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**Socio-economic objectives, opportunities and motives of the market  
of logistic services development in the carpathian region**

The article studies the factors restraining the development of the logistics system of the Carpathian region. A phased process of the formation of a logistics system is disclosed. The list of priority tasks that need to be addressed at the state and regional levels is determined. It is proved that further development of the logistics potential of the Carpathian region is able to ensure the economic growth of the country as a whole. The development of the supply of the logistics services market in the Carpathian region should take place through the gradual optimization of their quality and price criteria, providing the creation of more comfortable conditions for investors, the construction of the organizational and technological foundations of the logistics sector enterprises based on Western European standards. Given the growing trade flows in the direction of Ukraine-EU, as well as the fact that the Ukrainian logistics system is in its infancy, there is a need to study the structure and nature of the development of the logistics market of the Carpathian region. The study of the theoretical component, socio-economic prerequisites, opportunities and motives for the development of the logistics services market in the Carpathian region will contribute to the implementation of trade relations of Ukraine, its economic development and the intensification of relations with the European Union. Thus, the conducted scientific study of the socio-economic prerequisites, opportunities and motives for the development of the logistics services market in the Carpathian region allowed the following conclusions. The development of the supply of logistics services in the Carpathian region should occur through the gradual optimization of their quality and price criteria. It provides for the creation of comfortable conditions for investors, the construction of organizational and technological foundations for the activities of the logistics sector enterprises based on Western European standards. The intensification of activities for the effective development of the existing logistic potential of the Carpathian region is possible by attracting investment resources to modernize and improve the material and technical base, as well as by more qualified management of the logistic system of the region as a whole.