

Chapter 5.

ASSESSMENT OF COMPETITIVENESS OF POLISH FOOD PRODUCERS ON THE UKRAINIAN MARKET

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Abstract. *Competitiveness of Polish food producers, interpreted as capacity of national food producers to enter the foreign markets and capacity to develop effective export [Szczepaniak 2008], may be determined in the easiest way by the volume of export. That is why competitiveness of Polish food producers was assessed here on the basis of analysis of the results of foreign trade of agro - food products between Poland and Ukraine in years 2000-2008. During these 9 years the value of trade turnover as to agro - food products between Poland and Ukraine increased fourfold, from EUR 156.5 million to EUR 644.4 million. Export increased threefold, while import – as much as ninefold. Poland is a significant trade partner of Ukraine not only as to trade exchange of agro - food products, but first of all, in respect to industry products.*

Keywords: *competitiveness, agro - food sector, import, export, food producers.*