

UKRAINE-EU: ANALYTICAL ASSESSMENT OF INTERNATIONAL TRADE IN SERVICES

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Introduction. Despite the fact that Ukraine acquired the status of a candidate for EU membership only on June 23, 2022, it actively and fruitfully cooperates in the field of foreign trade with EU member states. Thus, in 2021, services were exported to the EU from Ukraine in the amount of 4,494.2 million USD or 34.16% of the total amount of export of Ukrainian services to the countries of the world (13,156.5 million USD). At the same time, during the same period, Ukraine imported services from the EU in the amount of 3,232.8 million USD or 42.57% of the total amount of import of services from the countries of the world (7,593.4 million USD) [20; 21]. As you can see, the EU is an important international partner of Ukraine in the field of trade in services. Therefore, there is a need to study and evaluate the financial side of export-import operations with services between Ukraine and the EU in more detail. For the analysis, we will choose 2021, since for 2022 there are no relevant data on the website of the State Statistics Service of Ukraine due to the war.

Analysis of recent research and publications. Among modern studies of Ukraine's foreign trade in services, the following can be distinguished: H. Berezhna – peculiarities of export and import of services of Ukraine [1]; Z. Boyko et al. – dynamics of export-import of tourist services of Ukraine [2]; O. Chygryn et al. – the impact of fiscal decentralization on socio-economic indicators of development of European countries [3]; M. Demianchuk et al. – construction of econometric models of the dependence of the gross regional product on the main socio-economic indicators of the economic region of Ukraine [4]; Y. Dron – development of export-import transactions for the purchase of goods and services between Ukraine and Romania [5]; O. Fatkhutdinova et al. – export and import of tourism in Ukraine [6]; Y. Glushchenko – dynamics and structure of export and import of transport services of Ukraine [7]; V. Hoblik – peculiarities of trade in goods and services in Ukrainian-Polish, Ukrainian-Slovak, Ukrainian-Hungarian and Ukrainian-Romanian cross-border regions [8]; S. Ilchenko – dynamics of export/import of services in Ukraine [9]; Y. Ivanov – the content of imported raw materials and components in export supplies of goods and services [10]; O. Kotko – dynamics of export and import of services of Ukraine [11]; L. Kudyrko et al. – the current state and development trends of Ukraine's foreign trade in river transport services [12]; V. Kushniruk and T. Ivanenko – analysis of trends and prospects for the development of exports and imports of goods and services by Ukrainian enterprises at the regional level [13]; V. Martynenko – the impact of export and import volumes of goods and services on the level of economic security of the economy of Ukraine [14]; T. Melnyk – the role of the service sector in output, intermediate consumption, added value and foreign trade of Ukraine [15]; N. Nepriadkina – the dynamics of export and import of services of Ukraine with the countries of Eastern Europe [16]; B. Punko and N. Kosharska – value volumes of export and import of services of Ukraine in dynamics [17]; I. Shovkun – the state of domestic foreign trade in high-tech services with regional integration associations of EU and CIS countries [18]; A. Simahova – the influence of foreign economic factors on the well-being of the population of Ukraine [19]; A. Sukhanova – foreign economic trade of Ukraine in goods and services [22]; O. Totska – dynamics of financial indicators of export-import of tourist services between Ukraine and the EU, foreign trade in services of Ukraine with the countries of Eastern Europe [23–24]; T. Tsygankova et al. – trade and economic cooperation between Ukraine

and the EU [25]; V. Yeleyko and R. Bodnar – econometric models of export and import of services of Ukraine, taking into account seasonal and trend components [26].

Objectives of the article. In contrast to these publications, the purpose of our research is a comprehensive analytical assessment of the value indicators of export-import transactions with services between Ukraine and EU countries.

The main material of the study. Analytical assessment of export-import operations with services between Ukraine and the EU will take place in three stages. At the first stage 27 EU countries will be divided into three groups depending on their share in the total export of services from Ukraine in 2021, using the ABC analysis method (divides the initial set of objects into three subsets depending on their specific weight in the overall value of a certain indicator):

A (approximately 80%) – a group of countries with a large total share of Ukrainian exports of services;

B (approximately 15%) – a group of countries with an average total value of export of services from Ukraine;

C (approximately 5%) – a group of countries with a small total share of Ukrainian exports of services.

