

**WAYS TO IMPROVE THE DEVELOPMENT OF INDUSTRIAL ENTERPRISES
IN INCREASING EXPORT VOLUME****Zikrilloyeva Gulnora Ubaydullo qizi**

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Abstract: In our country, the development of industrial production, the formation of new industrial sectors, the modernization of industrial enterprises, and their technical re-equipment are directly linked to increasing product exports. In order to improve the effectiveness of innovative management in the industrial enterprises of our country, it is advisable to formulate development directions related to innovative activities within the strategic development goals of enterprises and to develop appropriate measures for the implementation of innovations in practice. In this process, the formation of innovative management goals not only ensures high efficiency but also creates a foundation for the sustainable innovative development of enterprises.

Keywords: export potential, industrial enterprises, statistical data, investment, competitive enterprises, digital economy.

Main Part

Strengthening and expanding the export potential of industrial enterprises is one of the key factors stimulating economic growth and development. Exporting goods and services helps enterprises expand their customer base, increase revenues, and improve their competitiveness in the global market.

The first stage in strengthening the export potential of industrial enterprises is identifying the most promising export markets. This requires a deep analysis of the global market, including the assessment of demand trends, the competitive landscape, and the regulatory environment. Once the most promising markets are identified, enterprises can begin developing targeted marketing strategies and adapting their products and services to meet the specific needs of these markets.

Another important strategy for expanding the export potential of industrial enterprises is investing in research and development. This includes developing new products and services tailored to the needs of specific export markets, as well as investing in new technologies and processes that improve efficiency and reduce costs. By investing in research and development, enterprises can stay ahead of competitors and maintain their competitive advantages in the global market.

Research Methodology

During the preparation of this scientific article, methods such as systematic analysis, induction and deduction, analysis and synthesis, comparative and selective research, monographic analysis, and grouping methods were applied in conducting the scientific research. In addition, official state research and statistical data were obtained from official sources, and the scientific and theoretical views of well-known economists on the role of innovations in economic development were comparatively analyzed.

The article proposes directions for export development, examines the involvement of unsold elements of industrial enterprises' potential in export activities, studies the factors influencing the development of export potential, and identifies methods for evaluating its reserves.

ANALYSIS AND RESULTS

Foreign Trade Indicators of Fergana Region (2021–2023)

It can be observed that exports increased sharply in 2021–2022, while in 2023 there was a slight decline due to the influence of global factors. At the same time, industrial products accounted for approximately 37.5% of the export structure, and the main export markets included countries such as Russia, China, Afghanistan, and Turkey.

Analysis of Statistical Indicators

After local governance reforms, a significant increase in the export of industrial products was observed in selected regions. The following table presents the export volumes and growth rates of Fergana, Khorezm, and Surkhandarya regions in 2019 and 2024.

Source: Fergana 2019 (regional statistics press release), Khorezm 2019 (regional statistics press release), Surkhandarya 2019 and 2024 (regional statistical tables), Fergana 2024 (Statistics Agency national press release).

The table shows that compared to 2019, export volume in 2024 increased by nearly 1.44 times in Fergana region, 2.8 times in Khorezm region, and 1.1 times in Surkhandarya region. In particular, Khorezm region experienced a very high growth rate — exports increased from 139.7 million USD in 2019 to 386.3 million USD in 2024. This growth was mainly driven by textile and food products.

In Surkhandarya region, foreign trade activities have grown to some extent in recent years due to border trade and industrial sectors, increasing from 241 million USD in 2019 to 269.5 million USD in 2024. Fergana region achieved the highest export indicators in absolute terms, increasing exports from 574.1 million USD in 2019 to 826.2 million USD in 2024 and strengthening its position as one of the leading exporting regions of the republic. Another important result is the change in the composition and structure of exports.

As a result of reforms, the share of industrial products in exports increased in all three regions, and exports of new types of products were mastered. For example, Khorezm region has shifted in recent years from exporting traditional cotton fiber to exporting finished textile and furniture products. By the end of 2022, the furniture industry in the region had grown threefold, and a target of exporting products worth 510 million USD was set for 2024.

In Fergana region, large enterprises producing chemical and construction materials (glass, cement, etc.) are supplying export-oriented products. For example, the “Quvasoy Quartz” enterprise exports 22 million square meters of glass annually, while enterprises such as “Global Textile” prepare large volumes of textile products for export.

In Surkhandarya region, cement plants and joint ventures specializing in cotton processing increased export volumes. In particular, during the first 9 months of 2023, textile products accounted for 44% of the region’s exports (66.4 million USD). All these results demonstrate the effectiveness of efforts aimed at industrial development and export orientation at the local level.

Literature Review

The analysis of national and foreign literature on the given problem showed that numerous studies have been and continue to be conducted by foreign and local scholars on various aspects of this issue. Foreign scholars such as E.S. Reinert, J.S. Goldstein, R. Hausmann, and D. Rodrik conducted research on the foreign economic activities of regions and export strategies of industrial and agricultural countries. Uzbek scholars including Sh.X. Nazarov, A.N. Samadov, A.M. Sadikov, S.Sh. To‘rabekov, N. Sirajiddinov, and B.K. G‘oyibnazarov conducted research on the liberalization of foreign trade operations and priority directions for increasing the competitiveness of regions and the national economy.

The analysis of the studied literature showed that the above-mentioned authors paid attention to the problems of producing export-oriented products at enterprises and increasing their export potential through such production. In addition, Ilyosov A. (2020) focused on certain problems in digital production and the export of industrial products in the digital

economy; Kurpayanidi K. and Ilyosov A. (2020) studied the problems of using digital technologies in industry in the context of increasing the country's export potential; Kurpayanidi K. and Ilyosov A. (2020) examined the prospects for the development of industrial product exports in the digital economy; and Ilyosov A.A. (2020) developed several practical proposals based on the national and regional analysis of industrial product exports.

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