

ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ: РЕГИОНАЛЬНЫЙ АСПЕКТ

мая белорусский рубль был девальвирован по отношению к доллару с 3155 бел. руб. за долл. США до 4930. Вместе с тем на черном рынке белорусский рубль торговался на еще более низких уровнях. В октябре 2011 г. режим множественности обменных курсов был устранен. Однако этот шаг сопровождался еще одной девальвацией официального курса белорусского рубля уже до примерно 8700 BYR/USD. Таким образом, за 2011 г. белорусский рубль был девальвирован в 2,8 раза.

С IV кв. 2011 г. Республика Беларусь перешла к гибкому валютному курсу. Данный режим поддерживался и в последующие 2012-2013 гг. В настоящее время макроэкономические условия функционирования национальной экономики характеризуются высокими темпами инфляции (сводный ИПЦ составил на ноябрь 2013 г. 113,8% к декабрю 2012 г.), нарастанием дефицита в внешней торговле товарами (-2451,6 млн долл. США за январь-сентябрь 2013 г.), существенным дефицитом текущего счета платежного баланса (-4827,0 млн долл. за январь-сентябрь 2013 г.), высоким уровнем внешнего долга (54,9% к ВВП по состоянию на 1.10.2013 г.), повышением реального курса национальной валюты (индекс реального эффективного валютного курса за январь-август 2013 г. составил 1,089, (2005=100)), низким уровнем золотовалютных резервов (6458,7 млн долл. США по состоянию на 1.11.2013 г.), отсутствием устойчивых источников внешнего финансирования дефицита текущего счета платежного баланса. В силу этого, сохраняются объективные предпосылки для снижения обменного курса национальной валюты и трудности поддержания его устойчивости. Решение данной проблемы лежит на путях осуществления последовательной модернизации и структурной перестройки национальной экономики, обеспечивающих активизацию немонетарных факторов обеспечения ее конкурентоспособности.

Таким образом, исследование эволюции режима валютного курса в Республике Беларусь позволяет сделать следующие выводы:

1. По критерию применяемого режима валютного курса в развитии валютной политики в Республике Беларусь можно выделить восемь основных этапов, с присущими им целями, инструментами и результатами.
2. Эволюция валютной политики в республике в целом характеризовалась переходом от свободного плавания к жесткой фиксации, промежуточным режимам валютного курса и от них к гибкому валютному курсу (управляемому плаванию в современной классификации режимов валютного курса МВФ). Таким образом, основной тенденцией смены режима валютного курса для Республики является движение от фиксированных к плавающим режимам валютного курса.
3. Политика курсообразования формируется исходя из балансирования целей внутреннего (снижение инфляции) и внешнего (устранение дефицита текущего счета платежного баланса) равновесия. Однако, усиление функций валютного курса как инструмента сдерживания инфляции приводит, как правило, к снижению его эффективности (как инструмента сокращения внешнего дефицита).
4. Объективным ограничителем воздействия динамики обменного курса (соответственно режима валютного курса) на конкурентоспособность национальной экономики Республики Беларусь выступает ее специфика как малой открытой экономики и высокая импортоспособность. Поэтому переход к плавающему валютному курсу в политике курсообразования и обеспечение в этих условиях его устойчивости предполагает изменение структуры экспортно-импортных потоков на основе структурной перестройки национальной экономики и обеспечение ее конкурентоспособности посредством использования немонетарных факторов, снижающих зависимость от фактора валютного курса.

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GEORGIA'S FOREIGN DIRECT INVESTMENT POLICY IN THE PROCESS OF MOVING TOWARDS THE EU

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Лекашвили Е., Джамагидзе Л. Политика прямых иностранных инвестиций Грузии в процессе приближения к ЕС

Прямые закордонні інвестиції надають капітал, технології та ноу-хау і є одним з найбільш ефективних способів для інтеграції у світову економіку. Тому розробка відповідних заходів політики залучення ПІІ є одним з важливих напрямків економічної політики Грузії. У статті розглянуті інструменти політики ПІІ в Грузії за допомогою концептуальної основи ЮНКТАД, яка виділяє три покоління інструментів політики ПІІ. Протягом останніх десятиліть Грузія зробила суттєві реформи в регулюючих інститутах економіки, в тому числі в галузі інвестицій. На сучасному етапі найважливішим завданням є проведення ефективної стратегії економічного та нормативного наближення з ЄС. Проведення першого покоління інструментів інвестиційної політики в Грузії було пов'язано з лібералізацією торгівлі та створенням законодавчої основи для відкритого і недискримінаційного інвестиційного режиму. Створення грузинського Національного Інвестиційного Агентства та Фонду соінвестування були важливими політичними заходами другого покоління. Нарешті, Поглиблена та всеохоплююча зона Вільної Торгівлі (DCFTA) як абсолютно новий вимір економічних відносин Грузії з ЄС є корисною для висвітлення політики ПІІ в широкому контексті економічної стратегії і політики.