At the second stage all EU countries will also be divided into three groups depending on their share in the total import of services to Ukraine in 2021, using the ABC analysis method.

At the third stage a structural analysis of export-import operations with services between Ukraine and those EU countries, which in the previous two stages were twice included in group A, will be conducted.

As part of the study, data from the State Statistics Service of Ukraine on foreign trade in services with the countries of the world (by types of services) in 2021 will be used (excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the temporarily occupied territories in the Donetsk and Luhansk regions).

The geographical structure of Ukraine's foreign trade in services with EU countries in 2021 in terms of exports is shown in Table 1. In this table, the countries are placed in descending order of the value of the export of services; for each EU country, the share and the accumulated share in the total volume of export of services from Ukraine to the EU were calculated. In addition, the group into which each country falls is determined based on the results of the first ABC analysis.

Based on the results of the ABC analysis, it was found that in 2021 services were exported from Ukraine to all EU countries. In particular, group A included 12 EU countries: Germany, Poland, Cyprus, the Netherlands, Hungary, Malta, Austria, France, Denmark, Estonia, Belgium, Italy. Services from Ukraine were exported to each of them in the amount of 125.8 million USD up to 717.3 million USD (from 2.8% to 16.0% of the total export of services from Ukraine to the EU). Group B included seven EU countries: Romania, Czech Republic, Ireland, Sweden, Spain, Lithuania, Bulgaria. In the analyzed period, Ukrainian services in the amount of 65.2 million USD up to 124.5 million USD (from 1.5% to 2.8%) were exported to each of them. Group C includes eight EU countries: Latvia, Slovakia, Finland, Greece, Luxembourg, Slovenia, Portugal, Croatia. The export of services from Ukraine in 2021 to each of these countries was 51 million USD less, the share of exports was less than 1.2%.

The difference between the bottom position in group A and the top position in group B was 1.4 million USD; between the lower position in group B and the upper position in group C – 15.0 million USD.

Aggregated data by country groups, obtained as a result of the first ABC analysis, is shown in Figure 1.

From a financial point of view, the value of the export of services from Ukraine to 44.4% of EU countries in 2021 amounted to 3,546.9 million USD (78.9% of the total volume of exports of services to the EU); to 25.9% of EU countries – 692.1 million USD (15.4%); to 29.6% of EU countries – 255.2 million USD (5.7%). In general, Ukraine received the largest part of income from export operations with services from 19 EU countries (groups A and B) – in the amount of 4,239.0 million USD (94.3%).

Table 2 shows the geographical structure of Ukraine's foreign trade in services with EU countries in 2021 in terms of imports. In it, all EU countries are placed in descending order of the indicator of the value of import of services. For each EU country, the share and accumulated share in the total volume of import of services to Ukraine from the EU was calculated. In addition, the group into which each country falls according to the results of the second ABC analysis is determined.

According to Table 2, in 2021, all EU countries imported services to Ukraine, the value of the import of services was lower than the value of the export. In particular, group A also included 12 EU countries: Germany, Ireland, Cyprus, Poland, Malta, Belgium, France, the Netherlands, Austria, Luxembourg, Sweden, Denmark.

Table 1

Geographical structure of Ukraine's foreign trade in services with EU countries in 2021 – Export (thsd. USD)

Country	Export of services from Ukraine	Share in the total volume of export of services from Ukraine to the EU, %	Accumulated share in the total volume of export of services from Ukraine to the EU, %	Group ABC
Germany	717,262.2	16.0	16.0	A
Poland	462,677.3	10.3	26.3	A
Cyprus	395,998.1	8.8	35.1	A
Netherlands	324,685.0	7.2	42.3	A
Hungary	254,261.7	5.7	47.9	A
Malta	254,052.2	5.7	53.6	A
Austria	251,642.5	5.6	59.2	A
France	250,072.3	5.6	64.8	A
Denmark	229,198.2	5.1	69.9	A
Estonia	142,441.7	3.2	73.0	A
Belgium	138,737.1	3.1	76.1	A
Italy	125,824.0	2.8	78.9	A
Romania	124,455.6	2.8	81.7	B
Czech Republic	122,288.6	2.7	84.4	B
Ireland	119,175.3	2.7	87.1	B
Sweden	114,666.9	2.6	89.6	B
Spain	74,809.3	1.7	91.3	B
Lithuania	71,521.5	1.6	92.9	B
Bulgaria	65,205.3	1.5	94.3	B
Latvia	50,162.2	1.1	95.4	C
Slovakia	46,224.7	1.0	96.5	C
Finland	36,037.9	0.8	97.3	C
Greece	35,960.4	0.8	98.1	C
Luxembourg	31,193.0	0.7	98.8	C
Slovenia	26,068.7	0.6	99.3	C
Portugal	18,527.9	0.4	99.8	C
Croatia	11,053.2	0.2	100.0	C
EU 27	4,494,202.7	100.0	-	-

