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ОСНОВНІ ЗАСАДИ ІННОВАЦІЙНОГО РОЗВИТКУ ПРІОРИТЕТНИХ ГАЛУЗЕЙ ПЕРЕРОБНОЇ ПРОМИСЛОВОСТІ УКРАЇНИ

Бойко О.М.

*к.е.н., с.н.с., пров.н.с. відділу інноваційної політики, економіки і організації високих технологій,
ДУ «Інститут економіки та прогнозування НАН України»,
м. Київ, вулиця Панаса Мирного, 26, 01011, Україна
тел.: (044)-280-12-34, e-mail.: bhelena@ukr.net
ORCID: 0000-0002-6567-1679, DOI : <https://doi.org/10.31732/2663-2209-2019-53-206-220>*

THE BASIC PRINCIPLES OF INNOVATIVE DEVELOPMENT OF PRIORITY SECTORS OF THE PROCESSING INDUSTRY OF UKRAINE

Boiko O.

*PhD of Economic, senior researcher, leading researcher of the Department of innovation policy, economy and organization of high technologies, State Organization "Institute for Economics and Forecasting, Ukrainian National Academy of Sciences", Kyiv, st. Panasa Myrnoho, 26, 01011, Україна
tel.: (044)-280-12-34, e-mail.: bhelena@ukr.net
ORCID: 0000-0002-6567-1679, DOI : <https://doi.org/10.31732/2663-2209-2019-53-206-220>*

Анотація. Економічний розвиток промислового сектору в Україні в умовах сьогодення формує новий погляд на інноваційний розвиток. Тому, в статті особливу увагу надається моніторингу промислової діяльності, який здійснено на прикладі галузей переробної промисловості. Для цього було проаналізовано функціонування галузей переробної промисловості України у 2017 р. Визначено не лише основні тенденції розвитку, а й існуючі проблеми та подальші перспективи. У статті автором зроблена спроба визначити основні засади інноваційного розвитку переробної промисловості України у таких сферах, як легка та хімічна промисловість з метою пріоритетного розвитку виробничих потужностей підприємств різних за формами власності. Зокрема, це таке підприємство легкої промисловості як "Олтекс", а також підприємства хімічної промисловості "Чинбар" та "Боршчагівський хіміко-фармацевтичний завод". В роботі здійснено моніторинг діяльності означених промислових підприємств переробної сфери, розташованих на території міста Києва. Визначено сильні і слабкі сторони їхньої діяльності, а також можливості та загрози. Розроблено заходи з впровадження Концепції нарощування промисловими підприємствами міста Києва експортного потенціалу, в тому числі в країни ЄС. Особливу увагу автором статті сконцентровано на функціонуванні спеціальних форм організації інноваційної діяльності, які спроможні сприяти розвитку галузей переробної промисловості в Україні. Зокрема, це стосується розвитку технополісів та індустріальних парків. Визначено їх основні тенденції розвитку, проблеми та запропоновано шляхи подальшого функціонування. Особливо це стосується питання нормативно-правового забезпечення. Розроблено пропозиції щодо вдосконалення законодавчих та інших нормативно-правових актів з питань діяльності технополісів та індустріальних парків на території України.

Ключові слова: інноваційний розвиток, промислові підприємства, галузі переробної промисловості, організаційні форми інноваційної діяльності, технополіс, індустріальний парк.

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Annotation. The economic development of the industrial sector in Ukraine today creates a new perspective on innovative development. Therefore, in the article special attention is given to the monitoring of industrial activity, which is carried out on the example of industries of the processing industry. For this purpose, the functioning of the industries of the Ukrainian processing industry in 2017 was analyzed. Not only the main trends of development, but also existing problems and further perspectives were determined. In the article the author attempts to determine the basic principles of innovative development of the Ukrainian processing industry in such areas as light and chemical industry with the purpose of priority development of production capacities of enterprises of different types of ownership. In particular, it is such an enterprise of light industry as "Oltex", as well as enterprises of the chemical industry "Chinbar" and "Borshchagovsky chemical and pharmaceutical factory". The work of monitoring the activities of the industrial enterprises of the processing industry, located in the city of Kiev. The strengths and weaknesses of their activities, as

well as opportunities and threats have been identified. Measures have been developed to implement the Concept of building up export potential of industrial enterprises in Kyiv, including the EU countries. The author's attention is focused on the functioning of special forms of organization of innovation activity, which can contribute to the development of industries in the processing industry in Ukraine. In particular, it concerns the development of technopolises and industrial parks. Their main tendencies of development, problems and their ways of further functioning are offered. This is especially true of the legal and regulatory framework. Proposals for the improvement of legislative and other legal acts on the issues of technopolis activity and industrial parks on the territory of Ukraine are developed.

Key words: *innovation development, industrial enterprises, industries of processing industry, organizational forms of innovation activity, technopolis, industrial park.*

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Stating the problem. According to the State Statistical Service, most sectors of the processing industry have gone through a difficult period of the economic crisis and have not yet reached the pre-crisis level of production. In today's conditions, Ukraine has an urgent issue on the development of the industries of the processing industry on an innovative basis (innovation activity of industrial enterprises of Ukraine in 2017 – 16,2%). The volume of financing of innovation activity of the processing industry in 2017 – 86,1% to the total amount of financing of innovative activity of the industrial sector of the Ukrainian economy. The financing of innovative activities of the processing industry sectors was mainly carried out at the expense of own funds – 83,5% to the amount of financing of innovative activity of the processing industry of Ukraine [1-6]. Minor was the amount of financing at the expense of loans – 7,6% and funds of domestic investors -3,5% to the amount of financing innovative activity of the processing industry.