Ключові слова: прямі іноземні інвестиції, політика прямих іноземних інвестицій, конвергенція з ЄС.

Лекашвили Е., Джамагидзе Л. Политика прямых иностранных инвестиций Грузии в процессе приближения к ЕС

Прямые зарубежные инвестиции предоставляют капитал, технологии и ноу-хау и являются одним из наиболее эффективных способов для интеграции в мировую экономику. Поэтому разработка соответствующих мер политики привлечения ПИИ является одним из важных направлений экономической политики Грузии. В статье рассмотрены инструменты политики ПИИ в Грузии с помощью концептуальной основы ЮНКТАД, которая выделяет три поколения инструментов политики ПИИ. В течение последних десятилетий Грузия сделала существенные реформы в регулирующих институтах экономики, в том числе в области инвестиций. На современном этапе важнейшей задачей является проведение эффективной стратегии экономического и нормативного приближения к ЕС. Проведение первого поколения инструментов инвестиционной политики в Грузии было связано с либерализацией торговли и созданием законодательной основы для открытого и недискриминационного инвестиционного режима. Создание грузинского Национального Инвестиционного Агентства и Фонда Соинвестирования были важными политическими мерами второго поколения. Наконец, Углубленная и Всеобъемлющая Зона Свободной

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Торговли (DCFTA) как совершенно новое измерение экономических отношений Грузии с ЕС полезна для рассмотрения политики ПИИ в широком контексте экономической стратегии и политики.

Ключевые слова: прямые иностранные инвестиции, политика прямых иностранных инвестиций, конвергенция с ЕС.

Lekashvili E., Jamagidze L. Georgia's Foreign Direct Investment Policy in the Process of Moving towards the EU

FDI flows provide capital, as well as technology and know-how and represent one of the most effective ways for integration with the global economy. Therefore the development of the appropriate policy measures to attract FDI is one of the important policy making areas in Georgia. The article analyzes Georgia's FDI policy instruments using the conceptual framework of the UNCTAD, which distinguishes three generations of FDI policy instruments. During the last decades Georgia has made substantial reforms in the regulating institutions of the economy, including in the field of investments. At the present stage the most important objective is to carry out an effective strategy for economic and regulatory approximation with the EU. Implementation of the first generation of investment policy instruments in Georgia involved liberalization of trade and creation of the legislative basis for the open and non-discriminatory regime for foreign investors. Establishment of the Georgian National Investment Agency and Co-investment Fund were important second generation policy measures. Finally, Deep and Comprehensive Free Trade Area (DCFTA) as a completely new dimension of Georgia-EU economic relations is helpful to put FDI policy within the broad economic strategy and policy context.

Keywords: FDI, FDI policy, convergence to the EU.

Introduction

Although growing international economic interdependence has created new opportunities for pursuit of economic prosperity, it also has shrunk the ability of governments to achieve economic goals and solve problems when acting alone. Recognition of this shrinkage is a major justification of the European Union. Because the economic benefits of interdependence to countries continue to exceed the political costs of diminished national autonomy, governments allow their international trade policy and international monetary and financial policies to be circumscribed by the multilateral regimes governing them. (Cohen, 2007).

The investment policy is an aggregate of organizational and economic measures passed by the state management organs which are directed at the creation of favorable conditions for attracting investments and at the enhancement of their effectiveness. Countries determine their investment policies considering the investor's and the host countries' respective interests. Current foreign investments are governed by a range of multilateral, regional and bilateral agreements.

Foreign direct investment (FDI) policy instruments and regulatory measures can be grouped according to which aspect of FDI they influence. Accordingly they can be related to:

- admission and establishment;
- ownership and control;
- actual FDI operations or
- incentives offered to foreign investors.

