

PROBLEMS AND SOLUTIONS IN ENHANCING THE EXPORT POTENTIAL OF AGRICULTURAL PRODUCTS

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Abstract

Fruit and vegetable products are one of the main items of agricultural export of Uzbekistan. The export potential of the agricultural sector of our country is due to favorable natural and climatic conditions, sufficient labor resources, the presence of a relatively developed infrastructure, and the level of provision with basic production assets.

Keywords: Beneficiary, profitability, sector, marketing, refrigerators, user.

Introduction

In recent years, extensive work has been carried out in our republic to increase the export potential of agricultural products. Increasing export potential is considered one of the main factors for the country's economic development and prosperity.

International cooperation is actively developing with almost all countries in Europe, Asia, Africa, and America, particularly with the countries of Central and South Asia. Year by year, Uzbekistan is expanding its trade and economic cooperation with these countries, as well as the export geography and volume of its own products. Granting Uzbekistan the status of a beneficiary country under the GSP+ (Generalized Scheme of Preferences Plus) provides additional economic benefits due to the complete elimination of tariffs on a number of goods, which in turn helps to increase exports and allows attracting additional investments to the country [3].

Our country has set a goal to increase the export of goods and services to 45 billion US dollars by 2030. To achieve this indicator, specific tasks to be implemented over the next 5 years have been defined. These include increasing the number of enterprises engaged in the export of goods and services from 6,500 to 15,000, and allocating funds on favorable terms from the Export Support Fund to more than 600 enterprises for working capital. Utilizing "GSP+" and other systems, the export of finished and semi-finished products will be increased 3.3 times. In particular, it was emphasized that within the framework of the "GSP+" system, the export of agricultural products will reach 165 million US dollars.

Regarding the sharp increase in productivity and profitability in agriculture, it has been noted that the export volume should reach 10 billion dollars annually, specifically emphasizing that this figure should constitute 3.5 billion dollars in 2025 alone [1].

In the process of delivering agricultural products to consumers, international marketing tools are



fully utilized. Companies strengthen their competitive positions in foreign markets by using international marketing methods within the framework of carrying out their foreign economic activities. International marketing, as an important component of foreign economic activity, reflects the characteristics, scope, and needs of foreign economic activity, and reorganizes and regulates the company's production and sales system based on consumer needs [2].

Improving the quality and competitiveness of agricultural products grown in our country makes it possible to attract foreign buyers. In this regard, the introduction of modern technologies into production is invaluable. At the same time, it is important to improve the quality of the products grown to the level of standard requirements and to develop marketing strategies.

Agriculture plays a significant role in the rise of the country's export potential. The export potential of the agrarian sector is explained by favorable natural-climatic conditions, sufficiency of labor resources, the existence of relatively developed infrastructure, and the level of provision with basic production assets. Fruit and vegetable products are considered among the main export products of Uzbekistan's agriculture.

The country's participation in international economic relations is based on its export potential, which is the main source of the country's foreign currency earnings. The expansion of exports opens new opportunities for ensuring economic growth, increasing production efficiency, creating new jobs, and raising the population's standard of living. In recent years, a significant increase in foreign trade volume and improvement in the export structure have been observed in Uzbekistan's economy.

The priority directions for the rapid development of export potential in the foreign economic activity of the agrarian sector define important tasks such as increasing competitiveness by improving the structure of the sector's exports, reducing the export of raw materials and increasing the export of finished products with a high share of added value, further developing the infrastructure serving foreign trade, and bringing new products to the world market.

In regulating and eliminating these factors, undoubtedly, the main role of the state should manifest in accelerating the liberalization of the economy and establishing a unified state system for regulating and stimulating exports, as well as a mechanism of measures to support exports. For the stable development of the country's economy, it is expedient to make extensive use of the export potential of industries producing export-oriented products. Currently, Uzbekistan has significant potential in the production, processing, and export of many types of agricultural products.

The success of the activities of our republic's companies engaged in exporting agricultural products in the foreign market relies significantly on fully adhering to international marketing principles, along with organizing rational marketing research [4].

Many scientists in our country are conducting research in this field, which is one of the pressing problems of the current period. In particular, S. Khasanov has cited problems and shortcomings such as the transport and logistics sector lagging behind modern requirements, the majority of existing refrigerators being morally outdated and technologically un-updated, modern technologies and digital innovative developments not being adequately implemented, a lack of regular customers and stable suppliers, and problems related to the financing of the wholesale and trade system [5].

Another problem in the export of agricultural products is the non-compliance of the products grown with existing standards in developed countries [6].

To increase export potential in agriculture, it is advisable to carry out several tasks such as attracting direct foreign investment, adopting the experiences of advanced countries in the field, creating and introducing intensive varieties of agricultural crops to produce quality products, increasing the indicators for storage, processing, packaging, logistics, and transportation (durability) of the grown products, and making extensive use of digital technologies in information exchange.

Overall, increasing the volume and types of export products serves to increase our country's income. This, in turn, makes it possible to raise the citizens' standard of living, attract investment to other sectors of the economy, and finance social programs.

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