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## NON-TARIFF REGULATIONS AS SECURITY MEASURE OF DOMESTIC MARKET OF EU COUNTRIES AND UKRAINE

The purpose of the article is to analyse positions of the European Union as integration association in international trade, to research non-tariff regulation system in EU countries and to identify key problems of the Ukrainian legislation adaptation to European in the sphere of non-tariff regulation of international trade.

In research author used such methods as abstractions, analysis and synthesis and system approach.

Non-tariff methods of regulation used in case of necessity to create special conditions for trade turnover of goods or services, taking into account the interests of the state. This article reviews basic methods and tools of non-tariff regulation of EU economic activity. Also non-tariff regulation as a security measure of domestic market of EU countries and Ukraine production has been considered. The system of non-tariff regulation in EU countries has been analyzed. The non-tariff protectionism of certain commodity groups is usually directed to providing competitive conditions of national commodity producers. The tightest non-tariff regulations in EU are used for finished commodity, clothes and textiles and also for iron and steel.

Non-tariff measures include a wide range of tools for different purposes. Measures can exist in the form of standards, technical norms and rules, requirements for safety measures of goods, requirements to packing, marking and other technical characteristics of production. To technical barriers belong also some specific spheres as health, veterinary and phytosanitary regulations and norms. Technical barriers are the most widespread form of non-tariff regulation in EU. The main components of

the technical regulation is standardization, conformity assessment (certification of goods and services), metrology, accreditation of conformity assessment bodies. Standardization and conformity assessment are major topics for any economy. They are instruments that are vital both to enterprises' competitiveness and integration in international trade, and to consumer protection. The EU established a system of technical regulation, which is currently considered to be the world's most effective model for international cooperation.

The EU is among Ukraine's most important commercial partner and accounts for about one third of its external trade. Ukraine's primary exports to the EU are iron, steel, mining products, agricultural products, and machinery. Currently, European directives are implemented in Ukraine as technical regulations. Ukraine has 44 technical regulations that are based on the EU directive. Technical regulation is one of the key elements of the Association Agreement between Ukraine and the European Union. The Government of Ukraine has been preparing for the implementation of Association Agreement by reforming the system of technical regulation in Ukraine towards the one that functions in the EU. Given Ukraine's joining of WTO, and goal to have closer integration with the European Union, the technical regulations system, comprising standardization and certification needs adaptation to conform to international and European approaches.

Thus, results of scientific research will be useful to the further analysis of ways of the adaptation of the Ukrainian legislation to European in the sphere of non-tariff regulation. The article characterises the system of technical regulation of EU and assesses main steps of Ukraine on the way of bringing the domestic standards in correspondence with the European ones as a necessary condition for increase of domestic products export and increase of its competitiveness. The prospect of further scientific studies in this direction lies in forecasting influence of non-tariff restrictions upon volumes of import and export flows in foreign trade. Results of scientific research will be useful to the further analysis of ways of the adaptation of the Ukrainian legislation to European in the sphere of non-tariff regulation.

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