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## **DEVELOPMENT PROSPECTS OF EXPORT-ORIENTED BUSINESS STRATEGY OF THE BLACK SEA REGION'S ENTERPRISES**

Development of foreign trade of the Black Sea region is an important expansion of interaction between different regional economies within a single national economy of Ukraine. A characteristic feature of foreign trade was its liberalization, which led to changes in foreign economic strategy and priorities. It required changes in the structure of foreign trade policy, which are based on installing new form of organization and management of foreign economic activities of the Black Sea region.

The integration of the Black Sea region in the world economic environment is impossible without the formation and export structure of national and region economy. It includes identification of priority sectors and industries. Black Sea region includes the AR Crimea, Mykolaiv, Kherson and Odesa areas. The main enterprises-exporters in

Mykolaiv area are JSC "Mykolaiv Alumina Plant", and enterprises of the shipbuilding industry. Business activity of enterprises of Kherson area in foreign economy is growing, but further development of foreign economic activity of enterprises of the area requires appropriate government support. In Crimea conditions for stable development of foreign trade are created. These conditions in autonomous republic have made increasing exports, reducing imports and the volume of goods exchange (barter) transactions. Odesa area also shows good potential in foreign economy activity.

However, the absence of proper resource support of the country, technological gap with the developed countries and low income make cheap labour the only source of competitive advantage enterprises-exporters of the Black Sea region.