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## THE DEVELOPMENT OF REGIONAL EXPORT POTENTIAL

**Abstract.** The paper presents general characteristics of Pavlodar region export potential and economic estimation of the use of Pavlodar region industrial productions export potential. It proves modern problems for the development of Pavlodar region industrial enterprises export potential. Every indicator is given according to the data from Agency of statistics of the Republic of Kazakhstan. Questions of rise in export potential at regional enterprises, formulation of a set of organizational and economic decisions that lead to the growth of export possibilities of the particular industrial productions using existing advantages, are important and timely. They help to solve an important economic task, such as growth of regional competitiveness and, as a result the whole national economy on world markets contributing to the balanced social development and decreasing social and economic tension in the region that demands an appropriate search of scientific approaches. Export potential in basic industries becomes an important stabilizing factor in conditions of economic development in regions, and it is also a basic source of foreign exchange into a regional budget. It is concluded that low level of innovative activity on industrial enterprises directly affects the level of export potential use both now and in the nearest future.

**Keywords:** potential, export potential, production potential, region, resource and raw material potential.

### Introduction

Development trend of modern economy taking into account economic globalization does not leave an opportunity for isolated development of any state structure. All states are connected to each other with many economic links, and to some extent, are interrelated. National economic growth is considerably determined by region export possibilities of the country and it is currently based on the export of resources with low value added.

Development of export potential has received special attention in the State strategic programs “Kazakhstan – 2030”, “Kazakhstan – 2050” and “Export – 2020”.

The term “potential” from the side of world science and practice represents a common set of all available options to reach any goal. The potential of modern economic systems is supported by both domestic and external factors.

The creation and development of an export potential is a difficult process that includes domestic and foreign economic components at all stages of regional functioning as a difficult economic system.

The processes of export activities spreading to a regional level require the development of a relevant regional policy. In the theory and practice, departure from the practice of strong vertical management of regional export potential development towards liberalization of an export activity and an effective economic independence of economic entities was observed in the evolution of a state foreign trade policy during the transition period. In these conditions necessity to develop a regional strategy for long-term economic growth, scientific and technological development, and international economic and trade relations are formed.

Performance management of the creation and development of an regional export potential represents multilevel system of functions for macro, meso and micro-environment aimed at achieving the best possible working results in foreign markets.

Accordingly, regional export potential is a complex of possibilities in regional organizational and economic systems to achieve the goals through the export of productions and goods. Pavlodar region is a major industrial center in Kazakhstan. It is a multisectoral industrial complex focused on the production of electrical energy, alumina, refined oil products, mechanical engineering, food industry and construction materials. Given that the Republic of Kazakhstan's economy maintains its raw materials status, basic basis for the formation and development of the regional export potential is a resource and raw materials potential. The major part of the region is within the south of West Siberian plain. The region occupies one of the leading positions in the mineral and raw materials complex in the Republic of Kazakhstan.

The total value of the balance reserves in Pavlodar region solid minerals is estimated at 460 billion dollars. They are: coal, metals, including gold, construction materials [1].

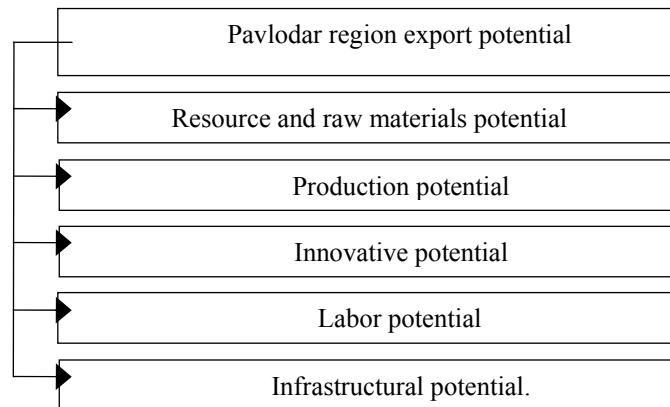


Figure 1 – Enlarged elements of Pavlodar region export potential

Note – this was developed by the author

Part of the deposits has been successfully developed for a long time, additional geological prospecting works are carried out at the other deposits, real volumes of natural resources and conditions for their mining are specified.

