

The dynamics in the international commercial changes in globalization terms - Comparison situation

~ Ph. D. Ion Gr. Ionescu (Dimitrie Cantemir Christian University)

Abstract: The biggest weight of commercial changing of the country analysis have the manufactured products like: automobiles and industrial utilities, informatic products, ways of transportation, chemical products, textile and footwear, this have 80% from total exports and 76% from total import. This fact is the consequence of recession of the working division, of speciality in industrial product, on branch and sub branch, on the type of products and subassembly of an morale abrasion for the product majority. The products of base have a low ponder in the exports and imports of this countries, they present a commercial balance and passive for the raw metals and fuel, as the export of alimentary products, this country plays a role very important. So if it's affected by the period of crisis, the international trade it has an important role in the sustain of economic growth of them. The sustain of this project are convinced that the introduction of the new coin will have positive feedback for the worldwide economy, confronted now with one of the most sedate crisis. And the european economy it will have, only to win from the project and the investors can drop the unsure marketing from other continents for the investment in a stable region. With all of this the growth of the european economy can be late, however, makes it doubt the success of the „euro“ project. The International Monetary Fund have seen that the eleven european countries that adopted euro at the 1st of January 2006, a growth of the Intern Brute Product (IBP) of 2,4% (same as for European Union), 2,6% in spring with 0,4% less than 2005, the growth that classifies as „solid and continuous“.

Key words: changes, firm, international trade, globalization, economy

Introduction

One of the most important and old reasons that stood at the base of relations between world states, of globalization and integrity of business is trading that obtained

a different image, it became global, and it created relations very tight of interdependence between the world states.

Trading has been in progress on a large scale under some bilateral relations, but after the World War Two it starts to gain a

very pronounced multilateral character. A commission of the United Nations, formed from 23 states, changed since 1945 in the elaboration of a Book of the future World Wide Organization of Trading.

The commission has come to a conclusion, that, in parallel with the activities of the elaboration of the Book until its ratification, to initiate the first negotiation regarding the cut of clearance and other restrictions from the way of international trading. This trading took place, in April, until October 1947 and the results were incorporated into a multilateral concord named The General Accord for Tariff and Trading (GATT).

The General Accord for Tariff and Trading represents the most favorable setting of a international commercial liberalization, concomitant with the undiscriminate between partners. GATT was therewith one of the few operative forums regarding the disputed commercial regulation on an amiable way.

The role of GATT is to make a system that reduces the clearance and to discard other restrictions. The worldwide economy has suffered numerous transformations on the way, in the last centuries, many had had a radical character. In essence, the geographic barriers and the cultural ones have reduced with the appearance of the telephone and computer network of communications on satellite etc. This decrease has permitted the firms to extend considerably on markets and catering sources.

In this sense, the new motto of management is: „If you are a international firm, become international;

Literature review

The liberalization of changes is very important, in all the world making unique marketing.

„The internationalization of marketing and competition it is accelerated under of a cumulative effect of evolutions from the frame of worldwide economy, for the liberalization of the change in the international goods, for the increase of the overseas, for the increase of the number of transnational societies because of the growth of telecommunications, the image circulations, the worldwide taste, the circulations of the international products, of the universal messages, regarding the advantage offered to these products (the technologic costs, the amortisation and the little investments, international factories, the internationalization of the equipments and components, the internationalization of subcontracted and caterer), of the international distribution system (quick international transport, the transmission of networks, telecommunication equipments, the service internationalization)“.

The worldwide tide that are accelerated or brokened by: the geopolitic situations, the worldwide economy situation, the growth of the saturation of international transport, to get in the different technology, the political crisis and wars. The demographic growth, the growth of international changes, the liberalization of economy in some countries, the changes of technology and the division of labor are the favorable factors of the worldwide growth of economy.

The international trade, in the postbelic period it is characterised in the highest pace of growth, outmatching the pace of growth only in PNB (PIB), and the industrial product and agrarian at the worldwide level.

Thus, in 2009, the nominal value of the worldwide trade, showed in dollars was reaching the sum of 3,53 thousand millions, that denotes a decrease, the previously mark,

Chart nr. 1 - The pace of worldwide trading growth (the annual variation, in %)

POINTING	1999	2004	2009
Volume – worldwide trade	2,4	4,2	4,0
Export	2,4	4,8	4,3
Import	2,4	3,5	3,9
Value – worldwide trade	-0,4	10,0	13,0
Export	-0,7	10,1	13,1
Import	0,1	9,8	12,9

After: FMI World Economic Outlook, (oct. 2009) .

and a substantial growth, relative to the 2 thousand millions registered in 1980.

