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**ECONOMIC DEVELOPMENT OF LIGHT INDUSTRY
IN KAZAKHSTAN AND RUSSIA
IN THE CONDITIONS OF THE EAEU**

Abstract. The economic development of light industry in Kazakhstan and Russia under the conditions of the EAEU operates according to the general rules of the game, which are established by the participants of the Eurasian Economic Union. Since only by protecting the domestic market of Kazakhstan from poor-quality imports, it will be possible to reanimate the domestic light industry. However, our entrepreneurs are not particularly interested in working in this sector of light industry because of long-term investments. Today, in Kazakhstan, production facilities have been modernized and have the ability to produce high quality products. That is, it complies with the necessary requirements of generally accepted international standards, which will provide an opportunity for trading in foreign markets. According to the author, the dynamics of the development of light industry with this state support will allow an increase in the competitiveness of products and the development of the industry as a whole.

Keywords: light industry, EAEU, support, production facilities, export market.

INTRODUCTION

Within the framework of the GPIID for the second five-year plan, light industry in the republic is not defined as a priority, however, this sector belongs to the manufacturing industry. At the same time, in the SPIID for 2015–2019, it is stipulated that 80% of state funds allocated to the manufacturing industry should be directed to support 14 priority sectors, the remaining 20% can be allocated to assist projects in other industries manufacturing industry, which include light industry. If we talk about the current state of the industry, then there is such a pattern. Sewing enterprises mainly focus on the production of uniforms for law enforcement agencies and workwear. And this is understandable: they receive government orders and have guaranteed sales. But we need to go further - go to the release of civilian clothes and go with the "needles" of government orders.

MAIN PART

According to our observations, there are enterprises in the country capable of providing the population with light industry goods, ranging from underwear to business and outerwear, but these brands are little known. This is due to the lack of advertising, distrust of local products, which as a result leads to a lack of demand and reduces productivity.

Therefore, in our shopping centers and in the markets there are mainly products of other countries, and, buying imported products, we, in fact, work for their economies. Often imports come in of poor quality and without proper certificates, and research is not conducted on the effect of low-grade products on public health. Light industry is a socially significant industry that provides employment for the able-bodied population. This is especially relevant in our time, when, under the influence of negative external factors, a crisis in the global economy, employees of a number of enterprises are released. And light industry provides mobility, the ability for a short period of time to retrain, switch to another type of activity. Maybe it will be less paid than in a large factory, but a person will provide himself with a stable income. A vivid example of the demonstration of Kazakhstani goods was the holding of an exhibition in the framework of the National Telemoset, at which the President familiarized himself with the products of

domestic manufacturers, asked them in detail about the state of affairs. Manufacturers frankly stated that after this event they took heart. And the population, in turn, had an interest in local products. After that, large-scale ideological work began to popularize domestic goods.

World experience shows that various measures are being taken to support light industry. For example, in Germany and Turkey they are provided through the mechanism of standardization and labeling of local goods, in Ukraine through advisory centers for the development of light industry, and in Russia these are tax preferences.

There is no need to go far for examples. In neighboring Kyrgyzstan, quite favorable conditions have been created for the development of light industry. Therefore, sewing production there is developing rapidly. We all see how their products have filled the consumer market in Kazakhstan and Russia. And after the cheap segment comes and expensive, including design work.

For example, we monthly taxed all manufactured products. In Kyrgyzstan, the garment workers pay only an annual one-time payment from each sewing machine, the so-called patent fee, which is not tied to the products. The customs duty on the import of fabrics in this country is 5%, while in our country it is from 12 to 20%. It turns out that the final noncompetitive price for our goods is already on the border.

As for other examples, in Uzbekistan the purchase of cotton fiber for production purposes is provided with a discount of 15% of the cost of cotton fiber purchased at world prices, there is an exemption from paying customs duties on dyes, accessories and accessories imported for the needs of the light industry, produced in the republic. The industry provides only 10% of the republic's domestic demand for textiles. Whereas the main part, and this is 90%, comes from imports.

All experts, as one, talk about the need to strengthen control over the access of imported goods to our market. Such a measure will be a kind of barrier to the entry of contraband and counterfeit products. Moreover, it does not contradict the laws of the EAEU and the WTO, and will contribute to the development of local production.

The Eurasian Economic Union is a common market. In which the general rules of the game, the so-called requirements established by the participants of the EAEU. And Kyrgyzstan, as a full member, assumed a number of obligations. Including in terms of putting in order and compliance with technical regulations.

Only by protecting the domestic market of Kazakhstan from the expansion of poor-quality and cheap imports, it will be possible to establish and reanimate the domestic light industry, experts say.

Considerable attention is paid to the development of light industry in many countries of the world, since this industry has a considerable socio-economic significance, ensuring high employment of the able-bodied population, in particular, the female. The importance of the industry is that in terms of consumption it occupies the second position, second only to the consumption of food products.