Pavlodar region export potential according to figure 1 is worth to consider on the following directions: resource and raw materials potential; production potential; innovative potential; labor potential and infrastructural potential.

Leading sectors of Pavlodar region economy are presented in figure 2.

The leading sector in the region which supports more than 70% of the manufacturing industry volume is metal industry and processing of metals. Metal industry includes ferrous and non-ferrous metallurgy.

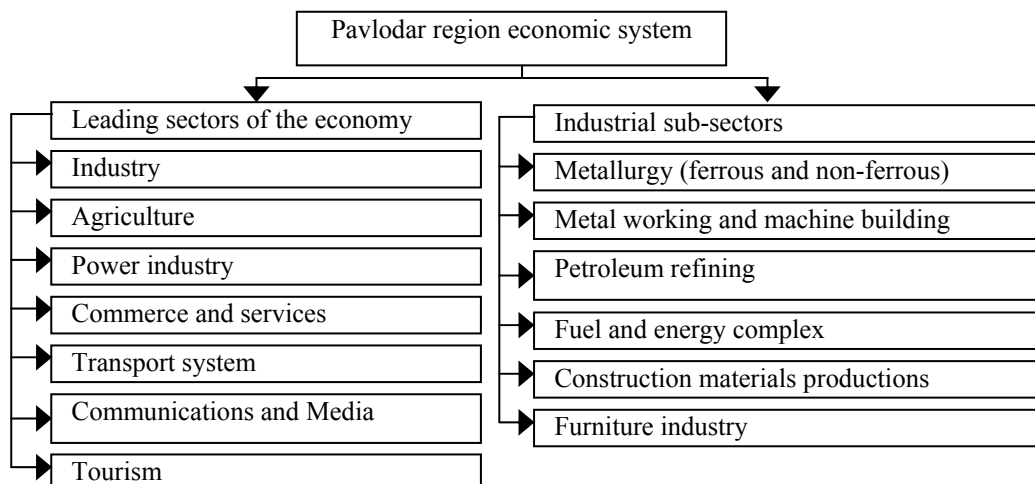


Figure 2 - Main leading sectors of Pavlodar region economy that form production potential

Note – this was developed by the author

Pavlodar region export and production potential is presented in table 1 in complex and systematized form.

Table 1 – Pavlodar region export and production potential

Enterprise name, sector	Products	Main directions in export
«TNC Kazchrome» JSC	Ferrosilicone, ferrosilicon, ferrosilicomanganese, ferrosilicochrome	CIS Countries (Russia, Ukraine, Belarus, Georgia, Uzbekistan). Non-CIS countries (Luxembourg, Japan, Germany, Austria, Sweden, Bulgaria, Romania)
«Aluminium of Kazakhstan» JSC «Kazakhstan Aluminium smelter» JSC	Alumina, primary aluminium Gallium (rare metal)	Russia, China Japan, Germany, the USA
«Maikain Gold» JST	Ore, gold, silver, copper, zinc	Ural enterprises (Russia)
«Pavlodar Oil Chemistry Refinery» LLP TOO	Gasoline and oil products	Russia and countries of Central Asia
Fuel and energy complex (FEC)	Coal of all types Electric power	Ural, West Siberia (Russia) Border territories (Russia)
Agriculture	Milk, meat Grain	Russia Iran, China

According to table 2 in the last five years in Pavlodar region, there has been the cyclical growth of industrial production volume, whose share varied from 79,1% to 69,4% in the total growth regional product.

Table 2 - Dynamics indicators on industrial production development in Pavlodar region

Indicator name	Годы				
	2012	2013	2014	2015	2016
Industrial products production volume, mln. tenge	1 202 392	1 334 756	1 110 598	1 044 224	1 370 386
Industrial products share in the gross regional product, %	79,1	75,9	63,6	60,1	69,4
Mining industry and quarrying, mln. tenge	100 471	104 756	113 235	119 248	202 726
Manufacturing industry, mln. tenge	821 890	959 350	708 149	677 761	913 893
Electricity and water supply, mln. tenge	280 031	270 650	289 214	247 216	253 767
Number of industrial enterprises and productions, units	995	1 005	813	789	804

Research and engineering divisions function at the base of leading industrial enterprises to develop export-oriented productions, to increase products quality and their competitiveness in Pavlodar region industrial sector [2].

