

принципов рационального природопользования, что в свою очередь будет способствовать укреплению экологической безопасности региона. Для этого необходимо привлечение экспертов, специалистов, инвесторов, разработка новых инвестиционных проектов и их внедрение. Кроме того, для увеличения инвестиционной привлекательности объектов морехозяйственного комплекса необходимо принятие ряда законодательных актов, которые предусматривали бы преференции для инвесторов, урегулирование вопросов отвода земель водного фонда, возможность других форм государственно-частного партнерства кроме концессии, а также упрощение ведения бизнеса в этой отрасли.

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#### **WAYS OF SHIPPING COSTS' REDUCTION**

Transportation costs still remain an essential component of the price paid by the final consumer purchasing the goods. The high cost of sea shipping of import goods affects the level of prices in the basket of consumer goods. In turn, the excessively high freight rates for shipments of export goods affect on trade competitiveness of the country in the world market. Taking this into account in countries under trade partners may need to identify approaches to the reduction of costs for shipping services both import and export cargo, as discussed below. The range of options that can be used by any single country to a significant reduction in freight rates is limited. Vessel operators, searching for goods and services necessary for the operation of their vessels, are able to choose from a large number of alternative suppliers worldwide, aligning in this way the comparative cost advantages of certain areas.

For example, many major ports offer cheap services of refueling and even in their absence bunkering vessel can carry on an alternative route. In that case, if only any one country was able to offer goods and services at prices that would have been much lower than in other countries, these competitive advantages will not probably find a reflection in freight rates on routes to the country and from it (Ashar. A., Strategic Pricing in Newly Privatized Ports. *International Journal of Maritime Economics*, 3(1) /A. Ashar. — 2001. — P. 52–78). The presence, for example, of the competitive companies that offer insurance services will help the country to reduce its costs on shipping. These cost advantages, in all probability, will be transferred equally to freight rates for all routes served by a particular operator of vessels within its network of shipping.

In assessing the cost components of freight rates three basic strategic options remain from which countries can select and using them can affect on sea freight rates on routes to the certain country and from it.

So, the first option would be the development of coastal shipping. The countries separately in restricted measure can influence the international maritime transport sector, functioning as an open market that is barely regulated, with the exception of the relevant international rules on the liability of the carrier as well as the issues of security and protection. The exception in this case is the coastal transportation, which is entirely under the jurisdiction of individual states. Countries may directly affect the level of prices for these services through the requirements for the registration of the ships, policy measures on industry development and infrastructure investments, for example in the development of feeder ports network. At the market where coastal shipping can only be carried out by the domestic carriers, operators of vessels just have to stick to the established regulatory regime in the country. Due to this situation improvement of rules for vessel registration will directly affect the operating costs.

Another option of the policy is the access of international shipping companies to the sector of coastal traffic. The emergence of new players in the market can lead to lower freight rates for shippers and to improvement of service quality and variety of services. However, most countries often allow coastal shipping only to the domestic carriers in the interests of protecting and promoting of national maritime transportation industry (Thomas B. J., *Port charging practices. Maritime Policy & Management: The flagship journal of international shipping and port research*, 5(2) /B. J. Thomas. — 2008. — P. 117–132). Another measure of coastal shipping support is the extension of the feeder ports' network in the country. Due to that trading companies improved access to coastal traffic and they have an incentive to shift from land to sea transport. Increased traffic can lead to increase of indexes of vessel operation and to reduce freight rates.

Another option is to increase the port competitiveness. Countries with access to the sea can use a wide range of policy instruments to enhance operational and administrative efficiency of its network ports. The decisions on the legal and institutional framework, the choice of the model of ownership and allocation of funds for the implementation of infrastructure investments can be included to its structure (BorgerDe. *Private port pricing and public investment in port and hinterland capacity. Journal of Transport Economics and Policy*, 42(3) /De Borger, B., Proost, S., K. Van Dender. — 2008. — P. 527–561). These reforms should be aimed at all entities participating in the activities of the port, such as owners, regulatory authorities, operators, marketing companies and companies engaged in cargo handling, allowing, thus, to reduce port charges in each of these segments. Making a balanced concession agreement between the terminal operator and the competent regulatory authority serves a crucially -important parts of the efforts to create a business environment that

allows to achieve high results of port operating process. There should be provided the adequate incentives for continuous activity improvement, mechanisms of competitive pricing and comprehensive system of tracking the results of activities.

The third option would be the development of communication lines between the ports and internal parts of the country. The first two options mentioned the policy measures targeted directly at the links of the chain of maritime cargo improving. In contrast, the third option for the other means of transport, which indirectly affect the rates of chartering vessels in the mixed traffic.

Internal transport arteries are linking ports with regional markets. Due to them ports can accumulate export goods from all over the region and to distribute imported goods and their subsequent delivery to the internal parts of the country. Thus, improving of the transport network for bilateral cargo traffic between markets and internal parts of the country allows attracting more cargo to the ports. Not only economy of scale in port operations is achieved. Attraction of larger vessels with lower specific transportation costs or new suppliers of alternative service shipping is also potential.

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## **ФОРМА ТА ПІДТВЕРДЖЕННЯ ВИКОНАННЯ ДОГОВОРУ НА НАДАННЯ ЛОЦМАНСЬКИХ ПОСЛУГ**

Відносини з надання лоцманських послуг регулюються передусім Кодексом торговельного мореплавства України, Законом України «Про морські порти України», обов'язковими постанови по окремому морському порту, а також Положенням про морських лоцманів, затверджених Наказом Міністерства інфраструктури України від 08.05.2013 року № 292 (далі — Положення про морських лоцманів).

Відповідно до п. 4.9 Положення, лоцманські послуги надаються на підставі двостороннього договору між капітаном судна або морським агентом, що виступає від імені судновласника (фрахтувальника або оператора), з однієї сторони, і лоцманським підприємством, що надає ці послуги, з іншої сторони.

Автором в іншій праці вже була обґрунтована господарська-правова природа договору на надання лоцманських послуг (Драпайло Ю. З. Щодо господарсько-правової природи договору на надання