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## **LOBBYING OF INTERESTS OF UKRAINIAN MANUFACTURERS ABROAD**

Today phenomenon lobbying is present in practices almost all countries. Lobbyism was an important element of the political and public administration in many countries.

The need lobbying interests of Ukraine was caused by integration country into the EU and access to new markets. Lobbyism as the embodiment of positive and negative signs is an important part of society.

The word «lobbying» has its own history. According to the «Oxford Dictionary» word «lobby» was first recorded in writing in 1553. At that time they designated passing corridors, mainly in monasteries. However it has acquired a political hue in England in 1640, when the «lobby» began to be called space around the conference rooms in a building of the Central Lobby. English «lobby» means «corridors» [5, p. 261].

Under the term «lobbying» is meant attempt to organizations or individuals to influence not only on the approval, rejection, or modification of laws in parliament, and attempted to influence the administrative decisions of the Government, with the support not only of elected deputies, and various political parties, government and non-governmental organizations and public support through the media. By lobbyists are primarily trade unions, business associations, public and political associations, committees, commissions [1, p.2].

Political lobbying – a system of practices and implementation of interests of different groups of people, specific political institutions that determine the mechanism of private or public organizations - political parties, corporations, unions, etc. – on the decision by Parliament. Overall, researchers account for about 30 definitions that reveal the essence of lobbying [4, p. 36].

The phenomenon of lobbying mixed perceived by public opinion. Often lobbying receives exclusively negative meaning. This situation arises when it is associated with the notion of protectionism, bribery of public officials and deputies, when there observed is an identification mechanism for lobbying as a combination of force and corruption to achieve the goal. Of course, lobbying has a positive side. It is important and necessary institution of the democratic process, a form of legal interest groups to influence management decisions of public bodies. However, illegal pressures, bribery, corruption, are form a negative attitude towards lobbying in general. Given this lobbying is needs to control.

In Ukraine is no doubt there is as existing and hidden lobbying at all levels of government. The problem of lobbying is an important and complex in Ukrainian politics. Ukraine has not classical democracy lobbying. In the West the lobbying is an essential element of democracy, reconciliation of interests, the feedback tool between the state and interest groups of society. The subjects of lobbying in the USA are all corporations, business associations, professional associations, non-governmental organizations. They are sure having units that comprise several tens or even hundreds of employees, specializing in the promotion of interests. Interest groups actively use the services of hired lobbyists, law and advocacy firm.

Lobbyist – a natural person who is registered in the prescribed manner, on their own behalf or for the benefit and commissioned third party has a legitimate impact on the public authorities, as well as their officers and employees to participate in the formulation and implementation of public policy. There are three types of lobbyists:

- external lobbyists – are working on a free transfer and represent the interests of individuals and entities with whom a contract for lobbying;
- corporate lobbyists – are state companies, organizations or institutions where they work, receive a fixed salary and carry out a legitimate lobbying influence in the interests of his employer;
- lobbying coalition - unification and coordination of several actors in the defense of common interests; especially concerning small and medium businesses that economic reasons alone cannot compete with the financial-industrial groups [2, p. 2].

Overseas lobbying is regulated by specific laws in many countries are under control legislation gains lobbyists. For example, in the UK lobbying organizations is annual turnover exceeding 500 million pounds. In the EU, only officially registered is more than 13 thousand lobbyists. In this case 40% of lobbyists are operating in the European Parliament. The most advanced is institute of lobbying in the USA. More than 11,000 companies and entrepreneurs in the United States professionally represent clients in government. The main object of lobbying – the executive authorities, primarily the US government has the legislative initiative. Most funds to promote their interests spend companies active in the pharmaceutical, insurance, electricity and computer industry. In 2006, according to the Center for Responsive Politics, spending on lobbying in the United States totaled \$ 2.44 billion. [1, p. 6]. Ukraine is in 2007 spent \$ 100,000 to promote their interests in the USA.