Work is being done in the region to organize and develop functioning of the Special Economic Zone "Pavlodar" in order to develop high-technology enterprises and productions of high-value added products. Main targets in Special Economic Zones functioning are presented in figure 3.

At the current stage in the region two science and technology parks have been established to activate research activity on industrial enterprises.:

- «Irtish» science and technology park at S.Toraighyrov Pavlodar State University;
- science and technology park of «Innovative University of Eurasia».

Regional labour potential is characterized by base quantitative indicator, such as total population. This indicator as at 2016, according to the table 3, reached 757 thousand people, including urban population 582,8 thousand people. Rates of economic activity and unemployment rate were respectively 55,7% and 4,8%

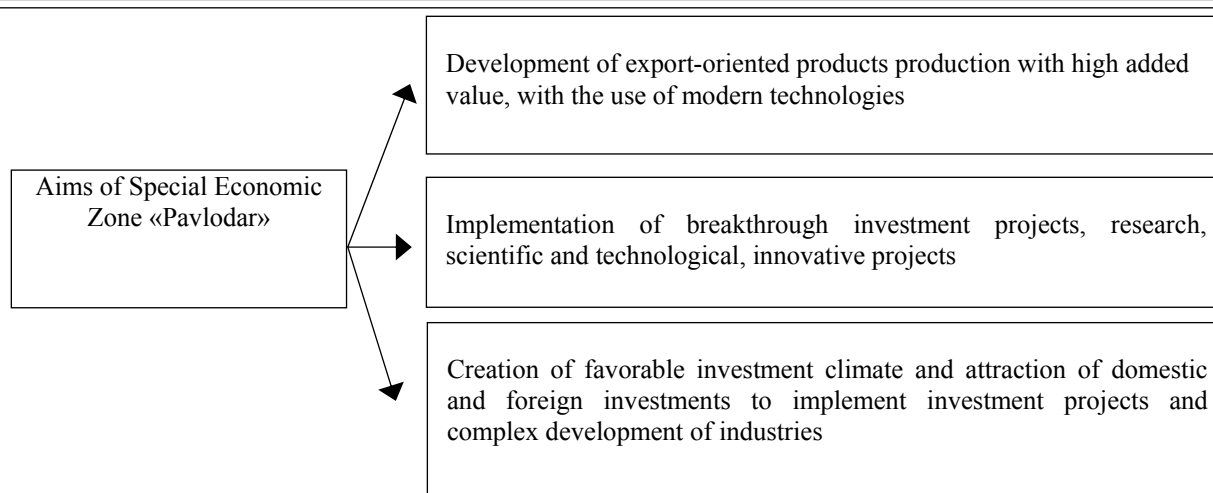


Figure 3 - Targets in functioning of Special Economic zone «Pavlodar»

Note – this was developed by the author

Researches show that Pavlodar region economy has a sufficient potential to develop modern export-oriented productions. The large number of industrial productions functions in the region, and at the same time their main work is concentrated on the manufacturing industry sector that directs existing productions to produce products with high value-added. In the region there is also scientific potential and innovatively-oriented infrastructure, which covers science and technology parks and special economic zone. There is the whole necessary spectrum of material and raw materials resources including economically active population for multiplier development of export-oriented productions in the region [3].

Table 3 - Main indicators on population of the region and on the level of human resource economic activity

Indicator name	Years				
	2012	2013	2014	2015	2016
Population, persons	749 201	752 914	755 793	758 594	757 014
Urban population, persons	560 120	566 764	574 114	579 553	582 841
Economically active population, persons	439200	440000	441300	439600	421400
Economic activity rate, %	58,6	58,4	58,4	57,9	55,7
Working population, persons	417 500	418 000	420 300	418 600	401 100
Unemployed population, persons	21 700	22 000	21 000	21 000	20 300
Unemployment rate, %	4,9	5,0	4,8	4,8	4,8

In the sphere of export potential on industrial enterprises Pavlodar region, according to table 4, occupies the leading positions. Proportion of products export from enterprises in the republic scale is 16,1%. In terms of export volume the region is on the third place after Karaganda region and Almaty.