In 2017, enterprises of the processing industry that were engaged in innovation activity were spending money on the purchase of equipment, machinery and software - 434 units (89,0% in total expenditures of industrial enterprises of Ukraine). In 2017, industrial enterprises of Ukraine (88,5% of industrial enterprises), which introduced innovations, produced 2387 innovative types of products, of which 477 new ones for the market. Also, cars, equipment, apparatus, devices - 751 units, of which 229 units are new for the market. Enterprises of the processing industry introduced 2366 units innovative types, of which new for the market - 475 units, and machines, equipment,

devices, devices - 745 units. New to the market were 229 units [1-4].

The number of new technological processes implemented at industrial enterprises of Ukraine in 2017 amounted to 3489 units. The number of low-waste, resource-saving new technologies - 748 units, and the number of new technological processes introduced in the industrial enterprises of the processing industry - 1804 units, including low-resource, resource-saving - 643 units.

Among the domestic industrial enterprises that implemented innovative products, almost every fourth enterprise implemented a new product for the market, the volume of which amounted to 44,8 million UAH. In order to innovate, 170 domestic industrial enterprises have acquired 832 new technologies in Ukraine, while outside Ukraine - 80 enterprises have acquired 129 new technologies. In the processing industry in 2017, the indicator was respectively 689 new technologies in Ukraine and 123 - new technologies outside Ukraine.

Analysis of previous research. The features of the innovation activity of the industries of the processing industry, including the development of technopolises and industrial parks, were covered in their scientific works by such outstanding specialists as Andrianov V., Andrusov U., Asaul A., Baronov V., Bovin A., Boiko O., Brushko Y., Halchinsky N., Goncharov A., Dmitriev D., Evtushin V., Egorov I., Zagvoyskaya L., Zubarevich N., Ivanov S., Kostjunin G., Lyashenko V., Prikhodko S., Rudiy K., Sanatov D., Selivanov A., Sokolenko S. and others.

Unsolved part of the problem. The task is to determine the main principles for the development of innovation activities of the

processing industry in the context of European integration of Ukraine; the study of the main trends in the innovative development of the processing industry in Ukraine in recent years, as well as the development of proposals for the improvement of legislative and other regulatory legal acts on the activities of technopolises, industrial parks.

The purpose of the research is to determine the innovative aspects of the activity of industrial enterprises of the industries of the Ukrainian processing industry, which we consider by example of the branches of the light and chemical industry.

The main methods used in the process of conducting the study are analysis, statistical, comparisons, research papers, regulatory legal regulation.

Main research material. At the same time, it can be stated that some sectors show relatively good recovery rates. In particular, it concerns the light industry and the production of chemical products.

Light industry of Ukraine remains a diversified complex that produces consumer goods, including fabrics, clothing, footwear, articles of haberdashery and perfumery, etc. Among them, the most developed in the country are textile, sewing, knitting, leather and haberdashery, footwear, fur and other industries. In addition, enterprises of light industry also produce goods of industrial purpose - cord, ropes, artificial leather, etc.

Light industry of Ukraine remains a diversified complex that produces consumer goods. In 2017, industrial enterprises of the light industry sold goods worth more than 23 billion UAH, which is twice as much as in 2014. Exports of them, which took place in 150 countries of the world, were distributed as follows: textiles – 32,0% (1,94 billion UAH), clothing – 47,6% (3,36 billion UAH), footwear – 57,1% (2,26 billion UAH). In recent years, light industry has reached pre-crisis levels, recovering output by 99,4% from the 2013 level. These products, which have high value added, are about 50,0% [1-6].

Modern formation of the mechanism of innovative development of light industry enterprises involves the integrated implementation of scientific and

technological achievements in the production process. The main conceptual provisions are:

- balance (balanced system of quantitative and qualitative assessment of financial and economic activity of enterprises; assessment of the effectiveness of innovation);
- efficiency (dynamic reduction of unproductive costs, increase of income from sales of products for the manufacture of which used new technologies, expansion of production and strengthening of competitive positions of enterprises in the market);
- manageability (compliance with the actual state of the innovation process for the project, planned after the implementation of the changes in the management system);
- resource support (material, labor, technical, application, infrastructure of enterprises, necessary for the introduction of innovations);
- consistency (time synchronization, terms, resources, introduction of innovative processes, technologies with the necessary organizational perspectives).

The basis of the formation of the mechanism of innovation development of light industry enterprises is the following principles: systematic (the formation of a dynamic management system for innovation development); adaptability (external and internal capabilities of enterprise development); self-organization (support for the exchange of different types of resources between the structural components of the enterprise, as well as between the enterprise and the external environment); dynamism (matching goals and motives of the enterprise); efficiency (increase of profit, expansion of scale of production, increase of competitiveness of the enterprise); manageability; balance (innovative processes and project implementation of system transformations must be coordinated in time, in terms of implementation); measurability (a system of quantitative and qualitative indicators for the assessment of the effectiveness of the strategy of innovation growth); self-development (independent provision of conditions for the operation of the enterprise in accordance with the adopted development strategy), etc.

Considering the light industry, we will focus on innovation in textile manufacturing, clothing, leather, leather goods and other materials.

