

refused to set goals on GDP growth due to the effects of the coronavirus epidemic on the country's economy.

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INTERNATIONAL LOGISTICS' ASPECTS IN THE PANDEMIC PERIOD

Businesses around the world have changed forever during the pandemic, and these effects will continue to affect us for a very long time to come. Logistics is no exception. To quickly come to their senses and survive in this time, companies had to adapt to changing conditions and completely restructure business processes. The freight market in 2020 has undergone many changes that have made adjustments to the development of logistics and determine the development of this area in 2021.

In the first half of the year, the struggle for the client led to price dumping, as the number of goods decreased and transport was idle. Many companies could not stand it and just left the market. But towards the end of the year, the situation changed dramatically - with the upcoming new lockdown throughout Europe, including Ukraine, importers began to order a lot of cargo, which caused an unprecedented rush to transport from Asia. Immediately began a huge shortage of containers and logistics operators began to raise prices significantly.

For example, if transporting a 40-foot container a couple of months ago cost about \$ 3,000 from China to Odessa, today it costs \$ 10,000. Due to high demand in the global shipping market, some shipping companies have introduced general rate increase (GRI) or rate of return (RR) plans to manage their business costs. This is due to the resumption of economic activity in China, as well as the peak period of demand for goods in the US and European markets in connection with the Christmas and New Year holidays, as well as the supply of antiseptics, masks and other essential attributes of the pandemic. At the same time, demand for American and European goods in Asian markets was weak, which led to uneven trade flows. Against the background of critically high loads of ports, the prices of railways and air transportation have risen

several times. The availability of containers in Chinese ports remains at a record low, and as the Chinese New Year approaches, we may see an even greater shortage of free containers, which will further increase prices. Due to this, a huge number of importers refuse to transport goods due to high transport costs, which can lead to a reduction in maritime freight and demand for transportation. After all, it is economically impractical to import products with such high transportation costs. Given this trend, in February - March freight rates will be maximum, we can assume that the second quarter will begin a new cycle of container traffic, which, we hope, will stabilize the situation.

Despite these difficulties, our company has performed all import transportation of our customers. This was achieved through the optimization of various logistics processes and cooperation with major logistics operators.

The pandemic has been a good lesson for logistics, which will make supply chains more resilient, which means better inventory planning and moving away from just one place, so-called risk *diversification*.

Among the main trends are the development of collaborations, cooperation, merging services to retain customers and offer unique comprehensive offers, increasing demand for the service "groupage", refusal to upgrade transport to save money, implementation of IT technologies, transfer of many employees to remote work, which is typical not only for logistics, but also for business in general, and the main trend is the development of outsourcing.

Many companies have long outsourced logistics, as this is a reduction in costs for the entire department of logistics and brokers, as well as the lack of risks associated with customs clearance, downtime and loss of cargo. If you outsource logistics, companies will be able to direct the released resources to the development of their business, marketing, distribution or other areas. And the specialists of company, including in the financial issues of logistics, are responsible for the quality of work, have many years of experience and improve it every day, facing many different challenges.

Turnkey delivery covers a full range of logistics services, from packaging in the supplier's warehouse, delivery, customs clearance and ending with the transfer of goods to the customer. Fast, safe and high-quality cargo delivery is one of the main conditions for truckers today.

Much of the risk in the transportation process is determined by the chosen transport company.

➤ Do not trust dumping prices for transportation. Low cost is not always the indicator to look for when choosing a carrier.

The prices of companies where the whole team works will be different from those offered by individuals. But choosing to work with large companies, you pay not just for the delivery of goods, but for the responsibility assumed by the carrier, additional opportunities and a well-structured work process.

- Pay attention of the supplier / sender to the quality of the cargo packaging.

Various risks must be considered: damage to the load, risk of falling or damaging the load during handling, or possible damage to the packaging during transport.

- Carry out photo / video recording during loading and unloading operations.

If it is a product that requires certain temperature conditions for transportation, then you need a car with a refrigerator. If it is fragile, the cargo will need to be packed. Insure cargo. Insurance services compensate the owner of the cargo for losses resulting from an accident, accidental or intentional actions of third parties.

- Make a supply contract.

Transfer logistics to a turnkey operator who will bear all responsibility and all risks. In case of damage, loss of cargo will not need to look for the culprit among several contractors.

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THE EU'S NEW INDUSTRIAL STRATEGY UNDER CLIMATE CHANGE CONDITIONS

The EU is the backbone of global governance on climate change. Although since the Copenhagen Conference in 2009, the EU's voice and leadership in leading international climate negotiations have weakened, and the economic crisis has more or less affected relevant investment, the EU has not given up its consistent political demands, and its internal low-carbon development decisions and actions have not