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## **INTRA-AFRICAN TRADE AS A SUSTAINABLE DEVELOPMENT FACTORS**

Africa is the world's second-largest and second-most populous continent, after Asia in both cases. The continent of Africa is commonly divided into five regions or sub-regions, four of which are in Sub-Saharan Africa. African regions are treated under the titles Central Africa, eastern Africa, North Africa, Southern Africa, and western Africa.

Trade is widely accepted as an important engine of economic growth and development. As a consequence, Africa remains the most aid-dependent continent of the world, unable to eliminate poverty through trade.

Intra-African Trade is defined as the trade in goods and services between or among African countries and the flow of goods and services between Africa and Africans in the Diaspora.

Trade is critically important to economic development. Right now, Africa has about 2% of all world trade, which is hard to believe when you think about all of the tremendous resources that they have – oil, diamonds, gold, etc. not to mention all the agricultural products such as coffee, tea and cocoa.

However, the COVID-19 pandemic has inevitably caused a slowdown and a decrease in demand for goods that are moving cross-border therefore trade in general will probably suffer. Because of the pandemic, trade has become slow because the border has been close not allowing goods to flow through borders.

### **Problems for Intra-African Trade.**

- Productive capacity: Africa's economy overly dependent on the production and export of primary products. No specialization, value addition or development of a chain production system between African countries and limited capacity in the manufacturing sector.

- Inadequate infrastructure: No internal network to allow intra-African trade and limited networks of road, rail, air and waterways. Transport cost in Africa is the highest in the world.

- Trade facility constraints: Customs and administrative procedures and regulation is the most complex issues in Africa. Inefficient and costly transit systems due to numerous informal roadblocks along trade corridors.

### **Solutions to the problems of Intra-African Trade**

- Strong and lasting political resolve to remove barriers to Intra-African Trade and implementation of Agreed Reforms at the national and regional level and make use of the Multilateral Trading system to support Intra-African Trade and to increase investment in Trade-Related infrastructure.

- Eliminate barriers on cross-border movement of people and create an environment conducive to facilitate the participation of migrants, in particular, those in the development of their own countries.

- Address trade facilitation constraints by reducing all unnecessary roadblocks and harmonizing and simplifying customs, transit procedures, documentation and regulations. Also, improving payment system by facilitating cross-border payments and address currency constraints.

### **Conclusion**

Intra-African Trade is more diversified than trade with the rest of the world. Expanding Intra-African Trade could yield significant benefits to African countries in terms of diversifying their production to non-traditional products especially manufacturers.

Trade facilitation key in deepening African's market integration and mobilizing diaspora resources.

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## **CULTURAL BARRIERS IN INTERNATIONAL BUSINESS NEGOTIATION**

A Business Negotiation is a process between two or more parties (each with its own aims, needs, and viewpoints) seeking to discover common ground and reach an agreement to settle a matter of mutual concern, resolve a conflict and exchange value. In business, negotiation skills are important in both informal day-to-day interactions and formal transactions such as negotiating conditions of sale, lease, service delivery, and other legal contracts.

Cultures and negotiations are interlinked and can supplement and limit each other. Culture is always present in international business negotiations and can include a variety of cultural factors. David Matsumoto describes culture as: «... the set of attitudes, values, beliefs, and behaviours shared by a group of people, but different for each individual, communicated from one generation to the next.».

Cultural barriers are challenges to cross-cultural communication within an organization. When people from different cultures who might speak different languages, have different cultural beliefs or use different gestures and symbols to communicate, their cultural differences might become barriers to workplace success. This happens because of a lack of cultural awareness, knowledge, and communication. Thus, cultural difference plays a crucial role in impacting