In 2017, according to the State Statistics Service of Ukraine, the number of industrial enterprises engaged in textile production, clothing, leather, leather goods and other materials amounted to 323 units. Compared to 2014, the number of enterprises has halved (in 2014 - 622 units). Including innovation activities in 2014 were 28 enterprises, while in 2014 - 82 enterprises. Of these, in 2017, funds were most spent on the purchase of equipment, machinery and software - 21 units, in textile manufacturing, clothing, leather, leather goods and other materials (in 2014 - 56 units, total expenditures which amounted to 84555.4 thousand UAH), as well as another - 9 units (in 2014 - 5 units). It should be noted that one enterprise spends money on research work, the amount of which in the direction of innovation in textile manufacturing, clothing, leather, leather goods and other materials in 2014 amounted to 33528,1 thousand UAH or 35,4% to the total amount of innovation expenditures in this area [1-8]. In 2014, 12 enterprises in the textile, clothing, leather, leather goods and other materials industries spends money on training and staff training, and only 3 enterprises market innovations..

According to the State Statistics Committee of Ukraine, the volume of financing of innovative activity of light industry in the field of textile production, production of clothing, leather, leather goods and other materials in 2017 amounted to 96825,3 thousand UAH (in 2014 - 94637,4 thousand UAH). The loans amounted to 113290,7 thousand UAH, while in 2014 their level reached 403218,3 thousand UAH.

The number of enterprises in the textile industry, clothing, leather, leather goods and other materials production for the period from 2014-2017 was reduced by 36 units, reaching 24 units in 2017. Including the largest enterprises - 22 units implemented innovation processes (in 2014 - 42 units.), of which low-waste, resource-saving - 6 units (in 2014 - 34 units). As we see, there was a significant

reduction - by 28 units. The introduction of innovative types of products involved only 6 enterprises in 2017, while in 2014 the figure was 20 units above. Of these new ones for the market were 1 unit (in 2014 - 3 units). Also, in 2014, 3 enterprises implemented organizational innovations and 7 enterprises - marketing innovations. In the period from 2014 to 2017, the number of new technological processes introduced in the industrial enterprises of the branch has slightly decreased, reaching 62 units in 2017 (in 2014 - 59 units). Including low-waste, resource-saving for the analyzed period, on the contrary, increased by 2 units (in 2017 - 21 units) [4].

If we analyze the indicator of the number of introduced innovative products at light industry enterprises in the field of textile production, production of clothing, leather, leather goods and other materials, then we will see the phenomenon of a sharp decrease from 106 units (2014) to 30 units (2017), of which 30 were the new ones for the market (2014;) machines, equipment, devices, devices - 6 units. (2014). Of these, in 2014, only 5 units were new to the market.

During the analyzed period, the number of industrial enterprises that sold industrial products decreased by 299 units, reaching 323 units in 2017. Also, the index of enterprises that sold innovative products with 34 units decreased. (2014) to 11 units (2017), including: new products for the market - with 4 units. (2014) up to 3 units (2017), as well as products that were new only for a company with 34 units (2014) up to 10 units (2017). It should be noted that in 2017 the volume of realized innovative products in the field of textile production, production of clothing, leather, leather goods and other materials reached a level of 344203,2 thousand UAH (in 2014 - 283843,2 thousand UAH). Of the total volume of sales of innovative products, the volume of products new to the market, which is produced by enterprises in this sphere, is 15625,8 thousand UAH (in 2014 - UAH 29723,0 thousand UAH), and the new product only for the enterprise was 328577,4 thousand UAH (in 2014 - 254120,2 thousand UAH) [1-8].

Implementation of innovative products beyond Ukraine in 2017 was carried out by only 4 enterprises working in the field of textile production, clothing, leather, leather goods and other materials (in 2016 - 24, in 2015 - 21 units, in 2014 - 6 units). They realized innovative products, the total cost of which amounted to 86010,3 thousand UAH, while in 2014 – 20423,7 thousand UAH.

The enterprises of textile production, production of clothes, leather, leather goods and other materials in 2017 acquired 8 new technologies in Ukraine and 6 new technologies outside its borders. The first indicator increased by 7 units compared with 2014, and the second - remained unchanged. Only in 2015, according to the State Statistics Service of Ukraine, a significant number of new technologies were purchased - 74 units in Ukraine. In the same period, only 8 new technologies were acquired by the industrial enterprises of the region outside Ukraine.

As it was noted, light industry enterprises are oriented on the consumer, labor resources and sources of raw materials, therefore they are distributed on the territory of all Ukraine. However, light industry has always lagged behind the needs of society in terms of assortment, quality and production volumes. At this time, it is in deep crisis, and its share in industrial production has decreased. The leading role in the conquest of foreign markets for several years is owned by light industry enterprises, in particular: "Textile-Contact", "Ukraine", "Cherkassy Silk Factory", "Ternopil Association" Texterno", "Rivnelon" , "Lubava-Gracia", "Knitwear Firm "Rosa", "Sofia", "Olteks", "Chinbar", etc. Let's consider the peculiarities of the activity of some light industry enterprises located in the city of Kyiv.

"Olteks" company is a powerful domestic manufacturer of sewing products. The company includes two sewing factories. The full cycle of the production process is characteristic of the enterprise. There is a design and design department, sewing and embroidery production, equipped with modern equipment. Thanks to the complete technical re-equipment of the cutting-edge "Autex" (Spain), dubbing "Kannegissere"

(Germany), sewing "Durkopp-Adler", "PFAFF" (Germany), "Juki" (Japan); humidity and heat equipment "Veit" (Germany), "Rotondi" (Italy), and qualified specialists, the products are of high quality and competitively priced. The technical performance of the garment, its suture connection, materials used and the components provide enhanced strength and performance. Due to the timely modernization and acquisition of new modern equipment, the manufactured products are of a high quality and are constantly competitive in the market.

