

the Russian market. If winery companies will use marketing activities, they will have chance to satisfy all segments of consumers.

Another important issue is a modern problems of management. Management in the macroeconomic level should consider global processes that are associated with the development of the global economic system. The paradigm shift in macroeconomic management leads to changes in the principles of organization goals. It changes current concepts of management. Following situations describes modern problems of management:

1. Denial of classical management rules. These rules include factors, which claims, that success of the company is based on reducing costs;

2. Using system theory makes easy to discuss manufacturing as a whole system. It is somehow related to the firm's internal environment. Companies should adapt to the changes of the internal environment for effective functioning of system;

3. Situational management means that functioning of the firm is stipulated by the reaction from the environment;

4. The new paradigm of management pays great attention to the organization and less attention to the leadership and management styles, qualification and the peoples reaction to changes.

Thereby it is quite difficult to discuss principles of management practically. It requires to overview business philosophy, to change psychology of staff including managers and improve their qualification. All the big companies are trying to avoid old hierarchical system and to establish a simple relationship with staff and between them.

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UKRAINE –SIERRA LEONE: AGRICULTURE COPERATION

Agricultural is to be identify as a promising sector for cooperation between Sierra Leone and Ukraine. The food minister of Ukraine needs to pay an official visit to Sierra Leone to explore potential ways for cooperation in the agricultural field. Maybe Ukraine will be interested in transferring some of its agricultural technology to Sierra Leone. Sierra Leone shall sign an mou with Ukraine for importation of some of its agricultural products and also exportation of Sierra Leone's agricultural products. This statistic shows the Ukrainian gross domestic product (GDP) from 2012 to 2016 in billion U.S. dollars, with projections up until 2022. In 2016, Ukraine's GDP amounted to approximately 93.26 billion U.S. dollars.

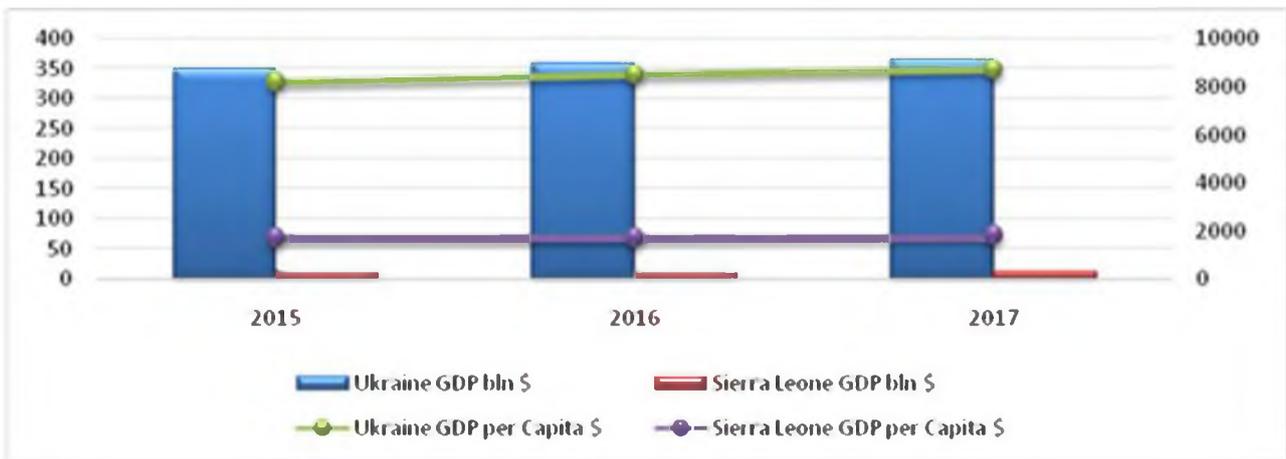


Fig. 1. Economic development indicators

In just two years, between 2013 and 2015, GDP in Ukraine has been dramatically reduced to half its amount. This very severe decrease is mainly due to the civil war in the eastern part of the country, which is causing many of its inhabitants to be internally displaced, and life in general to become increasingly difficult for Ukrainians – not just because of the war, but because the country’s economy is in desperate trouble: The inflation rate has risen to almost 50 percent, the second highest rate around the world behind Venezuela, and unemployment is now at over 11 percent.

The African continent is one of the most promising according to indicators of development, so Ukraine is working on expanding exports of agricultural products to this region. It was referring to a boom in consumer spending in Africa that is slated to reach \$1.4 trillion by 2020, according to the mckinsey Global Institute. Some 313 million people, or 34 percent of Africa’s population, spend \$2.20 per day, according to the African Development Bank – the financial institution defines middle class on the continent as people who spend \$2-\$20 a day. After Ukraine lost roughly \$7 billion from Russian consumers last year due to unilateral trade bans and restrictions that have intensified since 2012, domestic producers have focused more on opportunities in Asia, namely in Turkey and China, the EU, and lately in Africa.

Africa may compensate for the lost Russian market, filling state coffers with \$1.5 billion in export earnings. And as Africa’s middle class grows, so does its demand for food. Given Ukraine’s close proximity to the continent and its fast-developing farming industry, the country is well positioned to satisfy Africa’s needs. Globally, Ukraine is already a top 10 exporter of poultry, grain, and honey. Currently, Ukraine mostly exports to Africa wheat, corn, barley, and oilseeds, as well as sunflower, soybean oils and their by-products, eggs, and condensed milk. Ukraine considers the possibility of a free trade zone within the countries of West Africa. If Ukraine creates a free trade zone within ECOWAS (the Economic Community of West African States), exports of Ukrainian products will increase by several times. But actually, taking in to consideration Sierra Leone also has a wide landscape for agricultural purposes.