The pace of growth of the international trade showed exclusively as modifications of volume it is showed at 4 % in 2009, that denotes, that the depreciation of dollar it's attributed approximately 2-3 % from the growth of commercial world and not the actual growth of volume.

However, the preliminary conclusion shows the fact that in the investigated period, the pace of the growth of the worldwide trade, had outmatched the pace of the growth of production, at 0,1 – in 1998, 3,2 - in 2004, 3,0 - in 2008.

The important factors that determine the changes of commercial paces presented are exogenous.

The protective tendencies of commercial politics favored of states, in the economic recession, have registered a subtle veriment on the way of introducing some barriers untariffed, evidently discriminatory. Concomitant as a consequence of polarization of world in commercial blocks have proliferated the tendencies of „orderly commercialization“ on the bilateral alignment or regional, many times obviously the contrary principals of economic liberalism, so benefic to the world in the hole postbelic period.

One of the consequences of the most obvious changes of political invoice the

involvement at the end of the last decade it consisted in the collapse of trade some countries with planned economy and the dramatic stint of them with the trade of this industrialised countries, the stint due to the contraction of production in this countries, and the disparity of the recession of competitiveness of products and commercialized services. Meanwhile the economy trade developed has reached a pace of approximately 5,5 % regard the last year, Central Europe and East and ex Soviet Union have registered a commercial decline of 12 % in the same year, header of a fall that will come at the end of this decade at over 60 % comparative with the middle of the last decade. This tendency of growth of the decrease of volume commerce was insignificant compensated with the tendency of the growth of the export value, due to the alignment of prices, practised of this economy at a level of worldwide, in crises conditions.

Practically, on the way of UNCTAD, the developed countries detainee over more than 2/3 from the worldwide export, the tendency being relative constant of growth. With the exception of South-East Asia and China, this tendency is backwards, practically on the hole world, with the polarized consequences.

The developed economy absorb more than 2/3 from the worldwide export, only in United States, by far the most important,

representing with over more 500 thousand million imported, approximately 14 % from worldwide marketing.

If at the beginning of the decade in developing course they could represent the destination for approximately 30% from exports, the inversion of ways in the evolution tendencies of prices of prime materials, the energetic products, on all of the decade, have determined at the end of this decade, the proportions to be approximately fifth.

The general tendency of the slow pace of increasing the economy was followed of a tendency that looks at the offspring of exterior trade of the most developed countries.

United States, first of all, has continued to make things worse in changing terms (the balance deficiency of 110 thousand million dollars), at the opposite pole being Germany and Japan. But even in the situation of those two giants of worldwide trade the pace is slow, in the matter of Japan, for the overevaluation of yen, of accumulating the surpluses of commercial balance, practically, on the whole decade, with certain influences over the classic model of evolution of the economic report, of Japanese economy and to the proliferation and to the implementation of the Japanese companies out of border, in principal United States.

The contribution of the countries in course of growth, at the worldwide trade, it has been halved on the scan of last decade. From 112,6 thousand million dollars – in 1993, at 61,4 thousand million dollars- in 2009, the chart is strongly influenced by the fact that in the interior of this group, in fact, two groups differenced: the countries that export gas and the other countries.

The first category represents approximately 2/3 from the trade of the countries

that develop, the prices that are showed on the raw metals in general, of hydrocarbon in special, generate the regress of income of this category of export.

„In general, the countries that are in course of developing, were affected by the incapacity of developing structures of export, characterised by a elasticity bigger then the demand of included products”. The fact that the most part of them are strongly obliged contribute to a liner manner of dissipation of the income effect from export over the restructuration of production. Showing what the economic theory knows as Paradox of Leontieff, the countries in course of develop have registered paces of growth of industrial sector of net export devastating to the industrialised countries.

So if on the aisle of 1998-2008, the proportion of the industrialised goods, in the structure of the export of developed countries, has increased, from 54%, to 70%, the same increase registered for the countries in course of develop, from 19%, at 52%, so, close to triple.

One of the problems that are delicate and affect many from the countries that are in course of develop, was the crises and the wars in Gulf. The commercial structures of some countries include Irak and/or Kuwait as main caterer of hydrocarbon, in barter system, fact that determined the implicit recession of the correspondent sectors. The most affected countries from this category were: Jordan, with 20 % from the marketing export oriented to Irak/Kuwait; Turkey with 9 % and Romania with 4%. The impact of kuwien crisis was made by countries in course of develop and some other aspects by commercial ones: the tourism in the mediteranean zone that registered the embargo against Irak

(only in Romania had unrecovered claims estimated at over 2 thousand miliard dollars).