"Olteks" company produces: winter form, summer shape, demi-season shape, winter overalls, summer overalls, demi-season overalls, hats. The main customers of LLC "OLTEKS" are the Ministry of Defense of Ukraine, the Ministry of Internal Affairs of Ukraine, the Ministry of Emergencies, the State Committee for Civil Cases, the enterprises of Ukrzaliznytsia, State Enterprise "Borispol International Airport", "Ukrposhta" and others.

The enterprise has implemented a quality management system ISO 9001: 2009 (ISO 9001: 2008; ISO 9001-2015). Strict quality control is carried out at every stage of the production of garments: from the purchase of fabrics and fittings to the testing of finished samples and their launch in batch production, which allows maintaining the highest standard of manufactured products.

The proof of the recognition of the quality of the products of the company "Oltex" abroad is more than fifteen years of successful cooperation with the well-known companies in Western Europe. The company manufactures and exports products for well-known European and American firms such as "Ukrakov-West" (Belgium), "Eurotex, Lener Cardier" (France), "Polaris" (Austria), "Kaizer", "Valker", "Kirsten" (Germany). The company is a member of two professional business associations - the Ukrainian Association of Light Industry Enterprises and the Association "Ukrainian Defense and Security Industry". Table 1 provides a SWOT analysis of one of the light industry enterprises of the "Oltex" company.

On the basis of the analysis of activity of the light industry enterprise of the "Olteks" company, measures have been developed to implement the Concept of building up the

export potential of the industrial enterprise in Kyiv, including to the EU countries (Table 2).

Table 1

SWOT analysis of light industry enterprises - "Olteks" company

<i>Strengths</i>	<i>Weaknesses</i>
The company consists of two sewing factories with a full cycle of the production process. The production process uses new technology and technology. The ISO 9001: 2009 quality management system (ISO 9001: 2008; ISO 9001-2015) has been introduced. The company manufactures and exports products for well-known European and American firms such as "Ukrakov-West" (Belgium), "Eurotex", "Lener Cardier" (France), "Polaris" (Austria), "Kaizer", "Valker", "Kirsten" (Germany). The enterprise is a member of the "Ukrainian Association of Light Industry Enterprises", "Ukrainian Defense and Security Industry".	Insufficient nomenclature of product types. The main customers of "OLTEKS" company are the Ministry of Defense of Ukraine, the Ministry of Internal Affairs of Ukraine, the Ministry of Emergencies, the State Committee for Civil Cases, the enterprises of Ukrzaliznytsia, State Enterprise "Borispol International Airport", "Ukrposhta" and others. Absence of own retail sales network of goods.
<i>Opportunities</i>	<i>Threats</i>
Expansion of assortment of let out production. New types of products are being actively developed. Raising the skill level of highly skilled specialists. Expansion of geography of exports with the further opening of representations in new countries, as well as participation in international industry exhibitions, contests, grants.	Significant level of competition from Ukrainian and international manufacturers. Significant influence on the formation of the value of products are made by such factors as the rate of the national currency, the level of inflation, changes in the taxation system, the introduction of additional import duties. Barriers to entry to foreign markets.

Source: compiled by the author

Table 2

Measures to implement the Concept of Expansion of the export potential of the industrial company of the "Olteks" of Kyiv, including the EU countries

<i>№</i>	<i>Areas of implementation of the Concept</i>	<i>Event name</i>
1	Improving the quality and competitiveness of products	Certification for compliance with international quality and product safety standards.
2	Increase in the share of added value of products	Modernization of production capacities and increase of export volumes of products; expanding the range of products exported; import substitution of raw materials, components, equipment domestic analogues.
3	Increasing the innovation and knowledge-based products	Technological renewal of production to improve the quality and competitiveness of products.
4	Organizational-administrative measures	Development of the plan of foreign economic activity as an integral part of the business plan of enterprise development; establishment of a sales office abroad; participation in foreign government procurement, tenders, auctions. The participation of business managers in seminars, trainings in Ukraine and abroad on the direction of granting preferential terms of international trade is required.
5	Information and advertising measures	Order marketing research on external markets to determine the demand for products; participation in international specialized exhibitions; representation in catalogs and other promotional products that are issued in Ukraine and abroad.
6	Financial measures	Attracting targeted investments (preferential lending) aimed at increasing exports; insurance of financial risks of export contracts.
7	Institutional measures	Support from the authorities to realize the export potential in terms of providing free of charge in the country or compensation for the cost of the exhibition space abroad; partial compensation for participation in foreign business visits; conducting free of charge for the enterprise consultations, seminars, trainings on the territory of Ukraine and abroad; Improvement of currency regulation in Ukraine.

Source: compiled by the author

“Chinbar” Private Joint-Stock Company is a modern enterprise, the only producer of genuine leather in Kyiv. The enterprise was founded in 1845.

The enterprise is characterized by the presence of a full cycle of processing hides of cattle, swine and horsehair to semi-finished and finished leather: a leather semi-finished chrome tanning Wet-blue, a leather semi-finished product without chrome tanning Wet-white, a leather, natural for modern shoes, hydrophobic leather for military footwear, leather vegetable tanning for leather goods, leather belt, leather lining. At its own production facilities, 500 tons of raw materials are processed monthly to semi-finished products and finished leather of chrome and vegetable tanning for military, orthopedic, casual, VIP-haberdashery, ammunition, clothes, belts.

The enterprise is certified to comply with the international standard ISO 9001: 2000 and the current normative document National Standards of Ukraine ISO 9001-2001 in Ukraine, and the integrated system of ecological management of National Standards of Ukraine 140001:2006 "environmental management system" is introduced, indicating a high technical, technological and organizational level that guarantees about the possibilities of the enterprise to stable production. Technical re-equipment was carried out. The equipment of leading world firms is installed: “DOSE”, “OLSINA”, “RIZZI”, “QVICK”, “INCOMA”, “MOLLISA”, “ROLLMAC”. Introduced new technologies using chemical materials produced in Ukraine, Italy, Spain, Russia.

