



THE ROLE OF INCREASE EXPORT COMPETENCE IN ENTERING THE WORLD MARKET OF KNITTING AND KNITTING ENTERPRISES

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Abstract:

In this article, the role of marketing, current trends, problems in the network and their solutions are given in the introduction of knitting enterprises to the world market. The article also talks about the role of textile and knitting enterprises in our country, the creation of an investment environment, the modernization of production and the turning of the textile and knitting industry into one of the leading sectors of the economy as a result of paying special attention to the production of finished products.

Keywords: modernization, knitting, textile, kalava, sewing and knitting, "Lux plus service", "GSP+", TPMA, "Uztoqimachilik sanoat", modernization and diversification. Sustainable development of the economy, further acceleration of scientific and technical progress, rational use of production potential, comprehensive saving of all types of resources and management of production in accordance with the laws of the market economy are the most important components of the economic strategy of our country. It is impossible to imagine creating a competitive product with high added value without introducing new, modern approaches in the economy. In this regard, we can give an example of the steps taken step by step by the initiatives of our honorable President, and the benefits given to manufacturers and exporters. During the past period, the necessary legal framework and favorable conditions for the development of the textile industry have been formed. Modernization and diversification of the textile industry, expanding the volume and types of ready-made competitive products that are in high demand in foreign markets, and increasing the efficiency and profitability of raw cotton production and processing are the most important conditions. At the same time, as a result of the conducted studies, there are a number of systemic problems that hinder the consistent development of the country's textile industry, in particular:





firstly, despite the sufficient potential of the network, the absence of a harmonized technological chain in the production of finished products with high added value;
secondly, the management system of the textile industry does not respond to the modern development trends of the industry, which leads to the accumulation of unresolved problems and prevents its rapid modernization;
thirdly, the unsatisfactoriness of national standards and the harmonization of laboratories with international standards and requirements, as well as the low level of implementation of modern quality management systems, is an obstacle to the release of local products to large foreign trade markets, increasing the export potential, and increasing confidence in the quality and safety of products;
fourthly, the level of introduction of modern information and communication technologies in the network does not create conditions for systematic analysis of existing problems and determination of promising directions of textile industry development;
fifth, unreasonable distribution of raw materials and production resources, shortcomings in the organization of logistics and engineering infrastructure lead to the shutdown of a large part of production capacities, economic losses and, as a result, an increase in the cost of products, as well as a decrease in production profitability;
sixth, the steady predominance of the production and export of semi-finished textile products, the insufficient level of production of finished textile products with high added value and the formation of national brands capable of adequately competing in world markets do not allow to increase the income of textile industry enterprises;
seventh, the personnel training system does not meet the real needs of the textile industry, international cooperation has not been established regarding the introduction of innovative directions of training and deepening of scientific research on the current issues of the development of the industry.

In the Republic of Uzbekistan in January-October 2022, a total of 41764.1 thousand pieces of knitted or crocheted outerwear were produced by large enterprises, and the growth rate compared to the corresponding period of 2021 was 195.4%. By September, 36,500 tons of knitted or crocheted fabrics were produced by large enterprises, and the growth rate of this production compared to the corresponding period of 2021 was 113.8%. Also, the highest share (34.7%) in the production of knitted or crocheted fabrics by large enterprises in January-September 2022 in the Republic was contributed by the city of Tashkent, 12.7 thousand tons.

At the moment, more than 2,500 enterprises are effectively operating in the network, and these enterprises are engaged in the production of yarn, ready-made gauze and





fabrics, sewing-knitting and hosiery products, as well as ready-made products such as carpets.

Basically, influencing demand by changing price creates price-related methods of competition. In non-price competition methods, firms focus on the unique features of their products, and pay great attention to marketing components such as product sales, product movement, advertising, product placement, and service. The high rate of growth of the export volume in the network was ensured by the increase of the physical volume of export of products by 36% and their price by 7.8%. In particular, the increase in the physical volume of the export of ready-made sewing and knitting products was 70.5 percent, in yarn yarn 54 percent, and in hosiery products 53 percent.

Manufactured products were exported to more than 40 countries, such as Russia, China, Turkey, the Republic of Korea, and during the reporting period, the export of products to 2 new foreign markets was mastered. In particular, yarn produced by the joint enterprise "Indorama Koqon Textile" in the Fergana region, ready-made knitted products produced by the joint enterprise "Azalia Garment" in the Tashkent region, and men's suits and shirts produced by the enterprise "Lux Plus Service" in the Namangan region were exported to the countries of Kenya.

It was reported that Uzbekistan received the status of the beneficiary of the "GSP+" system of special preferences of the European Union. Lucien Devo said that receiving the status of "GSP+" beneficiary provides new opportunities for producers and exporters of textile products of Uzbekistan. This ensures sustainable growth and diversification of export products.

Along with effective management, attraction of new investments, introduction of modern techniques and technologies are the most important factors of development of textile and clothing industry in Uzbekistan and contribute to increase of its export potential.

