

ABSTRACTS

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EUROPEAN PROSPECTS OF UKRAINIAN SMALL BUSINESS

The article describes the experience of development of small and medium business in some European countries, new EU members; the essence of the EU economic policy aimed at ensuring optimal conditions for entrepreneurial activity and improving the competitiveness of its subjects.

The experience of many European countries shows that the European integration path is thorny and difficult and overcoming it requires a huge effort. The most vulnerable from European problems are small and medium enterprises.

For the saving, maintenance and development of small and medium business of Ukraine, the state has to:

1. Build relationships with small and medium business based on balance of interests.
2. Bring conditions of business activities to the European standards.
3. Liberalize the tax and banking systems, with the aim of creating favorable conditions for attracting foreign investment.
4. Use the positive experience of countries, new members of the EU, for liberalization process of creation and functioning of small and medium enterprises.
5. Improve the effectiveness of budget support agricultural producers, including small and medium sized enterprises to improve their competitiveness in foreign markets.
6. Stimulate increased production of agricultural raw materials (e.g. sunflower seeds) while maintaining the fertility of agricultural land.
7. Promote the development of small enterprises based on the expansion of their franchising activities both foreign and large domestic producers.
8. Encourage domestic producers to the development of markets in the third countries.
9. Promote innovative activity of small enterprises in order to increase the production of competitive products.
10. Stimulate small businesses to participate in the substitution.
11. Uphold the creation and development of small and medium enterprises that use innovative technologies, developing ancient crafts, to promote production, symbolizing the originality of Ukrainian culture.