In 2017, the company participated in 12 procurements, as well as the winner in 11 purchases, signed 11 contracts. The enterprise carries out export of semi-finished chrome tanning and vegetable tanning from raw materials of cattle, pigs, horses, krasts and ready-made garments in an assortment: a natural leather for modern footwear; Hydrophobic skin for special footwear; the skin of vegetable tanning for leather goods, intestine, lining; special purpose skin for the prosthetic and orthopedic industry. Exports are to Portugal, Italy, Czech Republic,

Poland, Bulgaria, Russia, Moldova, to the Baltic states. In 2017, the company was nominated for Best Exporter of the Year as the best exporter in the textile industry, clothing, leather, leather goods and other materials industry among medium-sized enterprises in Kyiv.

Private Joint-Stock Company “Chinbar” offers its goods and services on Allbiz (52556-ua.all.biz). The enterprise is a member of the Kyiv Chamber of Commerce and Industry, takes part in economic and scientific events, willingly presents our country on international markets. Table 3 presents the peculiarities of an enterprise's SWOT analysis “Chinbar” Private Joint-Stock Company.

According to the results of the monitoring, the functioning of the industrial enterprise, the Private Joint-Stock Company “Chinbar”, proposed further measures to implement the Concept of increasing the export potential of the industrial enterprise in Kyiv, including to the EU countries (Table 4).

In the period from 2014 to 2017, a small number of new technologies were purchased in Ukraine - 170 units (in 2017 - 42 units), and outside Ukraine - 15 units. In 2015, 1 new technology was transferred to Ukraine, and in 2014 - 1 new technology outside Ukraine [1-8].

Production of chemical products in 2017 according to the State Statistics Service of Ukraine involved 168 industrial enterprises. Compared to 2014, their number has decreased by 144 units. It is necessary to highlight the fact that only 42 enterprises from the total number of industrial enterprises of the industry engaged in innovation activity, and their number in comparison with 2014 has decreased by 34 units.

Industrial enterprises of the industry engaged in innovative activities spent on: internal research - 8 enterprises (174997,1 thousand UAH), external research - 2 enterprises; purchase of equipment, machines and software - 2 enterprises (58724,3 thousand UAH); acquisition of other external knowledge - 2 enterprises, as well as other - 15 enterprises (39714,1 thousand UAH).

Table 3

SWOT analysis of “Chinbar” Private Joint-Stock Company

<i>Strengths</i>	<i>Weak sides</i>
At its own production facilities, the company processes 500 tons of raw materials monthly to semi-finished and finished leather. The enterprise is characterized by the presence of a full cycle of processing skins of cattle, pork and horsehair to semi-finished products and finished leather. The equipment of the leading world firms installed at the enterprise: “DOSE”, “OLSINA”, “RIZZI”, “QVICK”, “INCOMA”, “MOLLISA”, “ROLLMAC”. Introduced new technologies using chemical materials produced in Ukraine, Italy, Spain, Russia. The enterprise is a member of the Kyiv Chamber of Commerce and Industry. The enterprise is certified to comply with the international standard ISO 9001:2000 and the current normative document National Standards of Ukraine ISO 9001-2001 in Ukraine, and the integrated system of ecological management National Standards of Ukraine 140001:2006 "ecological management system" is implemented.	Absence of own retail sales network. The ecological state of the enterprise has slightly increased. The shortage of highly skilled experts in the field of glass (in one year three teams working on high-tech equipment have changed at the factory).
<i>Opportunities</i>	<i>Threats</i>
Long-term experience, advanced technologies and high qualification of employees, the company produces a wide range of products, which corresponds to the needs of consumers as much as possible. Private Joint-Stock Company "Chinbar" offers its goods and services on Allbiz. Expansion of geography of exports with the further opening of representations in new countries, as well as participation in international industry exhibitions. Raising the skill level of highly skilled specialists. New equipment made it possible to improve the technology of high-quality leather production. Developed the technology of hydrophobic skin "Vodograi", which is capable of not allowing water for three hours. Practically waste-free production.	Significant level of competition from Ukrainian and international manufacturers of leather products (platform ALL.biz). Modern equipment for leather enterprises can be purchased only abroad. Ukrainian legislation provides for the payment of value added tax at the full cost of equipment. Many domestic raw materials are exported abroad. The raw materials should be processed at domestic enterprises, the level of which is already high-tech.

Source: compiled by the author

The total amount of financing of innovation activity in the field of production of chemicals, chemical products in 2017 compared to 2014 has increased slightly, only by 51474,0 thousand UAH. Including financing of innovative activity of enterprises of the branch was carried out at the expense of own funds of enterprises - 106479,6 thousand UAH. Compared to 2014, the amount of financing under this article has decreased by 36056,6 thousand UAH. Financing of innovation activity of industrial enterprises of the sector at the expense of the state budget was carried out in 2015 – 15750,4 thousand UAH, and funds from foreign investors - 15353,1 thousand UAH, others – 40566,3 thousand UAH [1-5].

The introduction of innovations in 2017 was carried out by 33 enterprises of the chemical industry, chemical industry. Their number has decreased by 25 units as compared to 2014. Also, the number of

enterprises that introduced innovative processes by 10 units decreased (in 2014 - 26 units), of which low-waste, resource-saving - by 15 units (in 2017 - 6 units). In 2017 23 industrial enterprises of the industry were engaged in the introduction of innovative types of products, which is 41 units less than in 2014, of which 2 companies introduced new types of products for the market, which is 3 units less compared to 2014. In 2014, 6 industrial enterprises of the industry implemented organizational innovations and 9 enterprises - marketing innovations.