Source: author's calculations based on the data of the State Statistics Service of Ukraine [21]

A group of countries	Number of countries	Specific weight of countries, %	The cost of exporting services from Ukraine, thsd. USD	Specific weight of the value of export of services from Ukraine, %
A	12	44.4	3,546,852.2	78.9
B	7	25.9	692,122.5	15.4
C	8	29.6	255,228.0	5.7
Together	27	100.0	4,494,202.7	100.0

Figure 1. The results of the ABC analysis of EU countries by the value of export of services from Ukraine in 2021 (thsd. USD)

Source: author's calculations based on data from Table 1

Geographical structure of Ukraine's foreign trade in services with EU countries in 2021 – Import (thsd. USD)

Country	Import of services to Ukraine	Share in the total volume of import of services to Ukraine from the EU, %	Accumulated share in the total volume of import of services to Ukraine from the EU, %	Group ABC
Germany	458,850.8	14.2	14.2	A
Ireland	374,696.6	11.6	25.8	A
Cyprus	342,210.5	10.6	36.4	A
Poland	273,231.6	8.5	44.8	A
Malta	236,431.2	7.3	52.1	A
Belgium	181,199.6	5.6	57.7	A
France	178,240.9	5.5	63.3	A
Netherlands	139,768.5	4.3	67.6	A
Austria	114,642.4	3.5	71.1	A
Luxembourg	110,835.4	3.4	74.6	A
Sweden	89,757.0	2.8	77.3	A
Denmark	82,043.7	2.5	79.9	A
Lithuania	69,825.1	2.2	82.0	B
Bulgaria	69,279.9	2.1	84.2	B
Latvia	67,989.0	2.1	86.3	B
Czech Republic	67,357.7	2.1	88.4	B
Estonia	62,070.6	1.9	90.3	B
Greece	46,452.1	1.4	91.7	B
Spain	46,225.8	1.4	93.1	B
Italy	43,230.1	1.3	94.5	B
Hungary	41,176.1	1.3	95.8	C
Finland	39,572.3	1.2	97.0	C
Slovakia	36,857.6	1.1	98.1	C
Romania	25,014.3	0.8	98.9	C
Portugal	13,897.8	0.4	99.3	C
Slovenia	11,317.7	0.4	99.7	C
Croatia	10,610.8	0.3	100.0	C
EU 27	3,232,785.0	100.0	-	-

Source: author's calculations based on the data of the State Statistics Service of Ukraine [21]

Each of them imported services to Ukraine in the amount of 82.0 million USD up to 458.9 million USD (from 2.5% to 14.2% of the total amount of imports of services to Ukraine from the EU). Group B included eight EU countries: Lithuania, Bulgaria, Latvia, Czech Republic, Estonia, Greece, Spain, Italy. In the analyzed period, each of them imported services to Ukraine in the amount of 43.2 million USD up to 69.8 million USD (from 1.3% to 2.2%). Group C includes seven EU countries: Hungary, Finland, Slovakia, Romania, Portugal, Slovenia, Croatia. The import of services to Ukraine in 2021 from each of these countries was less 42 million USD, the share of exports was less than 1.4%.

The difference between the bottom position in group A and the top position in group B was 12.2 million USD; between the bottom position in group B and the top position in group C – 2.1 million USD.

Aggregated data by country groups, obtained as a result of the second ABC analysis, is shown in Figure 2.