UNCTAD differentiates three generations of FDI policy instruments. The first generation of investment policy instruments emphasize the opening the economy to FDI. The second generation is for a government to decide to actively "market" its economy, namely, by putting in place a board of investment or an investment promotion agency. Third generation of investment policies is targeting more specific investments. Indeed, investment promotion agencies have to change from too narrowly focused promotion strategies in order to increase the efficiency of FDI, by capturing various stages of export-oriented investment, for example (UNCTAD, 2002).

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During the last decades Georgia has made substantial reforms in the regulating institutions of the economy, including in the field of investments. At the present stage the most important objective is to carry out an effective strategy for economic and regulatory approximation with the EU. Deep and Comprehensive Free Trade Agreement with the EU will help to create a favorable business climate and attract investors by means of eliminating or streamlining complicated and unpredictable business regulations.

The First Generation of FDI Policy Instruments in Georgia

FDI policy should be discussed in the broad economic policy context. Macroeconomic policy, trade policy and competition policy instruments have considerable impact on FDI.

The set of trade policies applied by a country is a central element of the FDI policy evaluation. Both import restrictions as well as export stimulation measures have their impact on inward FDI. The impact of exchange rate volatility as well as restrictions in capital account transactions related to FDI capital inflows are confirmed by the IMF studies. Another policy measure that has a direct effect on the returns that are realized by the firm that makes an investment in the host country and hence should be an important determinant of FDI inflows is taxation.

Carrying out investment policy requires a relevant legislative basis. Laws regulating competition, trade and investment activities create grounds for liberalization of the economy and provide direct and indirect support for foreign investment flows.

Law of Georgia on Free Trade and Competition determines level of independence of economic agents and creates conditions of free market access for entrepreneurs. It is mainly concentrated on government aid recognizing the following forms of aid:

- tax waiver;
- debt forgiveness;
- restructuring;
- loan concessions;
- favorable loan guarantees;
- special terms for real estate purchase;
- preferential terms of government procurement;
- profit guarantees, etc.

Any form of government aid which hinders or threatens the competition is restricted by the law.

Law of Georgia on Commodity Exchange and Trade Exchange defines trade related legal relations of commodity exchange (and its branches) and trade exchange and provides their legal guarantees.

Generally Georgia has a quite liberal trade regime; there are no quantitative restrictions, restrictive licensee requirements and other non-tariff barriers. As a whole, the Georgian Tariff System remains to be liberal compared to that of other developing countries. According to the WTO data, an average tariff of Georgia is 7, 2%.

Under Georgian legislation, foreign investors enjoy the non-discriminatory and not the least favorable conditions for their activities. Foreign investors can make their independent choice with regard to the size, amount and conditions of their financial involvement; they are guaranteed an immediate and safe repatriation of profit, financial resources and facilities. The most important laws regulating direct investment activities in Georgia are: the law on "Investment Promotion and Guarantees" adopted in 1996, the law on "Georgian National Investment Agency" adopted in 2002 and the 2006 law on "State Support for Investment Activity." The goals of their design and adoption are to encourage the realization of investments and to improve procedures and create an additional legal regime necessary for entrepreneurial activities.

According to the Law of Georgia on Investment Promotion and Guarantees foreign and local investors enjoy equal rights. Special provision in article 7 of the law states that investment is wholly and unconditionally protected by effective Georgian legislation.

The law on the State Support for Investment Activity establishes special norms and additional contributing measures to encourage investments of particular importance. The law facilitates investment activities and realization of investment goals for potential investors. However, there are some

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points that deserve to be accentuated. For example, there is not established any profit from “the investments of particular importance”, i.e. the investment which exceeds 8 million GEL, or the investment realized in high mountainous regions of Georgia which exceeds 2 million GEL. In the law on “State Support for Investment Activity so called “immutable clauses” of the memorandum to be concluded between the Georgian government and investors” are not determined, i.e. it is not clear what privilege is granted to the investor holding a status of the investment of particular importance.

The law sets out the procedures of issuing a provisional license and permission, describes the competence of the Georgian national investment agency and duties of the municipalities and state bodies – to timely acquaint the procedure with investors. In practice these provisions can confuse investors because they are not buttressed even by secondary legislation.