During the period from 2014 to 2017, 235 new technological processes were introduced at industrial enterprises engaged in the production of chemicals, chemical products, in particular in 2017 - 56 units. Of these, 100 low-waste, resource-saving for the period from 2014 to 2017, including 35 units in 2017.

Table 4

Measures to implement the Concept of Expansion of the “Chinbar” Private Limited Liability Company (Kyiv) to export potential, including to EU countries

№	Areas of implementation of the Concept	Event name
1	Improving the quality and competitiveness of products	Certification for compliance with international quality and product safety standards.
2	Increase in the share of added value of products	Modernization of production capacities and increase of export volumes of products; reduction of the cost of production due to optimization of the enterprise's production program, energy saving, energy efficiency, material consumption, labor costs, transport costs; increase activity of promotional activity.
3	Increasing the innovation and knowledge-based products	Protection of intellectual property rights for technological inventions and finished products.
4	Organizational-administrative measures	Establishment of a sales office abroad; optimization of sales logistics to foreign markets; participation in public procurement, tenders, auctions; development of the plan of foreign economic activity as an integral part of the business plan of enterprise development.
5	Information and advertising measures	Order marketing research on external markets to determine the demand for products; Participation in international specialized exhibitions.
6	Financial measures	Attraction of targeted investments (preferential lending) aimed at increasing exports. The features of financial risk insurance are related to risk insurance against non-return of foreign exchange earnings.
7	Institutional measures	Conducting free of charge for the enterprise consultations, seminars, trainings on the territory of Ukraine and abroad; Improvement of currency regulation in Ukraine. Support from the authorities to realize the export potential in terms of providing free of charge in the country or compensation for the cost of the exhibition space abroad; granting of subsidies and export credits on concessional terms.

Source: compiled by the author

The number of enterprises that sold innovative products in the chemical manufacturing industry, chemical products for the period from 2014 to 2017 decreased by 144 units. In 2017, reaching 168 units. The number of industry enterprises that sold innovative products also decreased by 27 units, reaching 25 units in 2017. Including the number of enterprises that sold products that were new for the market decreased by 9 units (in 2017 - 3 units), as well as products that were new for the enterprise only - 19 units (in 2017 - 24 units) [3-8].

During the analyzed period, the volumes of realized innovative products decreased by 0.3 times. In 2017, the volume of sales of innovative products by enterprises engaged in the production of chemicals, chemical products amounted to 502246,4 thousand UAH. Of the total volume of sales of innovative products, new products for the market were 43747,8 thousand UAH and

products that were new only for the enterprise – 458498,6 thousand UAH.

In the period from 2014 to 2017, the number of enterprises that sold innovation products beyond Ukraine was slightly reduced from 16 units up to 13 units. The volumes of realized innovation products beyond Ukraine in 2017 amounted to 61599,4 thousand UAH, while in 2014 – 351162,1 thousand UAH. The number of new technologies acquired in Ukraine by industrial enterprises in the industry in 2017 - 28 units (in 2014 - 21 units), and outside Ukraine in 2015 - 13 units, (in 2014 - 2 units) [4-7].

One of the promising industrial enterprises for the production of chemicals, chemical products is a Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant". It represents an innovative pharmaceutical company of European level, which synergises the scientific potential and high-tech modern production and produces

products according to world standards of quality.

Unlike other pharmaceutical companies, a Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", has 20 years of experience in the field of drug development. Has its own research center for the development and introduction of new drugs, highly skilled personnel and highly equipped laboratories. More than 10,0% of scientists and specialists of the company work in the field of scientific research and development. The enterprise cooperates with more than 50 leading institutes, laboratories and research facilities (Kharkiv National Pharmaceutical University, O. Bogomolets National Medical University, O. Bogomolets Institute of Physiology, National Academy of Sciences of Ukraine, State Institution "Chetatoryov Institute of Gerontology, National Academy of Medical Sciences of Ukraine", National Scientific Center" Institute of Cardiology named after Academician M. Strazhesko "of the National Academy of Medical Sciences of Ukraine, Kyiv National T. Shevchenko University, State institution "Dnipropetrovsk Medical Academy of the Ministry of Health of Ukraine", D. Zabolotny Institute of Microbiology and Virology of the National Academy of Sciences of Ukraine named after D. Zabolotnyi). In Ukraine, the own developments of the "Corvitin", "Kratinal", "Kvertin", "Altan", "Altabor", "Venohepanol", etc. During the 2016-2017 period, 12 new drugs were withdrawn into the market. It should be noted that 25 drugs are under development.

The enterprise has a balanced product portfolio, represented by the following items: medicines (more than 100 names), veterinary medicine products, dietary / nutritional supplements (BAAs), disinfectants. The production capacity of the 5 main shops is 1,8 billion pills and capsules; 73,08 million bottles of sterile antibiotics, syrups, suspensions, powders for external use, aqueous alcohol solutions and lyophilizates for injectable solutions; 7,4 million ampoule solutions for injections and concentrates for infusion solutions preparation; 5 million tubes

of ointments, gels, creams, liniments; 1,2 million packs of granules and 11 386 kg of substances, extracts, active substances in the composition of medicines.

The enterprise significantly reduced the volume of natural gas consumption for the main production and switched to the use of alternative energy sources.

Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" is one of the leading places in the volume of production and sale of finished medicines among Ukrainian manufacturers; it produces products of various price groups and is socially oriented.

Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" is the first pharmaceutical production in Ukraine that has implemented European quality standards (GMP, ISO 9001), distribution (GDP), environmental management at its own enterprise (ISO 14001), energy management (ISO 50001), health and safety at work (OHSAS 18001), and social responsibility (SA 8000).

Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" is a member of the European Business Association, which was founded in 1999 with the support of the European Commission in Ukraine. The enterprise regularly joins the CPhI activities, which enables to not only present their products to the international community, but also to track new trends and latest technologies of world pharmacy, as well as to shape the image of Ukraine as a modern pharmaceutical country.

Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" exports products to such countries as: Azerbaijan, Albania, Armenia, Belarus, Bulgaria, Bosnia and Herzegovina, Vietnam, Georgia, Iraq, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Russia, Serbia, Slovenia, Tajikistan, Turkmenistan, Uzbekistan, Croatia, Montenegro.

Table 5 provides a SWOT analysis of the Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", which highlights the strengths, weaknesses, and opportunities and threats.

On the basis of the analysis of the activity of the industrial enterprise Public Joint Stock

Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", located on the territory of the city of Kiev developed measures for the implementation of the Concept of building an industrial enterprise of export potential, including to EU countries.

Table 5

SWOT Analysis Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant"

<i>Strengths</i>	<i>Weak sides</i>
The company is a member of the European Business Association, develops, transfers and introduces over 130 names of original and generic medicines (9 pharmacotherapeutic groups). European standards in quality, distribution, environmental management, energy management, health and safety of personnel and social responsibility have been introduced. The products are manufactured in accordance with the requirements of the international GMP standard. Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" the second year in a row wins the tender of the Ministry of Health of Ukraine through the United Nations Development Program in Ukraine for the supply of anti-TB drugs (will provide the needs of Rifampicin for a total of about 6 million UAH) The enterprise uses alternative energy sources. The plant's products are shipped in over 20 countries (sterile antibiotics are among the leading drug manufacturers in the EU). Major generic drugs are recorded, which are in high demand from Europeans, due to high quality but lower prices than the original medicines.	Insufficient nomenclature of veterinary drugs. Only certain medicines produced by the enterprise are participating in the "Available drugs" program (7 names of medicines). Absence of own retail sales network of medicines. Domestic products are mostly manufactured from foreign substances.
<i>Opportunities</i>	<i>Threats</i>
In 2019, it is planned to launch a new production site with a capacity of 500 million tablets and capsules (+ 30% of the total capacity of production of these dosage forms), as well as the establishment of product composition for 5000 pallet-places. The enterprise is gradually reducing the production of new batches of outdated medicines and is actively developing new drugs (primarily to deal with those diseases that are most threatening the population, in particular cardiovascular diseases). Expansion of geography of exports with the further opening of representations in new countries, as well as participation in international industry exhibitions.	Significant level of competition from Ukrainian and international pharmaceutical manufacturers (ALL.biz platform). Impact of manufacturers/importers, distributors on pricing of medicines in Ukraine. Such objective factors as the exchange rate of the national currency, the level of inflation, changes in the taxation system, and the introduction of an additional import duty have a significant impact on the formation of the cost of medicines. Further increase in the cost price, the increase in the production process in general; the need for significant investment; unstable work of major distribution companies; increase in tax burden, problems related to timely reimbursement of value added tax, and so on. The dependence of the pharmaceutical market on state regulation. Barriers to entry to foreign markets.

Source: compiled by the author

The basic problems of the development of analyzed industries of the processing industry of Ukraine on innovative grounds include the

following: high degree of deterioration of fixed assets (up to 60,0%); the dependence of financial results of enterprises on the external

markets; high degree of resource and energy intensity of the domestic industry; absence of an effective connection between domestic scientific institutes and production; reduction of foreign investment due to adverse economic and political circumstances; insufficient financial support for development of industries by the state; low level of development of the domestic market and decrease of purchasing power of Ukrainian consumers; military actions in the zone in the east of Ukraine, etc.

In spite of the existing problems of the development of the industries of the

Ukrainian processing industry, in our opinion, it is necessary to pay attention to the functioning of special forms of organization of innovation activity. The most common among them are technopolises, industrial parks, industrial (industrial) parks, clusters, and others. An important issue related to the activities of technopolis is the system of privileges. In particular, the compensation of losses to foreign investors in accordance with the current legislation; system of accelerated depreciation; preferential lending to small and medium enterprises; providing large loans to small research and venture companies.

Table 6

Measures to implement the Concept of Industrial Expansion Public Joint Stock Company Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant" (Kiev) of export potential, including to EU countries

