

STIMULATING THE PARTICIPATION OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE DEVELOPMENT AND REALIZATION OF UKRAINE'S EXPORT POTENTIAL

The purpose of the article is to explore the problems and opportunities for Ukrainian SMEs to enter export markets, integrate them into international value chains within existing mechanisms to support and promote exports at national and regional levels.

Research methodology. The solution of the tasks set in the article has been carried out with the help of such general scientific and special research methods: analysis and synthesis, systematization and generalization, and a dialectical approach.

Results. The role of SMEs in the export potential of Ukraine and the world is explored. The main differences between SMEs and other forms and organizations are outlined. The role of SMEs in the country's economy and indicators of SMEs participation in Ukraine's foreign trade are determined. The negative features of domestic SMEs in their activity both on the domestic and foreign markets are characterized. Emphasis is placed on the low level of use of trade strategies by Ukrainian SMEs in the internationalization process. The main problems related to the entry of SMEs into foreign markets are identified and the key barriers to the growth of SMEs from the position of global institutions are outlined. Generalized major SME support projects and programs funded by international organizations and institutions. Identify ways to support SMEs in export markets and overcome existing export barriers. Generalized directions for stimulating and supporting SMEs in the process of entering foreign markets at regional and national levels.

The practical value of the study results. The article substantiates that the introduction of measures to stimulate the export of SMEs, overcoming barriers to their entry into foreign markets will contribute to the development and growth of export potential of Ukraine, increase the competitiveness of goods / services of SMEs in export markets, improve the skills of enterprises required to participate in international bidding. The basic scientific provisions of the article can be used in the practice of small and medium-sized enterprises.

Key words: SMEs, internationalization, international trade, exports, barriers to entry, export promotion.

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