From a financial point of view, the cost of importing services to Ukraine from 44.4% of the EU countries in 2021 amounted to 2,581.9 million USD (79.9% of the total volume of imports of services from the EU); from 29.6% of EU countries – 472.4 million USD (14.6%); from 25.9% of EU countries – 178.4 million USD (5.5%). In general, the largest part of expenditures on import transactions with services was carried out by Ukraine to 20 EU countries (groups A and B) – in the amount of 3,054.3 million USD (94.5%).

At the previous two stages of the analytical assessment of Ukraine's export-import operations with EU countries, the following nine countries were twice included in group A: Germany, Poland, Cyprus, the Netherlands, Malta, Austria, France, Denmark, Belgium. We will conduct a structural analysis of indicators of the

A group of countries	Number of countries	Specific weight of countries, %	The cost of importing services to Ukraine, thsd. USD	Specific weight of the value of import of services to Ukraine, %
A	12	44.4	2,581,908.1	79.9
B	8	29.6	472,430.2	14.6
C	7	25.9	178,446.7	5.5
Together	27	100.0	3,232,785.0	100.0

Figure 2. The results of the ABC analysis of EU countries by the value of import of services to Ukraine in 2021 (thsd. USD)

Source: author's calculations based on data from Table 2

value of Ukraine's foreign trade operations with these countries based on Figure 3 (regarding export) and Figure 4 (regarding imports), which provides information on services that had the largest specific weight (more than 10%) in the overall indicators.

From Figure 3 shows that the following types of services had the greatest export potential from Ukraine to selected EU countries: services for the processing of material resources; transport services; services in the sphere of telecommunications, computer and information services; business services; services for insurance; services connected with financial activity. The amount of their exports was in the range of 22,285.1 thsd. USD (business services, Belgium) up to 261,713.5 thsd. USD (transport services, Germany), the share was from 10.5% (business services, Poland) to 90.5% (services in the sphere of telecommunications, computer and information services, Malta).

From Figure 4 shows that the following types of services had the greatest import potential to Ukraine from the selected EU countries: transport services; services in the sphere of telecommunications, computer and information services; business services; services connected with travels; services connected with financial activity; royalties and other services connected with usage of intellectual property; services for insurance; state and government services. The amount of their imports was in the range of 14,713.2 thsd. USD or 12.8% (transport services, Austria) up to 211,151.3 thsd. USD or 89.3% (services connected with travels, Malta).

Conclusions. The EU is an important international partner of Ukraine in the field of trade in services. Thus, in 2021, services were exported to the EU from Ukraine in the amount of 4,494.2 million USD or 34.16% of the total export of Ukrainian services. At the same time, during the same period, Ukraine imported services from the EU in the amount of 3,232.8 million USD or 42.57% of the total amount of import of services to Ukraine.

According to the results of the ABC analysis, it was found that in 2021 the most services from Ukraine were exported to the following 12 EU countries: Germany, Poland, Cyprus, the Netherlands, Hungary, Malta, Austria, France, Denmark, Estonia, Belgium, Italy (in the amount from 125.8 million USD to 717.3 million USD or from 2.8% to 16.0% of the total export of services from Ukraine to the EU). At the same time, during the same period, the most services were imported to Ukraine from the following 12 EU countries: Germany, Ireland, Cyprus, Poland, Malta, Belgium, France, the Netherlands, Austria, Luxembourg, Sweden, Denmark (in the amount of 82.0 million USD to 458.9 million USD or from 2.5% to 14.2% of the total amount of import of services to Ukraine from the EU).

The following nine countries entered group A twice: Germany, Poland, Cyprus, the Netherlands, Malta, Austria, France, Denmark, Belgium. The structural analysis of value indicators of Ukraine's foreign trade operations with these countries for 2021 shows that the following services have the greatest potential for export/import:

1) in foreign trade of Ukraine with Germany – services for the processing of material resources; transport services; services in the sphere of telecommunications, computer and information services; business services