№	<i>Areas of implementation of the Concept</i>	<i>Event name</i>
1	Improving the quality and competitiveness of products	Certification for compliance with international quality and product safety standards; ensuring the registration of medicines in the countries of export; Certification is required for compliance with international standards for product quality and safety (Good Manufacturing Practice (GMP) EU).
2	Increase in the share of added value of products	Modernization of production capacities and increase of export volumes of production (modernization of solid dosage forms and equipment for the production of sterilized freeze-dried preparations); expanding the range of products exported; reduction of the cost of production due to optimization of the enterprise's production program, energy saving, energy efficiency, material consumption, labor costs, transport costs; increase activity of promotional activity.
3	Increasing the innovation and knowledge-based products	Registration of new patents for the protection of intellectual property rights (design and technological inventions). In order to increase the innovation and knowledge intensity of the products exported, the technological renewal of production is planned, as well as the protection of intellectual property rights for technological inventions and finished products.
4	Organizational-administrative measures	Development of the plan of foreign economic activity as an integral part of the business plan of enterprise development; establishment of a sales office abroad; Optimization of sales logistics to foreign markets; participation in public procurement, tenders, auctions.
5	Information and advertising measures	Order marketing research on external markets to determine the demand for products; participation in international specialized exhibitions, in particular CPHI.
6	Financial measures	Attracting targeted investments (preferential lending) aimed at increasing exports; Participation in EBRD Business Advisory Services (BAS) and Enterprise Development (EGP). An enterprise benefits from such a trade finance instrument as a documentary letter of credit and overdraft. The features of financial risk insurance are related to risk insurance against non-return of foreign exchange earnings.
7	Institutional measures	Support from the authorities to realize the export potential in terms of providing free of charge in the country or compensation for the cost of the exhibition space abroad; provision of subsidies and export credits on preferential terms; conducting free of charge for the enterprise consultations, seminars, trainings on the territory of Ukraine and abroad; Improvement of currency regulation in Ukraine.

Source: compiled by the author

An important task for Ukraine is the creation of the Pyatykhatki Technopolis (Kharkiv). The purpose of the activity is the formation of market mechanisms, the corresponding innovation infrastructure, capable of transforming the scientific and technical potential of the region into the main resource of social production. Within the territory is the largest center of nuclear physics and solid state physics in the country - the National Scientific Center "Kharkiv Physical-Technical Institute". Its activities will promote the creation of new types of products, increase the competitiveness of products in the world market, reorganization of labor resources in production, increase of welfare and standard of living of the population.

Another form of development of innovative activity of industrial enterprises is industrial parks. Their development in Ukraine is connected with existing barriers. Therefore, it is necessary to foresee the implementation of a set of measures. This is an improvement of the regulatory framework in the field of functioning of industrial parks in accordance with the European model of development. In particular, in connection with the introduction into the Draft Law "On Amendments to Section XX" Transitional Changes" of the Tax Code of Ukraine regarding the development of domestic production by stimulating the attraction of investments into the real sector of the economy through industrial parks" (registration number 2554 a-d from May, 25, 2016) [9-10]. Also concerns the introduction of amendments to the Draft Law "On Amendments to the Customs Code of Ukraine on Production Development by Stimulating the Attraction of Investments into the Real Economic Sector through Industrial Parks" (registration number 2555 a-d from April 25, 2016). It is a question of establishing effective tax and customs incentives for residents of the industrial park (exemption for the first 5 years from the income tax, for the next 5 years - the rate is twice less than the basic (today 9,0%); exemption from import value added tax, import duty on equipment and equipment for business activity within the industrial park

(restrictions on its alienation for 5 years); release for 3 years from the tax on immovable property, land tax and rent for the use of a land plot of state, communal property, in which the industrial park was created). It should be noted that benefits are provided only by industrial parks like Greenfield Park. Industrial parks created on the basis of existing or suspended production facilities are not eligible for tax benefits. Only residents of the industrial park can receive tax benefits, 70,0% of which is carried out in the processing industry.

Creation and development of industrial parks on the territory of Ukraine will intensify investment activity, increase the volume of direct investments, stimulate the development of the real sector of the economy, promote the creation of new high-tech industries and jobs, increase the volumes and range of production of export-oriented products.

In Ukraine, there are separate legislative acts that determine the legal, economic and organizational principles of the operation of technological parks (Law of Ukraine "On the special regime of investment and innovation activity of technological parks" No. 991-XI of 16.07.1999).

In 2005, some of the most important articles of laws regulating the activity of industrial parks were abolished [8-10]. Therefore, it is necessary to take urgent measures: to improve the effective Law of Ukraine "On the special regime of innovative technology parks" and the introduction of state support for the development of industrial parks (exemption from income tax and value added from the circulation of goods, exemption from import duties, exemption from payment value added tax when importing goods; accelerated depreciation of fixed assets); strengthening the personnel potential (increasing the number of trained technology managers, preparing specialized techno parks for highly qualified specialists, improving the skills of those employed in the field of production of high-tech products and high technologies, etc.); providing state financial support for the development of industrial parks and updating the material and technical base; development of an effective

mechanism for interaction of science-business-authorities, including through the system of e-governance and the creation of an online service; internationalization of domestic technology parks and their inclusion in global innovation networks, by attracting foreign direct investment, technology transfer and development of cooperation with foreign technology parks; carrying out research on the prospects of the development of industrial parks, developing on their basis programs and systems for evaluating the results of their functioning, etc.

The implementation of the proposed measures will not only save the technology parks in Ukraine, but will also contribute to the growth of their number. They can act as an instrument of decentralization of decision-making in the sphere of scientific and technical policy; intensify risk activities "from below", providing support for the development of small, high-tech firms and venture businesses; to promote the professional development of specialists in the field of production of high-tech products and high technologies; to assess conformity of the level of production in breakthrough areas with the level of qualification employed in the economy of any region of the country.

Conclusions. Thus, the state of innovation activity in any state is the most important indicator of the development of society and its economy. As shown by the analysis of innovation activity, Ukraine has a significant innovation potential. At the same time, there are a number of problems constraining the development of innovation activities in the country. To eliminate them you need: providing favorable conditions for investors (ensuring the stability of legislation, reducing the tax burden, etc.) to attract investments in the scientific and technical sphere; formation of a functioning venture financing mechanism, as well as the implementation of further support of venture capital firms; the creation of banks with a specialization in credit support for innovative activities; creation of patent courts to improve the system of protection of intellectual property rights; provision of financial assistance

(grants and subsidies) for commercialization and covering part of management expenses.

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