President Shavkat Mirziyoyev paid an official visit to Paris on November 21-22, 2022 at the invitation of the President of the Republic of France Emmanuel Macron. The importance of developing trade-economic and investment cooperation, including increasing the volume of trade, joint projects and programs with the involvement of advanced technologies was emphasized. The results of the Uzbek-French business events held on the eve of the visit, the signing of trade and economic agreements and contracts with a total value of more than 6 billion euros were highly appreciated.





As the honorary president of the French textile industry association, he said that he is well acquainted with the activities of French textile companies at the international level, and in this sense, he is interested in developing cooperation with Uzbekistan. He expressed interest in establishing business relations with suppliers who work with European buyers of our country and have the necessary certificates to enter the French market. At the end of the meeting, an agreement was reached on deepening mutual relations and organizing a presentation of the potential of the textile industry of Uzbekistan for the members of the French textile industry association.

Comprehensive measures aimed at organizing the production of a wide range of high-quality textiles and sewing-knitting products, deepening the localization of its production, and increasing the export potential of local producers are being implemented in the republic. During the past period, the necessary legal framework and favorable conditions for the development of the textile and sewing-knitting industry (hereinafter referred to as the textile industry) have been formed.

The Agency for Marketing and Advertising of Textile Products (TPMA) has been operating in the market of trade and advertising services since 2007, at the same time it is a constituent unit of the "Uztoqimachilik sanoati" association and represents the interests of local textile enterprises abroad.

TPMA is a modern, fast-growing company that specializes in organizing exhibitions and fairs, developing local enterprises in the international arena, developing trade and investment cooperation, developing and expanding cooperation in the field of production and investment, and developing the production and export potential of domestic enterprises. TPMA provides businesses with:

- introducing a new enterprise in the market;
- introducing the assortment and types of services to the visitors of the exhibition;
- demonstration of new equipment and facilities;
- positive reception of the company's goods;
- increase the volume of sales;
- establish new business relationships, find partners, customers or sponsors;
- conclusion of public contracts;
- Promotion of brand and company image.

TPMA marketing agency is one of the largest and recognized specialists in organizing events not only in our country, but also in the world in Uzbekistan. Based on it, various international events of local and foreign organizers are regularly held. Its high-tech equipment and the level of professionalism of its staff distinguish the center from the background of many exhibition sites. For several years, the team has a lot of successful experience in providing consulting services for business, as well as working together with leading experts in the economy and foreign organizations.





For years, local enterprises that are part of the "Uztoqimchilik sanoat" association have been participating in international exhibitions held abroad. Among them, "Istanbul Dew Bar Lart" (Turkey), "Istanbul ip" (Turkey), "Tex World USA" (USA) are active participants in the trade of light industrial products. The Advertising Agency and the Textile Marketing Agency ensure participation in the preferential fairs in the above events.

In addition, the agency annually receives tickets to international textile exhibitions and business forums held in the Republic of Uzbekistan and abroad, including France, Germany, Greece, Holland, South Korea, Turkey, China, Japan, India, Italy, Vietnam, CIS countries and others. To achieve the objectives of the textile industry, Export, Textile Sales and Textile Promotion and Promotion Agency will be an unmatched and unique expert in the field of local business promotion and promotion in global markets.

In order to ensure the rapid development of the textile industry of the Republic, to expand the production of high-quality and competitive finished products, to further advance it to large foreign markets, as well as to consistently implement the tasks defined in the Action Strategy for the five priority directions of the development of the Republic of Uzbekistan in 2021-2025, the following are important directions for the further development of the textile industry in the Republic of Uzbekistan:

- increasing the share of the textile industry in the economy, increasing the volume and quality of textile products produced in the country, primarily by redirecting competitive textile products with high added value to high-tech production;
- Fundamental revision of the management system of the textile industry with the introduction of advanced management technologies, comprehensive assistance and support to industry enterprises, including effective forms of solving problems that hinder their development;
- harmonization of the standardization and certification system in the field of textile industry with international requirements and standards, as well as further improvement by modernization and accreditation of product testing laboratories;
- wide introduction of advanced information and communication technologies that allow the network to receive reliable and timely information about the state and development trends of local and foreign markets of textile products, systematic and comprehensive analysis of it in order to determine the priority directions of the development of the network;
- Implementation of a cluster model of development, which involves the integration of production, starting from the cultivation of raw cotton material, its preliminary





processing, further processing of the product in cotton ginning enterprises, and the production of finished textile products with high added value.;

- ensuring the proportionality of the distribution of raw material resources and the location of the network enterprises that are being established through the development of logistics and engineering infrastructure, including the construction of multi-functional transport-logistics hubs, the selection of optimal routes and lanes for the delivery of goods, as well as the optimization of freight rates in transport;
- in order to expand the production and export of high-quality ready-made textile products, to promote national brands to the world markets, to widely introduce advanced innovative technologies, know-how, design developments into the production process, to localize the production of modern samples of fittings and accessories;
- to fundamentally improve the system of personnel training, retraining and advanced training for the textile industry by expanding the areas of high-demand specialties, revising the educational programs of educational institutions taking into account the modern development trends of the industry, activating scientific and research activities, as well as international cooperation in this field .

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