EU country to which services from Ukraine were exported	Services	Specific weight in the total volume of exports of services from Ukraine to this country, %	The cost of exporting services, thsd. USD
Germany	Services for the processing of material resources	16.3	117,169.2
	Transport services	36.5	261,713.5
	Services in the sphere of telecommunications, computer and information services	24.1	173,170.0
	Business services	15.9	114,162.1
Poland	Services for the processing of material resources	42.5	196,504.0
	Transport services	29.6	136,995.0
	Business services	10.5	48,550.2
Cyprus	Transport services	36.6	144,916.9
	Services in the sphere of telecommunications, computer and information services	42.1	166,608.1
	Business services	14.5	57,242.3
Netherlands	Transport services	34.0	110,231.1
	Services in the sphere of telecommunications, computer and information services	40.7	131,984.9
	Business services	18.6	60,383.7
Malta	Services in the sphere of telecommunications, computer and information services	90.5	229,970.9
Austria	Services for the processing of material resources	41.3	103,791.2
	Transport services	15.3	38,504.6
	Services for insurance	29.2	73,547.3
France	Transport services	39.7	99,314.1
	Services in the sphere of telecommunications, computer and information services	36.4	90,898.2
	Business services	16.8	41,997.4
Denmark	Services for the processing of material resources	45.1	103,315.8
	Transport services	21.1	48,407.8
	Services in the sphere of telecommunications, computer and information services	27.7	63,543.7
Belgium	Transport services	20.3	28,143.9
	Services connected with financial activity	25.0	34,716.6
	Services in the sphere of telecommunications, computer and information services	30.3	42,090.0
	Business services	16.1	22,285.1

Figure 3. Ukrainian services with the greatest export potential in selected EU countries in 2021

Source: created by the author based on the data of the State Statistics Service of Ukraine [20]

Світове господарство і міжнародні економічні відносини

EU country from which services were imported to Ukraine	Services	Specific weight in the total volume of import of services from this country to Ukraine, %	The cost of importing services, thsd. USD
Germany	Transport services	37.9	173,709.8
	Services in the sphere of telecommunications, computer and information services	20.5	93,847.1
	Business services	14.1	64,755.0
Poland	Transport services	53.8	147,011.3
	Business services	16.0	43,638.4
Cyprus	Transport services	15.4	52,772.9
	Services connected with travels	36.0	123,290.3
	Services connected with financial activity	16.5	56,469.0
	Royalties and other services connected with usage of intellectual property	13.0	44,623.8
	Business services	13.9	47,522.4
Netherlands	Transport services	15.6	21,762.4
	Royalties and other services connected with usage of intellectual property	16.4	22,871.4
	Services in the sphere of telecommunications, computer and information services	26.1	36,455.3
	Business services	33.3	46,550.7
Malta	Services connected with travels	89.3	211,151.3
Austria	Transport services	12.8	14,713.2
	Services for insurance	20.2	23,180.4
	Royalties and other services connected with usage of intellectual property	14.1	16,141.6
	Services in the sphere of telecommunications, computer and information services	19.5	22,399.5
	Business services	19.5	22,372.0
France	Transport services	31.3	55,817.4
	Services in the sphere of telecommunications, computer and information services	16.3	29,010.7
	Business services	25.2	44,924.7
Denmark	Transport services	57.0	46,786.7
	State and government services	22.1	18,104.8
Belgium	Transport services	22.5	40,758.7
	Services connected with financial activity	45.0	81,512.9

Figure 4. European services with the greatest import potential in Ukraine in 2021

Source: created by the author based on the data of the State Statistics Service of Ukraine [20]

(regarding export); transport services; services in the sphere of telecommunications, computer and information services; business services (regarding import);

2) with Poland – services for the processing of material resources; transport services; business services (regarding export); transport services; business services (regarding import);

3) with Cyprus – transport services; services in the sphere of telecommunications, computer and information services; business services (regarding export); transport services; services connected with travels; services connected with financial activity; royalties and other services connected with usage of intellectual property; business services (regarding import);

4) with the Netherlands – transport services; services in the sphere of telecommunications, computer and information services; business services (regarding export); transport services; royalties and other services connected with usage of intellectual property; services in the sphere of telecommunications, computer and information services; business services (regarding import);

5) with Malta – services in the sphere of telecommunications, computer and information services (regarding export); services connected with travels (regarding import);

6) with Austria – services for the processing of material resources; transport services; services for insurance (regarding export); transport services; services for insurance; royalties and other services connected with usage of intellectual property; services in the sphere of telecommunications, computer and information services; business services (regarding import);

7) with France – transport services; services in the sphere of telecommunications, computer and information services; business services (regarding export); transport services; services in the sphere of telecommunications, computer and information services; business services (regarding import);

8) with Denmark – services for the processing of material resources; transport services; services in the sphere of telecommunications, computer and information services (regarding export); transport services; state and government services (regarding import);

9) with Belgium – transport services; services connected with financial activity; services in the sphere of telecommunications, computer and information services; business services (regarding export); transport services; services connected with financial activity (regarding import).

