

**EXPORT POTENTIAL AND EXPORT COMPETITIVENESS
OF SMALL AND MEDIUM-SIZED ENTERPRISES**

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Abstract

The article reveals the essence of the export potential of small and medium-sized enterprises (SMEs). The factors both for the formation and development, as well as for hindering the realization of the export potential of SMEs have been determined. The conditions for doing business in an international environment are outlined, priority areas and guidelines for SME export development are identified. Considered reasons for the low export activity of SMEs. The main problems and prospects for the development of SMEs in Ukraine, certain mechanisms for its strengthening and support in the conditions of military operations have been identified.

Keywords: small and medium enterprises; international business environment; export potential; innovation.

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