

# THE IMPORTANCE OF TRADE POLICY IN THE ECONOMIC DEVELOPMENT OF THE COUNTRY

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**Abstract:** the article discusses the definitions of the concept of trade policy and highlights the levels of implementation of trade policy. Trade policymaking is more complex and important now than it was in past generations because trade itself has changed both quantitatively and qualitatively. Trade policy is a collection of rules and regulations which pertain to trade. The share of trade in national economies has grown, and the scope of issues that fall within trade negotiations has widened considerably.

**Keywords:** trade, trade policy, regional development programs, national economy.

## ЗНАЧЕНИЕ ТОРГОВОЙ ПОЛИТИКИ В ЭКОНОМИЧЕСКОМ РАЗВИТИИ СТРАНЫ

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**Аннотация:** в статье рассматриваются определения понятия торговой политики и освещаются уровни реализации торговой политики. Разработка торговой политики сейчас сложнее и важнее, чем в прошлые поколения, потому что сама торговля изменилась как количественно, так и качественно. Торговая политика - это совокупность правил и положений, касающихся торговли. Доля торговли в национальных экономиках возросла, а круг вопросов, попадающих под торговые переговоры, значительно расширился.

**Ключевые слова:** торговля, торговая политика, программы регионального развития, национальная экономика.

There are several respects in which trade policymaking today is a more important and difficult field of public policy than it once had been. First, trade as traditionally defined now comprises a larger part of most countries' economies.

A policy is defined as a general guide for action and decision-making, which facilitates the achievement of goals in any area (for example, national policy, economic policy, etc.). In addition, presenting policy as a complex multidimensional concept extending to and influencing various spheres of public life, in the context of this study the hierarchical multilevel nature of policy should be taken into account.

So, in policy there are several levels of its existence and manifestation, including: state or federal level (macro level), regional level (mesoscale), enterprise level (micro level).

At the macro level, the solution of major strategic issues aimed at the comprehensive development of the national economy, its entry into a competitive level, increasing the profitability of its industries, ensuring a leading role in the world market, expanding and creating new markets, etc.

Regional policy (mesoscale) determines the implementation of state policy at the level of the corresponding region, aims to create conditions in the region for the implementation and support of relevant economic activities.

Company policy (micro level) develops from responding to daily events occurring in the organization. Often they are caused by doubt regarding the adequacy of the answer to a question, problem or situation. The policy explains not only the functions of setting the goals and objectives of the subject, but also determines the code of conduct used both in the organization and in relations with structures external to the organization.

Every nation has some form of trade policy in place, with public officials formulating the policy which they think would be most appropriate for their country.

Trade policy is a policy in the field of trade, which is generally aimed at protecting the interests of participants in the consumer market, creating an effective competitive environment, developing infrastructure, other sectors of the economy, creating conditions for attracting investments, etc.

The main criterion for selecting measures in the development and implementation of trade policy is economic feasibility, taking into account the balance of interests and results (both short-term - commercial and long-term - strategic) for the economy of the region as a whole and its individual sectors, population groups and market participants.

Trade policy is defined as political point of view regarding trade; a set of trade related recommendations or instructions. The implementation of a reasonable and well thought trade policy determines greatly the economic well-being of the region, contributes to its development and attractiveness growth.

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