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KEY SECTORS OF UKRAINE'S MARINE ECONOMY IN THE CONTEXT OF BLACK SEA CROSS-EQUATORIAL COOPERATION

Looking for answers to the questions that arose in the course of this research, the authors relied on the following findings:

1. Assessments of the state of affairs in the pre-war Blue Economy of Ukraine [1; 2; 3]. To explain the reason, consider one of the arguments. Due to the military aggression launched by Russia and the introduction of martial law in Ukraine, in 2022 the industrial catch of aquatic biological resources in internal fisheries water bodies (parts thereof), internal sea waters and the exclusive (marine) economic zone of Ukraine decreased by more than 62% and amounted to 20.0 thousand tons (in 2021 – 53.4). About 80% of the users of aquatic bioresources stopped their economic activity. In the Black Sea basin, industrial activity by Ukrainian business entities has de facto stopped.

For this reason, insurmountable obstacles arose for scientific research activities in the field of fisheries, fishing in waters outside the jurisdiction of Ukraine suffered significant losses. Although it retains membership and capacity for expeditionary fishing in the area of responsibility of the CCAMLR and the NAFO. As of August 1, 2022, the losses of the subjects of the fishing industry of Ukraine due to the actions of the terrorist state amount to almost 40 million US dollars [4].

2. Sentiments that are common in business circles of its key sectors. They were studied during the first stage of implementation of the «4BIZ COUNTRIES REPORTS» project.

If we evaluate the situation as a whole, then we can say with confidence that fishing, aquaculture, coastal and maritime tourism, as well as maritime transport of Ukraine are not left out of the attention of the government, local territorial communities and entrepreneurs. As a result, a certain institutional foundation was created for the development of relevant businesses, and important elements of fixed capital were formed.

In particular, one that is fundamentally different in content and internal structure from the means of production of any other types of economic

activity. This is facilitated, among other things, by the preserved and restored potential of the shipbuilding industry and ship engineering, which satisfy the demand for products declared by the market. Its needs are met by the offer of professional competences for personnel who are interested in getting jobs at innovative enterprises that use digital information technologies. This, first of all, concerns representatives of the new generations of Ukrainians, as they link their future with work in their homeland. And above all, in places of permanent residence, located in coastal regions, where the Blue Economy, according to tradition, acquires special elevation.

The research revealed a number of positive aspects that deserve attention. Among the most significant, we should note:

a) despite the deep transformations that took place along with the change in the socio-economic formation in Ukraine, the transformation of forms of ownership and the organizational and legal structure of enterprises, the inconsistent and sometimes unbalanced economic policy of governments, the traditions of maritime economic activity have been preserved, improved and diversified. First of all, in its segments such as fishing, aquaculture, coastal and maritime tourism, as well as maritime transport;

b) small and medium-sized enterprises were the main driver of the development of the respective businesses, which corresponds to European and world practice. We have evidence that a private initiative can implement promising projects in the area of the Blue Economy;

c) thanks to the efforts of the scientific and academic community, the activity of civil society, and the support of initiatives originating from them by international organizations, business circles are well aware of the principles of the Blue Economy. At the same time, they are aware of the problems facing them in the implementation of these fundamental postulates.

We know a lot of vivid stories that testify to failures in the sphere of the Blue Economy of Ukraine. Among them, we will focus on Scientific and educational activities of the team of the Department of Intellectual Digital Economy of the Admiral Makarov National Shipbuilding University. Created here in 2013, the Faculty of Maritime Economics has become a center for the dissemination of systemic knowledge and facts that characterize the development of Blakty's economy in the world and in Ukraine among students. Dozens of monographs [5] and articles, speeches at scientific conferences, television broadcasts, the first domestic textbook «Economics of the Sea» [6], the academic course of the same name, integrated into educational and professional programs – this is only part of the work that has been done.

During the research, we learned a number of important lessons:

1. Maritime business activity depends on the local industrial infrastructure and the ability of private initiative to resist external challenges (threats), mobilizing its internal potential.

2. The study provided an opportunity to understand innovative ways of repositioning Blue Economy enterprises (their marketing strategy, products) on national and international markets.

3. An important condition for the development of the Blue Economy is the creation of an institutional basis for it, the implementation of legal acts, programs that regulate the activities of the government, private investors, trade and industrial associations, research institutions and universities, and encourage public society to take active actions. A lot has been done for this. More needs to be done in the future.

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