Thus, the 2006 law permits undue regulation on the process of obtaining permission, and neither institutional possibilities nor secondary legislation exists. Besides, some provisions make this whole process less attractive to foreign investors. We should also pay attention to the fact that the 2006 law additionally describes the administrative procedures related to privatization which in a similar way continues with the tenets of the law on privatization adopted in 1997. Namely, the criteria of direct selling stated in it are rather broad. This allows for rapid selling procedure facilities to be privatized, but at the same time possible administrative willfulness is not excluded in making decision by the side of authorities involved in the process related to investment.

By the law adopted in 2008 the registration issues related to land possession in Tbilisi became simplified and expedited. It is possible to lease or buy land and there are not any restrictions with regard to area of land. It takes one week to lease land in Georgia, while such procedure, for example, takes 5 months in Poland. In Georgia to lease land which is in state property is possible within 50 days, and it takes almost one year (351 days) in Bulgaria. It is also notable that in the rating of economic freedom Georgia ranks 26th.

The research conducted by the World Bank made it clear that by all indicators Georgia is completely open to foreign capital and there are not any restrictions for foreign companies. 4 days are sufficient to start a business in Georgia while 33 days are necessary to start a business in Poland, 31 days – in Russia, 22 days – in Greece, 20 days – in Bulgaria, 18 days – in Armenia, 8 days – in Turkey. Georgia considerably improved its business climate and moved up to 9th place (out of 185) in the ease of doing business ranking in the World Bank’s ‘Doing Business 2013’ annual report.

According to the World Bank report “Investing Across Borders 2010”, Georgia leads the list of 87 states, which is open to foreign direct investments. The research of the World Bank on “Investing Across Borders 2010” provides the analysis of foreign direct investments in 87 countries of the world. The indicators of research are focused on 4 thematic issues, namely, how a foreign company manages to invest in various countries, to launch activity, to possess a land and solve the problems related to business.

Georgia’s WTO membership guarantees MFN for the great majority of sectors and this factor affects foreign companies and domestic companies equally. However, several studies reveal that in practice it is always easier for local companies to find ways round regulations. Foreign investors regard directly discriminatory factor in the local business environment the inefficiency of courts, what generally tends to favor local business agents. Another problem is the easiness for local firms to evade taxes than for foreign firms.

The second generation of FDI Policy instruments in Georgia

The state support for investments is provided by the Georgian National Investment Agency – the state representative in the relations with administrative bodies and other persons. To this end, on the basis of the contract made between the agency and investors the agency provides service to investors in obtaining all licenses and permissions necessary for investment activities or in realization of other representation mandate. The realization of the noted representation mandate by the agency is to be remunerated and its cost is established by the Ministry of Economy and Sustainable Development of Georgia. At the same time the representation mandate given to the agency doesn’t restrict investors to establish direct relations with administrative bodies or through another representation.

Thus, the role of the investment support agency is undeniably big. Its function is also investment generation and caring about the country’s image. Today, there are more than 180 national and more than 300 sub-national investment support agencies in the world. How they manage to influence investors’ decision it is subject to discussion. Overall, the effectiveness of the agency depends on that environment where it functions.

An important institution established recently is the Co-investment Fund, which is designed to channel capital in needed directions. It targets investment projects throughout Georgia in agriculture, energy, infrastructure, manufacturing, tourism, and other sectors, which are regarded as the key to promote Georgia’s rates of foreign direct investment (FDI) and economic growth.

THE Third generation of FDI Policy instruments in Georgia: step-by-step towards the EU

For Georgia FDI effect on economic growth is especially important, as FDI is viewed as a factor of boosting the economic development. There is a real correlation between foreign direct investments and economic growth, but the direction of its action is not clear: frequently there is a mutual cause-effect interaction with beneficial effect of turnover. The country should be attractive to foreign direct investment and contribute to the putting of export-oriented investments in order to reduce negative effect of foreign balance. The last and rather extensive review of theoretical and empirical literature on foreign direct investments shows that great importance is attached to the local institutional environment.

It is widely recognized that foreign direct investments doesn’t fulfill a positive role automatically. They can produce less effective technological results if the sector owned by foreigners is isolated from the remaining economy as it was in the case of the Baku–Tbilisi–Ceyhan (BTC) pipeline construction. This tendency is strong when the industrial property rights are not protected properly in a recipient country. At present, foreign direct investments in Georgia are not oriented towards manufacturing industry, they are put into the infrastructure or service sectors (retail trade, insurance, banking). The same tendencies are in the countries of Central and Eastern Europe where more than a half of the foreign direct investments are put in the non-industrial sector.