As at 2016, volume of export operations was 634,6 mln. tenge and volume of import operations was 536,5 mln. tenge.

Positive aspect of export potential use is an access of Pavlodar region industry to positive external trade balance. Calculation of external trade balance is shown in table 5.

Volume of export productions development is vulnerable to a slight decline. As at 2016, the volume of export deliveries from the rate of 2015 is 85,5% [4-6].

In modern market conditions export dynamic has been subjected to a number of external economic factors that caused slight drop in sales. In particular, in the world practice there are following tendencies: reduced demand for ferrous and non-ferrous metals, decline in the prices of energy that is connected with certain trends of science and technology progress (production of composite materials, transition to the modern green technologies, such as electromobility, environmentally friendly electrostations which use alternative fuel and energy sources).



Table 4 - Positioning of Pavlodar region in export potential at the republic level

Region name (oblast)	Export volume, mln. US Dollars	Import volume, mln. US Dollars	Export regional structure, %	Import regional structure, %
Akmola	88,6	263,9	2,3	2,7
Aktobe	364,8	490,4	9,3	5,0
Almaty	138,6	431,2	3,5	4,4
Atyrau	25,5	185,5	0,6	1,9
West Kazakhstan	84,6	392,0	2,2	4,0
Jambyl	46,4	104,4	1,2	1,1
Karaganda	728,3	671,0	18,5	6,8
Kostanay	434,3	413,3	11,1	4,2
Kyzylorda	23,1	31,7	0,6	0,3
Mangystau	4,8	151,2	0,1	1,5
South Kazakhstan	300,5	332,4	7,6	3,4
Pavlodar	634,6	536,5	16,1	5,4
North Kazakhstan	41,8	273,3	1,1	2,8
East Kazakhstan	241,5	970,2	6,1	9,8
Astana	125,3	1 268,7	3,2	12,9
Almaty	647,5	3 347,8	16,5	33,9
Total	3 930,2	9 863,5	100	100

Table 5 - Calculation of external trade balance as at 2016  
mln. US Dollars

Indicator name	Value
Export operations value	634,6
Import operations value	536,5
External trade balance	98,1

Researching aspects in economic estimation of Pavlodar region export potential it should be noted that the largest export volumes relate to large-scale enterprises 97%, that is shown in table 6.

Table 6 - Structure and volumes of export in terms of enterprises according to their size

Enterprise name according to its size	Export operations volume, mln. US Dollars	Structure, %
Small-sized enterprises	17,5	2,68
Medium-sized enterprises	2,0	0,32
Large-sized enterprises	614,8	97
Total	634,6	100

Export potential of small-sized enterprises does not exceed 3%, and middle-sized enterprises is almost zero value. Structure and value of export on types of product sales are presented in table 7.

Table 7 - Structure and value of export on types of product sales

Export product name	Export operation volume, mln. US Dollars	Structure, %
Metallurgical industry products	450,2	71
Coal and lignite	96,9	15
Wholesale trade goods	7,2	1
Other nomenclature items	80,3	13
Total	634,6	100

In accordance with table 7 maximum export operations volumes were for metallurgical industry products. Coal, lignite and other items deliveries to foreign countries do not have big proportion in export structure. Taken together, this economic evaluation of enterprises export potential in Pavlodar region shows that the level of export potential is at a satisfactory level. Export possibilities are more likely concentrated on the large industrial enterprises of the region through the sale of limited range products and with low level of value added. With a high level of Pavlodar region export potential and with all other things being equal the degree of its economic use is still relatively low that requires to detail and identify

problems of causality. While investigating export potential it is necessary to consider all external and internal factors in a systematic manner, which influence regional economy in positive and negative way. Significant attention upon detection of problems of export potential development is necessary to be emphasized at global economy trends, competitiveness and scientific and technical progress.

