

## Aspects of Increasing the Export Potential of the Textile Industry of Uzbekistan

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**Abstract:** This article discusses some issues of increasing the competitiveness of the textile industry and the export potential of local enterprises in modern conditions. Also, priorities for the development of the textile industry were identified.

**Keywords:** increasing competitiveness, textile industry, export, export potential, integration.

The activation of foreign economic activity is one of the most important factors for our country in the development of the economy, increasing its efficiency and competitiveness. The development of the export potential of industry, which makes it possible to increase volumes and form a balanced commodity structure of exports, is one of the key directions of the country's economic development strategy. Recently, the attention of scientists to the study of the problems of increasing the level of sustainability and maintaining a dynamic balance in the development of export potentials of industrial enterprises and mutually beneficial integration into the world economy has been increasing. Since, integration into the world community implies, on the one hand, the opening of the country's domestic market for foreign competitors, and on the other hand, facilitating the access of local enterprises to world markets.

In the modern world, foreign economic ties have become objectively conditioned and have become the most important factor in economic growth. In many countries, they determine the state of the national economy, and this trend should increase in the future.

The economic reforms being carried out in the country define new tasks for the effective use of the accumulated experience of world economic relations. At present, theoretical thought should form the basis for developing a strategy and tactics for the inclusion of local actors in the world economic system, to help find their place.

The current stage of development of Uzbekistan is characterized by the emerging growth of the economy, an important component of which is the textile industry. With the current relevance of the processes of integration into the world economy, serious attention is paid to the stable development of the industry. The textile industry of Uzbekistan is not only one of the fastest growing segments of the economy, but also a leader in attracting foreign investment and exporting products [1].

Despite this, the theoretical and methodological aspects of the analysis and assessment of the level of sustainability of the export potential of an enterprise remain poorly covered in modern economic literature. As a result of which, in practice, exporting enterprises experience difficulties associated with the lack of evidence-based methods to make a decision to enter foreign markets. In this regard, there is a need to develop methodological support for assessing the export opportunities of enterprises [2], in particular, the textile and light industries.

The classical theory of international trade, including exports, was created by scientists from foreign countries, such as Adam Smith, David Ricardo, J.Keynes, S.Mill, B.Olin, E.Heckscher, P.Samuelson, V.Leontiev, A.Marshall, J.Schumpeter and M.Porter.

Foreign scientists, such as I.Ansoff, I.Altchuller, F.Kotler, J.Lambin, M.Porter, L.Theodore and others dealt with the formation of the marketing, its development and increasing efficiency.

Modern approaches to the selection of potential export products, the assessment of sales markets, the processes of promoting goods to foreign markets are presented in the works of A.S.Bulatova, P.S.Zavyalova, V.E.Demidova, B.I.Sinetsky and L.I. Shokina.

To the problems of foreign trade pricing are devoted the works of Russian theorists and practitioners, among which it should be noted O.D.Andreev, Y.L.Gracheva, O.I.Degtyarev, Yu.N.Plotnikova, F.M.Levshin.

The problems of developing the economy of the textile industry, including sales, were studied by domestic scientists, including S.S.G'ulomov, A.Soliev, A.Sh.Bekmurodov, N.K.Yuldoshev, M.Ikromov, S.A.Salimov, A.Fattakhov, G.N.Akhunova, M.S.Kosimova, N.M.Makhmudov, Sh.J.Ergashkhodjaeva and others.

The following scientists works were devoted to the study of various aspects of export of textile products in Uzbekistan: M.R.Boltaboev, Z.D.Adilova, K.I.Kholikova, U.A.Rasulov, G.A.Karieva, Be Yan Son, D.M.Mirzakhililova, G.E.Zakhidov, Z.A.Khakimov, L.O.Mingashev, N.M.Mumiva and others [3].

During analyzing scientific research and the practice of foreign economic activity in the context of the liberalization of national economies and the growing influence of globalization processes, it was revealed that there is great attention to the problems of increasing the export potential of industrial enterprises. A review of domestic and foreign studies and scientific publications in the field of organization and implementation of the export activities of enterprises shows that this problem has been studied and is being studied in a number of areas.

Among the post-Soviet countries, Uzbekistan is one of the most populous countries in Central Asia, as well as a major producer of cotton fiber. The country occupies a leading position in the world in the production of cotton and in its export, being also an active participant in the world textile market. The textile industry, as one of the most promising sectors of the economy of the republic, includes several industries that produce finished products, and at the same time, it employs a significant part of the employed population, which, in turn, provides employment[4] and makes a significant contribution in the socio-economic development of the country.

Demand for finished textiles and semi-finished products has increased as a result of the stable growth of the world population in recent years, as well as the continuing trend of improving living standards and the ability to pay. This, in turn, requires the introduction of advanced scientific research aimed at reducing production costs in the textile industry, as well as expanding the range of products. From the point of view of maximizing the economic potential of the domestic textile industry based on innovative approaches, the study of scientific, methodological and practical aspects of this issue is relevant.

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Expanding the range of products in the organization of the production of textile products that meet the requirements of foreign markets, the production of export-oriented products that can compete on the world market, are among the urgent tasks in this area. In addition, another important factor in the development of the textile industry is its transformation into one of the sectors that replenish and enrich the country's foreign exchange reserves through the production of export-oriented goods that are competitive and capable for replacing imported products.

When organizing export-oriented textile production in the country, it is advisable to conduct research in the following areas:

- specify the concept of the economic category "export potential" of the industry of countries with economies in transition, taking into account the factors of its formation;
- to conduct a study of the current state and dynamics of the development of the country's textile industry;
- identify and systematize the factors of competitiveness of the industry in the world markets;
- explore the main trends, scales and directions of exports and determine priority areas for the development of the textile industry;
- develop the concept of a specialized export promotion organization and determine the main directions of its activities to support and promote export goods abroad;
- to analyze the factors influencing the decision on the possibility of export deliveries of the company's products;
- develop a methodology for determining the export price of goods.

The textile industry of Uzbekistan has a significant export potential, which, if identified and purposefully used, can give a powerful impetus to the socio-economic development of the country. The proposed system of measures for the organization of export-oriented textile production will contribute to enhancing the export opportunities of the industry, developing the industry, diversifying and increasing export volumes.

In today's innovative economy, in order to support the textile industry, special attention should be paid to the development of sectoral policies. The effective implementation of these tasks in a highly competitive environment requires the development of strategies for the development of textile enterprises, as well as scientific and practical recommendations for their application. In this regard, the main factors affecting the efficiency of the textile industry should be systematically studied. The main factors for increasing the efficiency of textile industry enterprises include:

- improvement of the management system;
- constant modernization of the enterprise;
- improvement of the human resource management system;
- increasing competitiveness;
- improvement of product characteristics;
- increase of export potential.

Today, the textile industry of the Republic of Uzbekistan is a dynamically developing industry with a high export potential. The country has ample opportunities for directing the industry's products to foreign

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markets, for organizing the production of export-oriented textile products that meet the requirements of foreign markets, and directing them to foreign markets will increase the export potential of our country.

Thus, in order to increase the export potential, it is necessary to increase the production of high-quality finished products so that each product meets the requirements of world standards. In addition, for the further development of the textile industry, it is necessary to take measures that take into account: the influence of external factors when making a forecast for the development of the industry; increase in labor productivity; introduction of the latest technologies; creation of new production facilities for the production of finished products.

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