Only foreign direct investments can accelerate Georgia’s economic growth, especially in those sectors as transport infrastructure (motor roads, railways, sea ports and airports), tourism (hotels), manufacture of agricultural and food products and other branches of industry. The investment inflows in Georgia until the present time should be added in the middle-term run by investments in those enterprises which will promote employment and the increase of export.

Promotion of investments is realized when it represents an indivisible part of the overall national development strategy. Attraction of foreign investment is the main component of any regional, small and medium-sized business or industrial strategy generally. Against the background of the current changes in the global economy import-substitution strategy of attracting FDI is no longer popular. With new communication technologies and more competitive international markets, rather than exploiting local, protected markets through import–substitution, FDI disperses its activities across countries linking borderless subsidiaries in global networks of production and marketing. In this context, luring investment through offering import protection is counterproductive. Attracting FDI by investment–friendly environment is the only efficient tool for developing new industries and restructuring the existing sectors. The new member countries and candidates for membership of the European Union are motivated to devise exactly such strategies as the European structural funds provide assistance following from these strategies.

Attraction of investments to start new business is one of the aspects of the policy of investment promotion. Georgia should be able to merge practical strategies with each other and revive local production with the support of foreign investors. Investment promotion should represent the cornerstone of industrial policy, because, in the long run only those sectors will attract investments which are competitive at least at the regional level. The Pilot Supplier Development Program which was carried out in the Czech Republic is a clear example of interrelationship. Within the frameworks of this program foreign investment support was realized aimed at assisting small and medium-sized enterprises.

Deeper integration with the EU is important for Georgia as a country with small internal market, as it will enable the country to expand its market size. At the same time economic and legal stability, and hence, improved institutional framework for the economic activities is suggested.

Regional-integration agreements between two or more countries are among of the most powerful means to attract FDI. These agreements

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have dramatically increased since the mid-1980s. The first reason why regional agreements attract MNEs is because they create larger markets. Secondly, the establishment of these regional-integration agreements also implies a greater degree of market deregulation within member countries, which attracts FDI from outside. Thus, regional agreements not only promote more intra-regional investment but also FDI from outside.

FDI promotion and improvement of investment environment in Georgia was one of the priorities within the ENP. Georgia's FDI Policy within this framework was a reflection of the belief that weaknesses in competitiveness should have been compensated with improved investment environment.

According to the OECD estimation, EU has the lowest barriers in the industrialized world to inward FDI. The main principles of FDI regulation in EU include:

- focus on long-term investments, which provide stable employment and economic growth;
- transparency of the regulations;
- improved market Access for investments;
- national treatment for investments observed according to the host country legislation;
- free movement of investment-related capital flows and the opportunity to use protection measures only in special cases;
- facilitation of investment-related movement of people.

The European policy on investment develops in consistency with the existing international rules that are most relevant to this area, i.e. the WTO General Agreement on Trade in Services (GATS), the Guidelines for Multinational Enterprises developed in the OECD framework, and other OECD instruments.

Until 2009 Lisbon Strategy EU did not have a common policy regarding FDI. With regard to the practice of Foreign Investment Policy before the Treaty of Lisbon, the Member States were taking up the position as chief players, leaving the European Community only with marginal bits of competences in the above mentioned specific areas.

With the coming into effect of the Treaty of Lisbon, the EU acquired exclusive competence over FDI within its Common Commercial Policy. The Lisbon Treaty was to increase the coherence and the efficiency of the European Union's external action to enable it to address the challenges of globalization and growing interdependence. Even if Article 206 TFEU then defines the specific objective of the Common Commercial Policy – to contribute, in the common interest, to the harmonious development of world trade, the progressive abolition of restrictions on international trade and on foreign direct investment, and the lowering of customs and other barriers. All key aspects of trade, goods and services, commercial aspects of intellectual property and foreign direct investment fall under the exclusive competence of the European Union. The major innovation of the Lisbon Treaty is to give the EU an exclusive competence on foreign direct investment. The Lisbon Treaty includes foreign direct investment in the scope of the Common Commercial Policy and does not provide for any exception. This means that the EU would have the exclusive competence to negotiate Bilateral Investment Treaties in almost all sectors.