„The element with the most semnificative impact over the comercial fluxes of

countries in course of development is made by radical changes of products in the interior of planificated economy, by the end of decade in the comercial way” .

Chart nr. 2 - The international trade, after the direction of export - %

ORIGIN DESTINATION	Years	Total world (mld. \$)	Deve loped Coun try.	Eastern Europe and CSI	Countr yes in course of deve lop.	Latin Ame rica	Africa	West Asia	Sout h- West Asia	China
	1999	2000,9	67,6	7,2	24,4	6,3	4,2	4,8	7,5	1,1
	2004	1933,4	66,4	7,8	24,6	4,8	3,3	4,6	8,6	2,2
	2009	3076,3	69,8	6,3	22,2	3,9	2,3	3	10,3	2
	1999	1267,9	71,2	3,6	24,4	6	5,2	5,3	6,6	1,1
	2004	1266,9	74	2,7	22,2	4,5	3,8	4,5	7	2
	2009	2134,1	76,6	2,2	19,6	3,9	2,3	2,7	8,9	1,2
	1999	155,1	31,1	50,7	17,6	3,3	2,8	3,8	2	2,7
	2004	172,2	24	53,2	21,4	4	2,5	3	2,2	3,7
	2009	212,9	24,2	53,2	16,8	4	1,7	2,3	2,1	4,2
	1999	577,9	69,3	3,3	26,2	7,7	2,5	4	11,2	0,7
	2004	494,3	61,3	5,3	31,8	5,7	2,7	5,5	14,7	2,4
	2009	679,3	62,5	4,2	32,1	4	2,5	4	17,4	3,8
	1999	107,8	64,8	6,5	27,1	21,3	2,2	1,5	1,3	0,7
	2004	109,2	69	8	20,8	11,9	2,5	1,9	2,8	1,5
	2009	116	70,9	6,7	20,6	12,1	1,3	1,6	4	1,4
	1999	94,9	83,8	2,6	12,8	6,2	3,1	1,9	1,2	0,4
	2004	59,3	80,4	4,1	14,3	3,9	5	2	1,7	0,3
	2009	57,4	76,6	4,3	17,4	1,9	7,4	2,7	3,5	1
	1999	211	72	1,6	24,9	5,6	1,7	5,3	12,2	0,1
	2004	104,8	50,2	2,5	46,3	8,8	2,9	13,6	20	0,1
	2009	88,5	58,1	3,8	36,6	6,7	3,3	11,3	14,1	0,2
	1999	141,6	62,3	2,5	34,2	2,6	3	5,3	21,1	1,9
	2004	178,5	62,7	2	34	2,7	2	4,1	20,6	5,2
	2009	346,2	63,1	1,2	34,7	1,5	1,7	2,8	21,9	6,5

After: United Nations, World Economic Survey, Current Trend and Policies in the World Economy, 2009, p. 16.

The unique European marketing, is handling and receipt 41% from exports, and the import of the rest of the world, proportioned corresponding to 19%, respective 17% for North America, 14% respective 16%, for the generic zone named Pacific-Asia (Japan and other industrialised countries in south-east Asia), the rest of the world-26% for both fluxes. So, in fact, the polarization of the worldwide trade, in the interior of the

country zone that we can qualify easily, as developed countries, it is made in proportions of $\frac{3}{4}$ from total. If, so, we see the fact that the generic group „the rest of the world” comes in and some developed states, we have the image of a world and commercialized polarised. The perspectives of the economic integrity regional shows, first of all, the tendency of growth of interregional trading in dawn of interregional flux.

Chart nr. 3 - The matrix of export inter and intra - commercial blocks %, in 2009

	Europe	North America	Asia-Pacific	Rest of world
Europe	25	3	2	11
North America	3	7	5	4
Asia-Pacific	3	3	4	4
Rest of world	10	4	5	7

After: Michael P. Todaro, *Economic Development*, Longman, New York, 2010.