It is necessary stay on lobbying for Ukraine is abroad. The importance of this issue is the need to lobbying Ukrainian industrialist's interests of Ukrainian companies and lobbying Ukraine as a whole.

There are three reasons to lobby Ukrainian interests abroad. First, maintaining its high status in the foreign media can increase your weight both abroad and in Ukraine. Secondly, a promotion allows creating real mechanisms of influence on decision-making system in the power structures of foreign countries for Ukraine. Third, this project will attract the authoritative representatives of the expert community and helps establish new business contacts high level.

Ukraine has partnership agreements with leading lobbying and expert centers in the US, UK and Russia. This allows manufacturers to meet high-level representatives of the US Congress, the Canadian Parliament, the State Duma of Russia, Euro parliamentarians. But nevertheless, today Ukrainian distributors and Ukrainian goods are not effectively presented in global markets.

Of course Ukraine is known for its flour, corn, sunflower oil and honey. However, some promising markets for exports of other goods just closed, and Ukrainian companies are little known on most world markets. For example, at present the EU market are Ukrainian quality products, but they are still invisible in the minds of consumers.

Another problem is the negative image of Ukraine and its producers. Because of this, Ukraine is difficult to promote exports. A lot of experts say poor external marketing. The formation and promotion of the brand «Made in Ukraine» is a long time. But even today there is still no common vision of the brand and specific steps for its creation. It is therefore necessary collaboration of business and the state to lobby their interests in the global market.

For example, might consider more Arab market. Today, Ukrainian producers are practically absent in this market. And unfortunately, effective mechanisms for entering the market today do not. The only way to conquer this market for Ukraine is lobbying the interests of their producers [3].

Almost worldwide producers are lobbying their products. The same applies to Arab countries. This due to different from our attitude to the market. Arab consumer needs not only goods, but also after-sales service. Required the constant presence of the representatives which should communicate with customers, to regulate disputes, solve problems. Still need to take into

account the fact that the UAE should work only representatives of local people who know the habits and customs of the region [3]/

However, it is important to take into account the possibility of lobbying of different interest groups. As known, the probability of realizing the interests of certain groups depends on complex opportunities that this group and group members possess. Among the most significant opportunities include:

- proximity to the person or organization that makes decisions;
- the availability of funds sufficient for the whole range of actions to ensure the implementation of interest to influence the media.

Experts say that lobbying potential organizations directly proportional to the economic value of the industry or the entity they represent.

The problem of domestic lobbying is that lobbying is not regulated by any legislation. Only the power of the law will establish the boundary between lobbying and actions aimed at obtaining unilateral advantages that are similar to corruption. The law should be spelled out who can engage in lobbying activities and who has no such right.

It should also determine the benefits of lobbying the interests of Ukraine abroad:

- lobbying is an instrument of self-organization of civil society with help which mobilize public support;
- lobbying creates opportunities for minority interests (in this case of unknown or little-known Ukrainian producer);
- lobbying is used as a kind of socio-political incentives aimed at accelerating the implementation of these or other purposes;
- lobbying can be assessed tool achievements and as a compromise, a way of mutual balancing and reconciliation between a variety of interests.

Thus, lobbying – an attempt to organizations or individuals to influence the administrative decisions of the government, with the support of elected members of different political parties, public and private institutions and the public. In Ukraine is no doubt there is as existing and hidden lobbying at all levels of government. The problem of lobbying is an important and complex in Ukrainian politics. In Ukraine is not having classic proven democracy lobbying that exists abroad. Therefore, there is a need to lobby interests of Ukrainian industrialist's interests of Ukrainian companies and lobbying Ukraine in general abroad. Successful lobbying will help get and maintain a high status in the foreign media to create mechanisms to influence decision-making system in government structures of foreign countries concerning Ukraine and will attract the authoritative representatives of the expert community and help to establish new business contacts high level.

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