Within economic evaluation of export potential use at regional industrial enterprises problems of its use, which are presented in figure 4, have been identified.

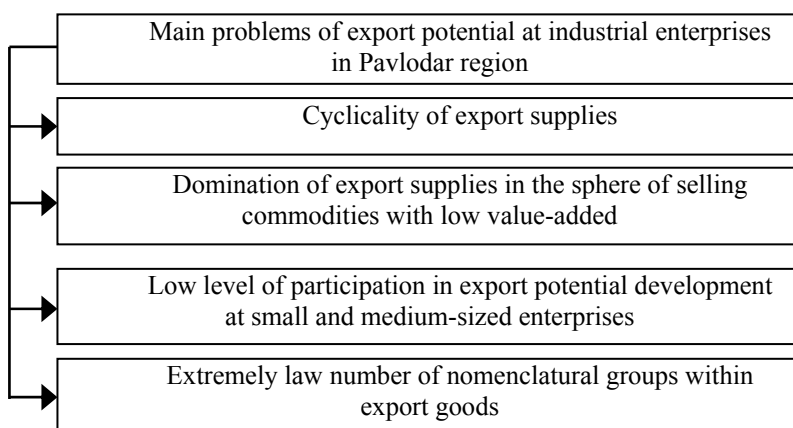


Figure 4 - Main problems of export potential at Pavlodar region industrial enterprises

Meanwhile, in view of dynamic quantity growth of enterprises themselves a total number of enterprises without innovations is also increased. Main result of regional innovative potential use is a production of innovative products.

Table 8 - Economic indicators on the level of innovative activity at enterprises in all sectors in Pavlodar region

Indicator name	Years				
	2012	2013	2014	2015	2016
Total number of enterprises for all types of economy sectors	515	1 085	1 118	1 142	1 354
Number of enterprises holding and using innovations	28	45	95	79	65
Enterprises without innovations	487	1 040	1 023	1 063	1 289

Maximum production volumes of innovative products in the region accounted for 2013 - 2015. In 2016 production volume of innovative products was minimum, no more than 4 bln. tenge that is shown in table 9.

Table 9 - Economic indicators that characterize sale volumes of innovative products at enterprises in Pavlodar region

Indicator name	Years				
	2012	2013	2014	2015	2016
Sales volume of innovative products, mln. tenge	73 279,0	97 379,0	84 062,5	86 629,0	3 910,1
Proportion of innovative products in total output of industrial productions, %	6,1	7,3	7,6	8,3	0,3
New or significantly strengthened goods (services), which are new for the market of goods, mln. tenge	-	-	67 236,8	73 097,0	2 584,0
New or significantly strengthened goods (services), which are new for organization, mln. tenge	-	-	16 825,8	13 532,0	1 326,1
Products that are newly implemented or significantly technologically changed, mln. tenge	72 749,4	97 379,0	-	-	-
Improved products, mln. tenge	258,3	-	-	-	-
Other innovative products, mln. tenge	271,2	-	-	-	-
Innovative character provided services, mln. tenge	801,3	371,5	-	-	-

### Conclusion

Two aspects, which are main reasons connected to maximization of innovative output during this period, are:

- start-up of the new productions on innovative output in 2012 - 2015;
- achievement of productional power by new enterprises and maximization productive supply of innovative products that created a necessity to reduce production output in 2016.

In Pavlodar region since 2012 to 2016 the following innovative productions with high value-added were started:

- high-tech manufacturing on petroleum coke annealing and anode production for electrolysis plant ("UPNK" LLP);
- high-tech enterprise on agro-chemical production ("AgroChimprogress" LLP);
- production of railway axles and train wheels ("R.W.S. Wheelset" LL., "Prommashkomplekt" LLP);
- production of alloyed aluminium and alloyed disks for cars ("Giessenhouse" LLP)
- production of high-octain automobile fuel Euro -4, 5 ("Pavlodar Oil Chemistry Refinery" LLP);
- entry into service of high-technological innovative greenhouse complex ("Greenhouse KZ" LLP) [7-8].