Georgia has made significant improvements in the competition policy, technical barriers to Trade and intellectual property regulation areas for further approximation with the EU. These areas play an important role in the formation of FDI climate. It is widely recognized that foreign investments are positively affected by local product and factor market development, growth potential, the availability of financing, and 'better' institutions; but they are negatively related to market risks and costs of doing business.

Georgia's Free trade and Competition Agency is equipped with all rights and authorities in order to perform its functions independently and effectively. Georgia has prepared a multi-branch strategy for the implementation of competition policy. The new 2012 Law On Free Trade and Competition is structurally in conformity with the European competition norms, including prohibitions of anti-competitive arrangements and concerted practices, which deliberately restrict competition. The Law regulates abuse of dominant position in the market, mergers and government aid as it is required by the European competition law.

In the field of trade-related technical barriers, the Government Program on the approximation of technical regulation of the priority industry sectors with the European legislation was adopted. The Technical and Construction Inspection Agency was formed and the Code work on Free movement of goods and Security was adopted in 2012. The Code reflects the principles of TBT of the WTO and the European legislation. Two fundamental horizontal Directives of the EU on the Responsibility for Defective Products and On General Safety of a Product was adopted by the code.

In the area of intellectual property right the study of falsification and counterfeiting was made and the respective recommendations of the EU are being implemented. Since 2012, a single registration at Sakpatenti is enough to obtain border protection without having to also register at the Revenue Service. The EU provided support through TAIEX instrument and ad hoc assistance in order to increase the capacity building of the Georgian Copyright Association (collective management society).

With a view to to approximate with EU sanitary and phyto-sanitary (SPS) standards Georgia adopted a new Food Safety, Veterinary and Plant Protection Code; The National Food Agency (NFA) continued to carry out food safety inspections in establishments.

Current industry priorities for FDI include manufacturing, pharmaceuticals, agriculture, energy and tourism. In the medium-term perspective the goal of Georgia's government is to achieve FDI equal to 6% of GDP. According to the analysis of Georgian NGOs the current approach towards FDI is more balanced and aims at creation protected, favourable and predictable environment for both domestic and foreign investors. This can be viewed as an indication of gradual move towards the third generation policy implementation when policy approaches to external and internal investments are converged.

Deep and Comprehensive Free Trade Area (DCFTA) is a completely new dimension of trade and economic relations between Georgia and the EU. Georgia is actively working on legal harmonization with the EU. The Agreement creates grounds for predictable institutional environment, what increases trust with Georgia as an economic partner and promotes foreign investment inflows. Implementation of the Agreement can have a great role in the attraction of export-oriented FDI.

DCFTA implementation and effective third generation FDI policy instruments are mutually complementary. Above all it involves a detailed strategy directed at export-oriented FDI promotion. Georgia's strategic location makes it a very attractive base from which to serve the regional market.

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ПРОБЛЕМЫ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКИХ СВЯЗЕЙ И ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ: РЕГИОНАЛЬНЫЙ АСПЕКТ

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ФОРМИРОВАНИЕ ЕДИНОГО ТЕЛЕКОММУНИКАЦИОННОГО РЫНКА СТРАН-ЧЛЕНОВ ТАМОЖЕННОГО СОЮЗА

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Лисица К.С. Формування єдиного телекомунікаційного ринку країн-членів Митного союзу

У статті розглядаються національні телекомунікаційні ринки країн Митного союзу, які володіють значним телекомунікаційним транзитним потенціалом, так як розташовані на єдиному короткому наземному шляху передачі даних з Азії до Європи. З урахуванням відсутності спеціального регулювання торгівлі даним видом послуги на території інтеграційного об'єднання визначено основні тенденції розвитку в Білорусі, Казахстані та Росії. Розглянуто нормативно-правову базу, що регулює досліджуваний сегмент; основні показники розвитку окремих сегментів телекомунікаційного ринку (мобільного зв'язку, фіксованого зв'язку, міжнародного зв'язку, Інтернет та ін.). Досліджено рейтинги країн з розвитку телекомунікаційного ринку (за рівнем розвитку Інтернет, швидкості передачі даних від кінцевого користувача в глобальну мережу, рівню якості інтернет-зв'язку). Виділено основні напрямки подальшого розвитку та формування єдиного ринку телекомунікаційних послуг, що дозволить створити умови, єдині принципи і правила для розширення взаємної торгівлі даним видом послуг з метою сприяння сукупному економічному зростанню, сприятливі умови для інвестування та ін.