We hope that a quick end to the war in Ukraine will allow domestic organizations to strengthen trade ties with partners from EU countries and increase the volume of export transactions with services.

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JEL F10

Olesia Totska, Doctor of Economic Sciences, Professor at the Department of Management, Lesya Ukrainka Volyn National University. **Ukraine-EU: analytical assessment of international trade in services.**

The purpose of the study is a comprehensive analytical assessment of international trade in services between Ukraine and EU countries. At the first stage, using the ABC analysis method, 27 EU countries are divided into three groups depending on their share in the total export of services from Ukraine in 2021. At the second stage, using the ABC analysis method, all EU countries are divided into three groups depending on their share in the total import of services to Ukraine in 2021. At the third stage, a structural analysis of export-import transactions with services between Ukraine and those EU countries, which in the previous two stages were twice included in group A (Germany, Poland, Cyprus, the Netherlands, Malta, Austria, France, Denmark, Belgium) was conducted. The services that have the greatest potential for export/import between Ukraine and these countries have been identified.

Key words: export, import, services, ABC-analysis method, Ukraine, EU countries.

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JEL F10

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Метою дослідження є комплексна аналітична оцінка міжнародної торгівлі послугами між Україною та країнами ЄС. Для аналізу обрано 2021 р., оскільки на сайті Державної служби статистики України відповідні дані за 2022 р. відсутні у зв'язку з війною. До статистичних даних застосовано метод АВС-аналізу, який розбиває початкову множину об'єктів (країн ЄС) на три підмножини залежно від їх питомої ваги в загальному значенні показника (українського експорту послуг чи імпорту власних послуг в Україну): А (приблизно 80%) – група країн з великою сумарною часткою показника; В (приблизно 15%) – група країн із середньою сумарною величиною показника; С (приблизно 5%) – група країн із невеликою сумарною часткою показника. На першому етапі за допомогою методу АВС-аналізу 27 країн ЄС розподілено на три групи залежно від їх частки в загальному експорті послуг з України в 2021 р. До групи А увійшло 12 країн ЄС (Німеччина, Польща, Кіпр, Нідерланди, Угорщина, Мальта, Австрія, Франція, Данія, Естонія, Бельгія, Італія), до кожної з яких експортовано послуг з України на суму від 125,8 млн дол. США до 717,3 млн дол. США. На другому етапі за допомогою методу АВС-аналізу всі країни ЄС розділено на три групи залежно від їх частки в загальному імпорті послуг в Україну в 2021 р. До групи А також увійшло 12 країн ЄС (Німеччина, Ірландія, Кіпр, Польща, Мальта, Бельгія, Франція, Нідерланди, Австрія, Люксембург, Швеція, Данія), кожна з яких імпортувала в Україну послуг на суму від 82,0 млн дол. США до 458,9 млн дол. США. На третьому етапі проведено структурний аналіз експортно-імпортних операцій із послугами між Україною та тими країнами ЄС, які на попередніх двох етапах двічі потрапляли до групи А (Німеччина, Польща, Кіпр, Нідерланди, Мальта, Австрія, Франція, Данія, Бельгія). Визначено послуги, які мають найбільший потенціал для експорту (послуги з переробки матеріальних ресурсів; транспортні послуги; послуги у сфері телекомунікації, комп'ютерні та інформаційні послуги; ділові послуги; послуги зі страхування; послуги, пов'язані з фінансовою діяльністю) чи імпорту (транспортні послуги; послуги у сфері телекомунікації, комп'ютерні та інформаційні послуги; ділові послуги; послуги, пов'язані з подорожами; послуги, пов'язані з фінансовою діяльністю; роялті та інші послуги, пов'язані з використанням інтелектуальної власності; послуги зі страхування; державні та урядові послуги) між Україною та цими країнами.

Ключові слова: експорт, імпорт, послуги, метод АВС-аналізу, Україна, країни ЄС.