

CUSTOMS AND TRADE: PROBLEMS OF COMMUNICATION

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At adjusting and subsequent activation of external economic connections with countries being on the different levels of socio-economic development, and with their economic groupments it is necessary to take into account the features of each of them. Activity of custom must be adjusted to this variety, to become the instrument of assistance to trade.

Significant indicator of a condition of system of the relations between trade and customs can be not only high level of their adequacy to objective conditions of development, but also subjective opinions, representations and estimates from those social forces which interests extend on the sphere of foreign economic activity who pursue the aims and use means available at their order for impact on customs. Proceeding from concept of legitimacy, the customs is legitimate if its purposes and methods used for their achievement and means, the right, power, practical activities of customs service admit society or its bigger part corresponding to the basic values accepted in this society. Legitimacy is the most important basis of effective customs. Its outer wall is its recognition at the international and national levels, and the interior - the recognition by the customs. Because norms and values evolve the process of legitimizing the customs should be managed, contributing to the improvement of customs activities to maintain its legitimacy.

Process of the relations between customs and trade on a legitimate basis demands an assessment of a wide range of prerequisites and the conditions necessary for coordination of positions of the parties in various spheres: legal, information, technological, organizational and in the sphere of valuable representations. Realization of such approach provides, on the one hand, development of forms of the organization of interaction of customs and trade, with another - preservation of demanded functionality of system of foreign economic relations of the state.

Question statement that the customs has to promote freedom to trade, isn't absolutely correct. "Absolutely free" market from restrictions operates with any goods, service which bring commercial benefit.

Trade has from the point of view of both each certain state, and the world community two components: economically, socially, ecologically, useful, technologically and harmful, legitimate and illegitimate (when using the low-quality, forbidden goods, technologies, ways of their movement). In relation to trade the customs in any state carries out "filter" and "barrier" functions in a stream of goods, services, transport, the capitals. And the question of, as far as customs promotes trade development, is a question of its barrier and filtrational functions and their role in the monitoring system of these streams. As the barrier and the filter customs interferes with free trade, and not just smuggling, trade fraud, drug traffic and other manifestations of the forbidden barter.

As the filter of the customs can contribute to the world trade and restrict it in some parameters in the interests of certain States and their associations. Thus the characteristics of the filter can be transformed and barriers (taxes, duties, anti-dumping measures, and so on).

The main fundamental formula of cooperation from the customs of trade development - "what is beneficial customs, should be beneficial to participants of foreign economic activity". Its main task is the development of a "synchronization block communications", i.e., methods, organizational forms of management, mechanisms of coordination of interests of customs (as public services) and the legitimate trade. This task determines the nature of the business in the sphere of foreign trade.

Relationship of customs and trade can be represented in the matrix form. Schematically the place of customs can be defined as follows: with respect to the legitimate

flows of customs as an effective filter neutral, transparent to them (orthogonal), does not inhibit these threads and in this sense promotes trade, barriers should be a reliable barrier illegitimate component flows, they should be the equivalent of the potential illegitimate flows .

Promotion mechanisms and inhibition of trade are determined by the characteristics of the existing filter and barriers. In General cases customs barriers of portalonline against the filter. But they can include a "degenerated into barriers" "littered" with elements of a filter that prevents legitimate trade, provoking an increase in its illegitimate component.

If to consider the flow of goods, services, capital, transport illegitimate, when they pass by customs as a filter and a barrier, that under such interpretation problems can be argued that the prevalence barrier component leads to reduction of the sizes of legitimate trade and the increase in illegitimate and inefficient customs as the "filter" prevents legitimate trade and encourages illegitimate. And in fact, in another case a part of the legitimacy of the trade goes in the "shadow" under control of the customs.

As a tool to promote the legitimacy of trade and counter its illegitimate component of the office shall be legitimate from the point of view of organization, legal and information support of its activities, and interaction with participants of foreign economic activity and high-tech from the point of view of their customs service and customs control. In the latter case this is achieved by the efforts not only of the customs, but also the institutions that provide services on preparation for passing customs control. In this case, these organizations act as a communication component in relations between customs and participants of foreign economic activity. Cooperation with such structures tend to shift the centre of gravity of the customs control from the stage of customs clearance at the stage of control after the release of goods. In the framework of this cooperation receives the development of the Institute of customs audit, which allows customs authorities to ensure reliable awareness and about the participants of foreign economic activity, and about the objects of customs infrastructure.

For Russia's entry into the world trade organization required a transition from rigid bureaucratic communications to softer horizontal systems of equal relations, the development of horizontal structuring and corporate life. On August 22, 2012 Russia was included officially into the World Trade Organization. Disputes round consequences of this step proceeded all 18 years which we there entered, and don't cease still.

The World Trade Organization (WTO) was founded in 1995. It is the successor of the General agreement on tariffs and the trade (GATT), concluded in 1947.

The WTO is at the same time both the organization, and a complex of the legal documents defining the rights and obligations of the governments in the sphere of international trade in goods and services. The main tasks of the WTO - liberalization of international trade, ensuring its justice and predictability, creation of the favorable environment for economic growth and increase of economic welfare of people.

The highest governing body of the WTO is Conference of ministers. It is convoked at least once in two years, as a rule, at the level of ministers of trade or foreign affairs of the participating countries of the WTO. Conference possesses powers to make decisions on the most fundamental questions concerning new rounds of multilateral negotiations.

The current management of activity and supervision over action of the agreement and ministerial decisions carries out the General council. It gathers several times a year in Geneva. Ambassadors and heads of representations of members of the WTO usually enter the General council. As the General council permission of trade disputes between the participating countries of the WTO and carrying out periodic reviews of their trade policy also enters.

At accession to WTO, by rules of this organization Russia is obliged with agree about the membership in this international organization with all participating countries. Therefore process of Russia's accession to the World Trade Organization is rather long and can take still some time.

The main problem of Russia's accession to the World Trade Organization is, first of all, removal of restrictions on deliveries of goods from abroad, in any sense of restrictions on the competition from the foreign companies. It will lead to that domestic producers, can not be

capable to compete on equal terms, both to very qualitative western production, and from very cheap Chinese. Another thing is that this process will gradually happen (therefore so long negotiations are conducted), and our enterprises will have time for adaptation to new conditions.

Therefore experts believe that, despite competition strengthening from foreign producers at Russia's accession to the World Trade Organization, influence of this event on the domestic industry doesn't become very considerable or catastrophic though each enterprise should take care of itself and to increase efficiency it's of own work.