The main global manufacturers of light industry products are such countries as China and India. China accounts for 40% of global cotton production, 64% of global yarn production, 41% of global textile production and 50% of global clothing production. In general, the impact of the industry on our economy is insignificant relative to other sectors of the economy. Light industry has a small share in the manufacturing industry - no more than 1.2%. The industry carries out both primary processing of raw materials and the production of finished products. This is a complex industry that includes more than 20 sub-sectors, which can be grouped into three main groups: textile; sewing; leather, fur, shoe.

The largest share in the structure of light industry is the production of clothing and textile subsectors.

South Kazakhstan region - 35%, where the main enterprises of the region can be singled out: Melanzh JSC, Utex JSC, Azala Textile LLP, Zhanatalap-MT LLP, Khlopkoprom-Cellulose LLP, Bal Tekstil LLP; Almaty - 14% with main enterprises - Kazlegprom-Almaty LLP, KazSPO-N LLP, Kazakhstan Texti-Line PKF - Mimioriki; Almaty region - 12% - Mediateks-N LLP, Glasman LLP, Universal LLP.

Kazakhstan has illustrative examples of doing business, which include Kazakhstan Textileline with a children's clothing brand "Mimioriki", "Kaz SPO-N" - which dresses foreign athletes, ZIBROO sports suits are exported to the EEU and EU countries, and "Semiramide" - produces the top clothes with the brand "SMD", "Glasman" - opened a number of boutiques in the Republic of Kazakhstan and supplies its products to selected countries of the EAEU and the CIS (men's suits and school uniform), etc. Kazakhstani designers Aida KaumeNOVA, Aigul Kassymova, Kamila Kurbanli and others also stay away developing the domestic light industry.