Ключові слова: телекомунікаційні послуги, Митний союз, регулювання, доходи, стратегія розвитку, рейтинг, тарифи.

Лисица Е.С. Формирование единого телекоммуникационного рынка стран-членов Таможенного союза

В статье рассматриваются национальные телекоммуникационные рынки стран Таможенного союза, которые обладают значительным телекоммуникационным транзитным потенциалом, так как расположены на единственном коротком наземном пути передачи данных из Азии в Европу. С учетом отсутствия специального регулирования торговли данным видом услуги на территории интеграционного объединения определены основные тенденции развития в Беларуси, Казахстане и России. Рассмотрены нормативно-правовая база, регулирующая исследуемый сегмент; основные показатели развития отдельных сегментов телекоммуникационного рынка (мобильной связи, фиксированной связи, международной связи, Интернет и др.). Исследованы рейтинги стран по развитию телекоммуникационного рынка (по уровню развития Интернет, скорости передачи данных от конечного пользователя в глобальную сеть, уровню качества интернет-связи). Выделены основные направления дальнейшего развития и формирования единого рынка телекоммуникационных услуг, что позволит создать условия, единые принципы и правила для расширения взаимной торговли данным видом услуг с целью содействия совокупному экономическому росту, благоприятные условия для инвестирования и др.

Ключевые слова: телекоммуникационные услуги, Таможенный союз, регулирование, доходы, стратегия развития, рейтинг, тарифы.

Lisitsa K. The creation of a single telecommunication market of the countries of the Custom Union

The article describes national telecommunication markets of the Customs Union, which have significant telecommunication transit potential, as they are located on the shortest way of data path from Asia to Europe. There is no specific regulation of trade of such type of services in integration association. The main tendencies of their development in Belarus, Kazakhstan and Russia are considered, also emphasized the legal framework governing the analyzed segment, the main indicators of the individual segments of the telecommunications market (mobile, fixed, international communications, Internet, etc.). Investigated net indices of the development of the telecommunications market (upload index, value index, quality index). The basic directions of further development of the single market and the telecommunications services that will create conditions, common principles and rules for the expansion of mutual trade in such type of services to promote aggregate economic growth, favorable conditions for investment, etc.

Keywords: telecommunication services, Custom union, regulation, revenue, development strategy, rating, rates.

Страны Таможенного союза (ТС) обладают телекоммуникационным транзитным потенциалом. Регион расположен на единственном коротком наземном пути передачи данных из Азии в Европу, что позволяет максимально быстро передавать информацию. В ТС специального регулирования торговли услугами в настоящее время не установлено, и осуществляется национальное регулирование. В рамках ТС принято Соглашение о торговле услугами и инвестициях в государствах-участниках ТС и в отдельное приложение выделены основные положения касательно рынка услуг связи/электросвязи. Формирование общего рынка телекоммуникационных услуг позволит создать условия для расширения взаимной торговли данным видом услуг; единые принципы и правила для взаимной торговли с целью содействия совокупному экономическому росту; благоприятные условия для инвестирования на территориях стран-участниц.

Основными условиями создания рынка услуг связи в рамках ТС являются:

- доступность информации: тарифы, спецификации технических соединений, информация об органах, ответственных за подготовку и принятие стандартов, требования к уведомлениям, регистрации или лицензированию;
- лицензирование: оказание услуг связи осуществляется на основе выданной уполномоченными органами государств ТС лицензии в пределах указанной в них территории;
- открытый доступ: обеспечение недискриминационного доступа к сетям и услугам электросвязи на основе национального законодательства при наличии технической возможности на условиях не менее благоприятных, чем те, которые предусмотрены для других операторов электросвязи сторон, действующих в сопоставимых условиях;
- ценообразование: наличие государственного регулирования тарифов на некоторые виды услуг электросвязи, в остальных случаях – обеспечение наличия и эффективного применения конкурентного законодательства, препятствующего искажению условий конкуренции между поставщиками услуг связи сторон;
- пропуск трафика: установление единого подхода к ценообразованию и обеспечение беспрепятственного пропуска трафика, включая транзитный, на основании межоператорских договоров, с учетом технических возможностей сетей;
- перекрестное субсидирование: отказ от субсидирования услуг местной и междугородней электросвязи за счет завершения международного вызова на своей территории с 1 января 2013 г.;