare parts, assemblies, components, and other items necessary for servicing the equipment used by enterprises.

An analysis of FEA conducted by many large enterprises engaged in moving goods across the EU customs border (equipment, raw materials, materials, components, assemblies, spare parts, as well as finished products) and their subsequent customs declaration shows that FEA constitutes a significant share of their turnover. Accordingly, the economic efficiency of FEA significantly affects the overall economic performance of the enterprise and can be considered one of the key factors of its success.

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