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IMPACT OF CUSTOMS POLICY ON THE COMPETITIVENESS OF THE NATIONAL ECONOMY

The article is devoted to a comprehensive study of the impact of customs policy on the competitiveness of the national economy in the context of structural transformation of world trade, growing geo-economic instability and strengthening integration processes. It is noted that in modern conditions, customs policy goes beyond the traditional instrument of tariff regulation and increasingly determines the ability of the state to ensure the stability of the economic system, support the national producer, stimulate export potential and form a favorable environment for international economic interaction. The study substantiates that the effectiveness of customs policy directly affects the level of transaction costs of foreign economic activity entities, the speed of movement of goods across the border, the investment attractiveness of the state and the competitive positions of national producers in international markets. It is established that excessive regulatory complexity, fragmentation of procedures, insufficient level of digitalization of customs processes and low predictability of customs administration form additional barriers to economic development and weaken the country's integration into global value chains. The focus is on the analysis of modern transformations of customs policy under the influence of digitalization of international trade, automation of customs control and implementation of risk-oriented administration models. It is proven that the competitiveness of the national economy increasingly depends not only on the level of customs rates, but also on the institutional capacity of the customs system to ensure transparency, speed, predictability and technological feasibility of procedures. The article emphasizes that the modernization of customs policy should be based on a combination of fiscal efficiency, security functions and service orientation of the state towards business. The work analyzes the European experience of reforming customs systems and identifies key areas of adaptation of Ukraine's customs policy to European Union standards. The issue of the need to develop electronic customs services, integrated information platforms, post-customs audit and mechanisms for intelligent customs risk management is also considered. It is determined that the formation of modern customs policy should be considered as a component of the strategy of economic security and post-war restoration of the state.

Keywords: customs policy, competitiveness, national economy, digital economy, financial policy, financial system