Equally with tendencies of innovative products production, one of the leading qualitative indicators on effectiveness of innovative potential use in the region is a level of innovative activity at enterprises. Studies show that innovative activity at regional enterprises is a cyclical process. Maximum level of innovative activity at Pavlodar region enterprises was in 2014. As at 2016 average level of innovative activity was 4,8%. As a result, in our opinion, it is worth to mention that low level of innovative activity at industrial enterprises directly has an impact on the level of export potential use both now and in the nearest future.

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### АЙМАҚТЫҢ ЭКСПОРТТЫҚ ӘЛЕУЕТІН ДАМУЫ

**Аннотация.** Мақалада Павлодар облысының экспорттық әлеуетінің жалпы сипаттамасы келтірілген; Павлодар облысының өнеркәсіптік өндірісінің экспорттық әлеуетін пайдалануды экономикалық бағалау жүргізілді; Павлодар облысының өнеркәсіптік кәсіпорындарының экспорттық әлеуетін дамытудың заманауи мәселелері негізделген. Әрбір көрсеткіш Қазақстан Республикасы статистика агенттігінің деректеріне сәйкес ұсынылады. Аймақтың кәсіпорындарының экспорттық әлеуетін жоғарылату, объективті артықшылықтарды пайдалана отырып, нақты өндірістік өндірістің экспорттық әлеуетін арттыруға ықпал ететін ұйымдық және экономикалық шешімдер жиынтығын қалыптастыру мәселесі маңызды ұлттық экономикалық тапсырманы шешуге жәрдемдеседі - аймақтың бәсекеге қабілеттілігін арттыру және соның салдарынан тұтас ұлттық экономиканың жаһандық нарықтар, баланстық әлеуметтік дамуды ынталандыру және азайту аймақтағы әлеуметтік-экономикалық шиеленістер, ғылыми ізденістерді іздестіруді талап етеді. Негізгі салалардың экспорттық әлеуеті аймақтық экономиканы дамытуда маңызды тұрақтандырушы фактор рөлін атқарады, сондай-ақ облыстық бюджетке валюта түсімінің негізгі көзі болып табылады. Өндірістік кәсіпорындардың инновациялық белсенділігінің төмен деңгейі қазіргі және болашақта экспорттық потенциалды пайдалану деңгейіне тікелей әсер етеді деп тұжырымдалды.

**Түйін сөздер:** әлеует, экспорттық әлеует, өндірістік әлеует, аймақ, ресурстық-шикізат әлеует.

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### РАЗВИТИЕ ЭКСПОРТНОГО ПОТЕНЦИАЛА РЕГИОНА

**Аннотация.** В статье представлена общая характеристика экспортного потенциала Павлодарской области; дана экономическая оценка использования экспортного потенциала промышленных производств Павлодарской области; обоснованы современные проблемы развития экспортного потенциала промышленных предприятий Павлодарской области. Каждый показатель представлен в соответствии с данными Агентства по статистике Республики Казахстан. Вопросы повышения экспортного потенциала предприятий региона, формулирование набора организационно-экономических решений, способствующих наращиванию экспортных возможностей конкретных промышленных производств с использованием объективно существующих преимуществ, являются актуальными и своевременными, способствующими решению важной народнохозяйственной задачи – роста конкурентоспособности региона и, как следствие, всей национальной экономики на мировых рынках, способствуя сбалансированному общественному развитию и снижению социально-экономической напряженности в регионе, что требует соответствующего поиска научных подходов. Экспортный потенциал базовых отраслей промышленности приобретает роль важнейшего стабилизирующего фактора в условиях развития экономики регионов, а также выступает практически основным источником валютных поступлений в региональный бюджет. Сделан вывод, что низкий уровень инновационной активности промышленных предприятий напрямую оказывает воздействие на уровень использования экспортного потенциала как в настоящем времени, так и в обозримом будущем.

**Ключевые слова:** потенциал, экспортный потенциал, производственный потенциал, регион, ресурсно-сырьевой потенциал.

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