Chart nr. 4 - The evolution of worldwide trade in the 2003-2009 period, modified in % to the precedent period - % -

	2003	2004	2006	2009
The volume of worldwide trade, from:	3,2	8,9	8,2	7,8
- inter trade OCDE	-0,6	8,9	7,1	6,4
- the OCDE export to nonmember countries	8,7	9	9,9	9,7
- the OCDE import to nonmember countries	7,4	8,8	9,2	8,7
The export volume, from:				
1. Total OCDE – 25 countries, from:	1,9	9	8,9	7,4
- United States	4,6	9	11,9	10,4
- Japan	-1,9	1,7	3,3	5
- OCDE Countries from Europe	0,8	10,1	7,6	6,8
2. Unmember OCDE countries :	7,4	8,8	9,3	9,3
3. Recent countries industrialized in SE Asia (Coreea, Taiwan, Hong-Kong, Singapore, Malaezia, Thailand)	10,4	11,1	11,6	11,4
The import volume, from:				
1. Total OCDE, from:	1	8,9	7,4	6,9
- United States	11,7	13,2	8,2	6,1
- Japan	3,7	12,2	7,8	8,1
- OCDE countries from Europe	-3,8	6,4	6,6	6,7
2. Unmember countries OCDE	8,6	8,9	9,8	10,1
3. Recent Industrialised countries in SE Asia	11,1	12	12	12,3

After: FMI, *World Economic Outlook*

At the level of 2009, the worldwide trade has registered an increase from 6,3%, in comparison with 9,5% in 2006.

The worldwide exports of goods have increased, in volume with only 4% to 2005 – half of the level touched the last year, the worldwide productivity had a tendency, of decrease (from 3%- in 2006, at 2,5 – in 2009).

Same as the valoric evolution, the growth of worldwide export was of 20% for the exports of goods and 14% for the export of services in 2006, going in 2009, at 4%- export of goods, respective 5% those of services. On regions, the growth of value and volume of exports and imports of products it was presented as in the charters above.

The exceptional expansion of countries from Latin America it is thankful to Mexico, that has registered, at the second year, a growth of exports for over 20%.

Regarding the trade with products, at the level of year 2008, the most important countries of export were, in order: United States of America, Japan, England, France, Italy, Hong-Kong.

Regarding the trade with services, at the level of year 2008, the most important countries in export were, in order: United States, France, Germany, England, Italy, Japan, Holland and the most important countries in import, in order: Germany, United States, Japan, France, Italy, England, Holland.

Regarding the international trade structure in postbelic period is obvious in the growth of nomenclature of products that are commercialised on worldwide marketing and the changing of the continuous structure of this nomenclature of the apparition of new products and the disappearance of other at interval of time, very short.

Chart nr. 5- The evolution of import and export (in %)

<i>Countries</i>	Import	Export
Developed Countries	6,1	5,5
Countries in course of develop	8,7	8,6
Countries in tranzaction	6,7	4,3

After: "Problems Economiques", janvier 2009.

Conclusions and implications

From a comparison analysis of informations regarding the conjunctural situation from the 4 countries that are exposed to analysis we can conclude that Germany, France, Italy and Great Britain dispose of a economy potential with vaste marketing.

The demografic facts show the low rate of the growth of population that tend to zero, in all of this countries. This fact lead to a sem-nificative increase of enviroment of age, of

population in the respective countries and in consequence of modifying the behaviour of the charge in the customer.

Following the structure of charge on head of citizen, we can observe that, 20,4 % from the total of charge come to the grocery and drinks, 16,8% represent charges with maintenance and energy, 7,9% are charges of clothes, 7% charges of health and 9,1% charges on free time. It is evidenced in this mode the fact that in this countries, the charges for necessities are reduced, that permit the customer to charge more for his necessities. The

prosperity of the citizens of this countries and consequence of the low number of members of menage, that variate between 2,1 and 3 members.

The high level of livelihood of citizens of this countries it is showed by high value of PNB/citizen and VN/citizen. Using as criteria of clasification PNB/citizen, international statistics include Germany, France, in groups of rich countries, and Italy and Great Britain in the group of the middle countries. Comparison with the value of PNB/citizen and VN/citizen in USA and Japan, the countries that represent European Union have reduced values of this factors. In Germany PNB/ citizen represent 126% from PNB/ citizen of European Union, in comparison with 130% from the communitary media of USA, and Japan with 182% that is situated on a net and superior position.

Affected by economic crisis from 1994-1997 and the so-called „conjunctural breakdown” from 1994, the european countries have known, started with the second half of year 2005 of a light revival of pace of the growth of economy and the upgrading of climate of business. It is estimated that on ensmeble of European Union, the pace of economic growth it was 2006 of 2,8%, the biggest value registered in France, of 3% and in Germany of 2,8 %.

