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FOREIGN EXPERIENCE OF CROSS-BORDER INDUSTRIAL PARKS CREATION

Modern trends in the global economy reflect the ongoing transformation of the finance, resources and services market. The concept of borders and nationality of capital is becoming increasingly blurred. Optimal income and expenses correlation as well as potential risks taking into account are the determining factors of the investor's decision. The analysis shows that to maximize the economic outlook, developed countries use special economic areas and their derivatives – industrial parks (IP). This formed a cluster of the projects that have received the status of cross-border or border industrial parks (CIP).

In Ukraine, talks about creating of a network of industrial parks started in 2006, in 2012 the Law "On the industrial parks" was enacted. It is this form of production, experts say, that could be the engine of the Ukrainian economy, but so far there is not a lot of successes, however [1]. Analyzing the research of domestic scientists, such as K.Rudyy, O.Salihova, V.Hoblyk, O.Yehorova et al., it can be stated that the CIP now have greater opportunities for rapid implementation of their goals as compared to conventional industrial zones. The purpose of the study is functioning analysis of the existing CIP of neighboring states and substantiation of recommendations for the implementation of such economic models in our country.

Unlike the usual type of industrial park, cross-border park differs by the patterns of development. It is a single defined space with specially prepared industrial sites within border territories of two or more countries, where special regime of economic activity for economic entities for the purpose of meeting regional and national objectives is introduced. Special regime of economic activities within the CIP provides for use of national law of the entity placement country for implementation of economic activity and the ability to use the advantages of national legislations in the course of the promotion of finished products to consumers of participating countries [2]. The basis of the formation of similar projects in developed countries is the reduction of transaction costs for the launch and implementation of investment ideas, which in their turn give innovative impetus to economy in the border areas. As an example, it is reasonable to study the experience of creation and functioning of Szentgotthard industrial park between Hungary and Austria, as well as cross-border industrial park "Gmünd – Czech Velenice", located on the border between Austria and the Czech Republic. They played an important role in the time when Hungary and the Czech Republic were not EU members. The formation and operation of these parks took place against the background of the project "Destruction of borders in the mind" a key place in which was given to nine techno parks: Dobersberh, Drozendorf, Retts, Hohenau, Bruck am Lyayta, Gmünd, Litshau, Laa and Weitra. Their introduction has

made it possible to deepen the development of existing economic, social and cultural links within Austrian-Hungarian and Austrian-Czech cross-border regions [3].

The analysis of the functioning of the project Szentgotthard-Heylihen Krause (Hungary/Austria) shows that since its launch in 1997 there are more than 20 investors here, such as Opel Hungary or Lenzing Lyocell GmbH Co KG. While on the territory of Austria there are mainly medium or multinational companies, in Hungary – mainly representatives of small and medium businesses, often continuing of doing specific for this area works. Creating of CIP happened after the opening of the border checkpoint on the territory of the park in 2002. In 2004 the Szentgotthard logistics center was created. Investors in cross-border industrial park are attracted by reasonable price of land and local resources purchase; sources of maintaining business, including EU funds, placing the region, skilled workforce etc. Important factors are the existing technical infrastructure and services of business park. Potential investors are assisted in the development of project management, planning, during the implementation of project, creation of company, attracting of workers, preparation of necessary legal documents regarding permission for activities. Also the support in the case of entrepreneur's application on the need of venture capital loan obtaining is provided [4, p. 267].

The functioning of the above mentioned cross-border industrial park "Gmünd – Czech Velenice" began in 1994, its total area is 83 hectares (33 hectares in Austria and 50 hectares in the Czech Republic), concentrated on the development of economic cooperation of Austrian and Czech companies by combining the advantages of relatively cheap Czech labor power and authority of the Austrian product quality. Financing of CIP was organized by two countries together, each side provided the construction of the necessary facilities and engineering services in its territory. In addition, land on both sides of the border for the project was allocated free of charge. Total investment in the project amounted to about 150 million Euros; 800 jobs were created. More than 30 companies operating mainly in the field of automotive, telecommunications and programming were attracted. In addition to the investment effect it created the opportunities to resolve the social issues and improve the attractiveness of the region.

Taking into account the experience of the implementation of CIP by the Eastern European countries, certain their aspects can be applied in Ukraine. For CIP in regions (Zakarpattia, Chernivtsi, Lviv) which border the EU countries, priority are the investments in production through transfer of technology and equipment for achieving high economic growth based on innovation. In this case the basic criteria for such projects include the localization of manufacturing industries in areas close to the raw materials and labor, reduction of logistics costs and costs of infrastructure operation, optimization of tax and customs duties. The convenient location, organizational and legal conditions should encourage participants of the park to implement within its borders investment projects related to the development of the territory, followed by the right of purchase. To the industrial parks it necessary to attract on the one side the large Ukrainian companies (from industrial regions) as well as Chinese, Japanese and Korean ones. On the other side of the border it is necessary to attract large companies-manufacturers or traders from Western Europe (especially as customers). In fact, the

creation of cross-border industrial zones or parks has two goals. Firstly, create a structure in underdeveloped, remote regions which would have played the role of business incubator and helped investors to start production. Secondly, this coordinating structure would be a financial intermediary in obtaining financial aid from EU structural funds for further development of CIP [5, p.16].

It should also be noted that the main object of CIP, which are created by the host party on each side of the border, are well-developed logistics and communication system.

CONCLUSIONS. Cross-border industrial parks are designed to solve the problems of investment, technological, regional and social development of member countries. In the cross-border industrial parks to be set up on the border with Poland, Romania, Slovakia, Hungary potential of the region (minerals, energy, human resources, logistics) should be used at maximum level. The industrial parks should be established with the participation of Hungarian and Slovakian capital in cooperation with the machine-building corporations from other EU countries. The implementation of border and customs control on the territory of cross-border industrial park, provides quick access when crossing the Schengen zone, which in the present conditions gives a comprehensive advantage for creating a product on both sides of the border. This allows to divide the risks from work for all project participants. This factor should be taken into account by local authorities on each side while making regulatory decisions.

On the other hand, it should be noted, that the potential decrease in the efficiency of industrial parks in the border areas of our country may be caused by low financial capacity of local governments and insufficient powers. Thus, the effective operation and development prospects of cross-border industrial parks depend largely on the efforts of parties on both sides as well as on their ability to unite in to cross-border innovation and production networks, thus generating potential for the future development of cross-border clusters.

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