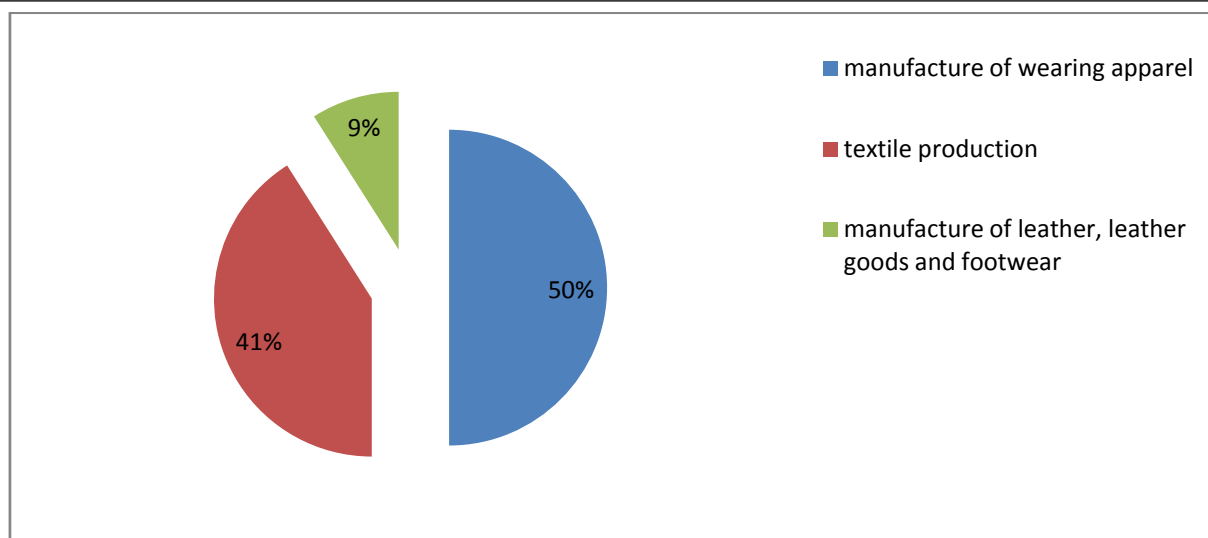


Figure 1 - The largest share in the structure of light industry in Kazakhstan

It is necessary to overcome the following major problems faced by the light industry of Kazakhstan. This is the lack of qualified personnel who meet modern requirements, not only workers, seamstresses, tailors, but also technical workers of the highest and middle level; tax burden - the need to declare the raw materials delivered for the production of invoices, paying customs duties, as well as VAT, customs fees; insufficiently deep processing and lack of high-quality raw materials. According to statistics, about 90% of the raw materials (in the form of raw cotton, raw leather, unwashed wool) are exported abroad. The clothing industry is forced to use imported fabrics, yarn, threads, and accessories, which are practically not produced in Kazakhstan. Consequently, a high cost of products is formed and, accordingly, their inability to compete in price with imported products. It is worth noting that the state provides support to domestic enterprises in the industry. Thus, the Ministry of Investment and Development approved the Comprehensive Plan for the Development of Light Industry for 2015–2019. The main objective of the Comprehensive Plan is to increase the competitiveness of products of light industry with an increase in its social efficiency. Among the main areas of work for the development of light industry in Kazakhstan, the Plan includes the following activities: - modernization of production facilities; - implementation of systematic measures of economic policy, including in the field of public procurement and increasing the share of local content; - providing industry with qualified human resources; - the development of science and innovation; - measures of post-crisis recovery and financial recovery of industry enterprises. In addition, there are other business support tools, including for enterprises of light industry - this is the “Business Road Map 2020” Program, Employment 2020, Productivity 2020, Exporter 2020, etc. Kazakhstan has all the prerequisites for the development of light industry - government support, basic production, and human resources. However, our entrepreneurs are not interested in working in this sector (to grow cotton, make leather and fur, to model and sew clothes and shoes), since there is no one-time profit here, for example, in trade and services. To date, the production capacity of textile production modernized and have the ability to produce high quality textile products. Kazakhstan's textile products comply with the necessary requirements of generally accepted international standards and regulations, which makes it possible to trade in foreign markets. Thus, taking into account the historical and current dynamics of the development of light industry, existing and planned measures of state support for the industry, existing integration (EAEU, WTO), as well as increased innovation activity of enterprises, we can expect an increase in the competitiveness of products and the development of the industry as a whole.

CONCLUSION

Enterprises are provided with service support. Today, companies involved in large projects are subject to strict requirements regarding the quality of their products, which must meet international standards. In this regard, the agency reimburses part of the costs of product certification and quality management systems in accordance with international standards under the program "Productivity 2020".

This applies to the provision of consulting services, certification audit and certification tests, as well as staff development related to certification of goods, works, services and quality management systems. 50% of the costs incurred are reimbursed, but not more than 3,000 MCI. Today we are seeing a positive trend. Producers felt that they were paying attention, opening "floodgates", and buyers turned to face Kazakhstani products. This wave should not be missed, turned into another campaign. It is necessary to support and promote these growth drivers further.

УДК 338.43

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ЕАЭО ЖАҒДАЙЫНДА ҚАЗАҚСТАН МЕН РЕСЕЙДЕГІ ЖЕҢІЛ ӨНЕРКӘСІПТІҢ ЭКОНОМИКАЛЫҚ ДАМУЫ

Аннотация. ЕАЭО жағдайында Қазақстан мен Ресейдегі жеңіл өнеркәсіптің экономикалық дамуы Еуразиялық экономикалық одақ қатысушылары белгілеген ойынның жалпы ережелеріне сәйкес жұмыс істейді. Осылайша, Қазақстанның ішкі нарығын сапасыз импортпен қорғайтын болсақ, отандық жеңіл индустрияны қайта жандандыруға болады. Алайда, біздің кәсіпкерлер ұзақ мерзімді инвестициялардың арқасында жеңіл өнеркәсіптің осы секторында жұмыс істеуге мүдделі емес. Бүгінде Қазақстанда өндіріс орындары жаңартылып, жоғары сапалы өнім шығаруға қабілетті. Яғни, ол сыртқы нарықтарда сауда жасауға мүмкіндік беретін жалпы қабылданған халықаралық стандарттарға қойылатын талаптарға сай келеді. Автордың пікірінше, жеңіл өнеркәсіптің осы мемлекеттік қолдауымен даму динамикасы өнімнің бәсекеге қабілеттілігін арттыруға және тұтастай алғанда саланы дамытуға мүмкіндік береді.

Түйін сөздер: жеңіл өнеркәсіп, ЕАЭО, қолдау, өндірістік нысандар, экспорттық нарық.

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ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ КАЗАХСТАНА И РОССИИ В УСЛОВИЯХ ЕАЭС

Аннотация. Экономическое развитие легкой промышленности Казахстана и России в условиях ЕАЭС действует по общим правилам игры, которые установлены участниками евроазиатского экономического союза. Так, как только лишь защитив внутренний рынок Казахстана от некачественного импорта, можно будет реанимировать отечественную легкую промышленность. Однако наши предприниматели не особо заинтересованы работать в этом секторе легкой промышленности из-за долгосрочных инвестиций. На сегодняшний день в РК производственные мощности производства модернизированы и имеют возможность выпускать продукцию высокого качества. То есть соответствует необходимым требованиям общепринятых международных стандартов, что даст возможность для торговли на внешних рынках. По мнению автора, динамика развития легкой промышленности при данной государственной поддержке, позволит рост конкурентоспособности производимой продукции и развитие отрасли в целом.

Ключевые слова: легкая промышленность, ЕАЭС, поддержка, производственные мощности, внешний рынок

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