

## **CUSTOMS CHALLENGES AND INNOVATIONS.**

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New economic realities resulting from an active integration policy of the Russian Federation suggest consideration of the system of customs not in isolation but within the existing Common Economic Space, providing ample opportunities for free movement of goods, capital and labor.

Lately there has been quite a lot of milestones in an overhaul of the system of the customs authorities ( Customs Union, Russia's accession to the World Trade Organization, the introduction of information technology innovation in the system of customs control and customs clearance, etc.). This raises the need for an ordered system of knowledge, based on the latest developments in the field of structural and institutional and legal field. Modern trends in customs affairs in Russia acquired distinct features of the integration progress, which was preceded by extensive legal and regulatory and organizational work, begun in 1990, resulted in the establishment of the Customs Union and the Common Economic Space, which brings together today Russia, Belarus and Kazakhstan. I believe that the prototype of the former Soviet Union Benelux later " will grow," becoming a full analogue of the European Union.

Today, some researchers consider customs business as a form of public service, with the management approaches of the institution, according to the authors, lie in the use of instruments of customs administration. Actual direction is further computerization of customs and implementation of innovative forms of customs control, allows for a more efficient operation of the customs services. Thus, the active introduction of electronic forms declaring now allowed to reach the known advantages over traditional forms of applications of information on products. The nowadays idea of evolution of customs is actively developed. The first step is the creation of e-customs, which was later transformed into a customs information, however, the researchers believe, is the prospect of the next 10 - 15 years.

Many of its solutions specialist in the field of customs affairs can build and take on the basis of preliminary information about a particular product. In the hands of customs will be all tools in the information environment that will significantly reduce corruption component and reduce paper work. It is understood that the information space will be filled with legitimate trade flows, and in the form of smuggling drugs or weapons will pass the information environment, and there will be a need to intensify law enforcement functions, which must be fully implemented at the customs border. The problem of professional identification of custom's specialist is that modern customs officer in today's environment must have a comprehensive set of practice-oriented competencies that reduce not only lasting learning customs and tariff and non-tariff methods of foreign economic activity, but also the merchandising unit, economic knowledge and enforcement standards. Only the synthesis of these specialist knowledge will fully solve the acute problems facing foreign economic bloc in general and in particular the Customs Service.

Another difficult issue in the customs system is to ensure the safety of products traded within the export-import flows. Problem of organizing food safety control, moved across the border of the Customs Union, currently seems very relevant and useful, which is associated with the arrival of low-quality imported goods on the domestic market, not to satisfy the

requirements of the national regulatory and technical documentation . In this regard, the safety of products withdrawn so important that newly developed technical regulations of the Customs Union in the formulations directly refer to the issue of security, " On Food Safety ", " Safety of food additives , flavorings and processing aids " , "On the safety of the package " etc. Great job of assessing the safety of imported food products carries the Federal Service for Supervision of Consumer Rights Protection and Human Welfare ( CPS ) , which prevents the penetration of the Russian market of goods that do not meet quality requirements. In today's economic and trade relations between Russia and monitoring the safety of products is an effective method of non-tariff regulation of import trade flows , which not only ensures sanitary welfare winding mass of commodities , but also forms a demanding approach to imported goods deliveries . At the same counterparties business before entering the markets of Russia and the Customs Union should be required to coordinate all technical details related to standartization , certification and safety requirements applicable within the Customs Union . Eurasian Economic Commission in this regard spends legal and regulatory work.

Regulatory framework of foreign economic activity , largely focused on the international level has to revise existing, or establish uniform standards for the organization of customs, harmonized with the rest of the world . No accident that Russia is a member of the WCO (World Customs Organization - WCO), and on November 3, 2010 acceded to the International Convention on the Simplification and Harmonization of Customs Procedures , which was expected , given the fact that the draft Customs Code of the Customs Union largely based on the standards of the Convention. I believe that all of these novels , expressed at the level of regulatory and legislative initiatives that will enable the customs body of Russia reach new control standards , ensuring the most efficient customs policy , as fully meet the interests of the country , but with the demands of the international community.

To achieve the last time in the system of foreign economic policy of the state should include the entry on the principles of consensus at the prestigious World Trade Organization (hereinafter - the WTO) (World Trade Organization - WTO), opening a new chapter of cooperation with leading partners in the global arena . It is important to note that between the countries within the Customs Union, an agreement was reached on the individual accession to the WTO , rather than as a bloc of states forming the Common Economic Space . Moreover , WTO accession involves a transition period that the Russian economy must have for full adaptation to the formation of a competitive domestic industry that is absolutely able to defend its position against a gradual reduction of import duty rates . In this regard, the fiscal basis of the Common Customs Tariff of the Customs Union in the new environment is transformed , in light of foreign policy , which is part of the market economy.

Thus, a brief analysis of the current challenges and achievements in foreign trade will reveal new ways to develop the system of customs control and customs control of Russia, ensuring the ongoing development of the Customs Union as a whole.