In the last two years the industrial products was imprimed of the benefic evolution over the conjuncture of ensemble of economy in the analised countries. In the last year, Germany has registered according to the estimate specialists of pace of growth of 5,5%, in comparison with 3% in France and 2,5% in Italy.

In the frame of this countries, the biggest rate of growth were registered in domain such as: plastic tables, machines-utilities,

textile, paper and printing products. In the sector of goods of big consume high performance they registered in industries: electronic, automobile constructor, objects for homes and furnish, also in the domain of interior design.

The growth of industry didn't go to the decrease of unemployment. The anual rate of unemployment was situated in the last years in these countries in the value of 11%, in comparison with 5,6% in USA and 3% in Japan.

Regarding the inflation, it is satisfactory in the majority of this countries, the moderated growth of the salaries and the good results that look at the productivity to contribue at the maintenance of rate of inflation at the low level.

In domain of the international changing of merchandise, it is remarked by the fact that the majority of them, over 50% it is realised between the neighbor countries, same vaste zones of the free changing, in special, the tendency of regionalised of the comercial changing.

The export volume and the import ones had an growth evolution in this decade, three from the fourth countries analise an surplus of commercial balance, Germany, France, Italy, exception made by Great Britain who presents an import commercial deficit, perpetuated from the beginning of century, when this country was the first commercial power of world.

If the changing volume of merchandise can variate from one to another, the export specialized and import is more stable. So, more then a century Great Britain is an import of nutrition, France of carbon, and Germany is the biggest european exportator of automobiles and utilities for industries.

The biggest weight of commercial changing of the country analysis have the

manufactured products like: automobiles and industrial utilities, informatic products, ways of transportation, chemical products, textile and footwear, this have 80% from total exports and 76% from total import. This fact is the consequence of recession of the working division, of speciality in industrial product, on branch and sub branch, on the type of products and subassembly of an morale abrasion for the product majority.

The products of base have a low ponder in the exports and imports of this countries, they present a commercial balance and passive for the raw metals and fuel, as the export of alimentary products, this country plays a role very important.

So if it's affected by the period of crisis, the international trade it has an important role in the sustain of economic growth of them. The sustain of this project are convinced that the introduction of the new coin will have positive feedback for the worldwide economy, confronted now with one of the most sedate crisis. And the European economy it will have, only to win from the project and the investors can drop the unsure marketing from other continents for the investment in a stable region. With all of this the growth of the European economy can be late, however, makes it doubt the success of the „euro” project. The International Monetary Fund have seen that the eleven European countries that adopted euro at the 1st of January 2006, a growth of the Intern Brute Product (IBP) of 2,4% (same as for European Union), 2,6% in spring with 0,4% less than 2005, the growth that classifies as „solid and continuous”.

With all of this it is considered that in the middle of a world in which the slow process will be violent, when it won't be registered even a going back, the founders of the unique European coin will make an isle of growth. The anticipated results will be escorted by a total control of inflations and a reduced continuous public deficit. Regarding the growth of prices, of the index came in year 2005 at a minimum level from the history point of view (1% in euro zone from October 2004 until October 2005), the European Commission has seen that in year 2006 a slow number of 1,5%. And at the deficit public chapter, the Pact of Stability signed in June 1997, at Amsterdam, asks the members of European Union to continue to reduce them. This chart is tenebrous by the unemployment of scourge in year 2006 knows the decrease in main countries of euro, when there will be no increase.

With certain, it is estimated by the European Commission in year 2008, of the 27 there will be less places to work, in comparison with the last years, because of crisis.

The prognosis showed, under the impact conjugated of all the factors that influence the existence and the future, will be confirmed into a manner more or less. The knowing and the thoroughgoing of these prognostics now consist, indifferent of the future scenario, a absolute base to see the understanding, to removal of the phenomenon and a decision of actions at the opportune moment.

REFERENCES:

1. Brillman, Jean, *La competition mondiale*, Paris, 1997.
2. Ionescu, Ion Gr. *Mediul de afaceri*, Editura Ex Ponto, Constanța, 2008.

3. **Todaro, Michael, P.**, *Economic Development*, Longman, New York, 2008.
4. FMI, World Economic Outlook, New York, October. 2009.
5. FMI, World Economic Outlook, New York, December 2009.
6. United Nations, World Economic Survey, Current Trend and Policies in the World Economy, 2009.
7. „*Problems Economiques*”, ianuarie 2009.