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Economic assessment of the export potential of the Kyrgyz regions: Methodology for calculating and analysing the rating

Almazbek Dooranov*

PhD in Economics, Associated Professor
Kyrgyz National University named after Jusup Balasagyn
720033, 547 Frunze Str., Bishkek, Kyrgyz Republic
https://orcid.org/0009-0002-7605-9247

Nuriya Jumabekova

PhD in Economics, Associated Professor
Kyrgyz National University named after Jusup Balasagyn
720033, 547 Frunze Str., Bishkek, Kyrgyz Republic
https://orcid.org/0009-0005-2947-0406

Roza Sarygulova

PhD in Economics, Associated Professor
Kyrgyz National University named after Jusup Balasagyn
720033, 547 Frunze Str., Bishkek, Kyrgyz Republic
https://orcid.org/0009-0005-8672-5356

Dinara Bavlankulova

PhD in Economics, Associated Professor
Kyrgyz National University named after Jusup Balasagyn
720033, 547 Frunze Str., Bishkek, Kyrgyz Republic
https://orcid.org/0009-0005-5507-4984

Zhyldyz Dzhylkychieva

PhD in Economics, Associated Professor
Kyrgyz National University named after Jusup Balasagyn
720033, 547 Frunze Str., Bishkek, Kyrgyz Republic
https://orcid.org/0009-0007-8312-2319

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*Corresponding author

Abstract. The purpose of the study was to develop a methodology for assessing the export potential of the regions of Kyrgyzstan and conduct an analysis aimed at identifying key factors affecting competitiveness and the development of export opportunities. The methodology was based on the analysis of statistical data from official sources such as the websites of government agencies, ministries, statistical agencies, and international organisations to ensure the accuracy and reliability of the assessment of the export potential of the regions of Kyrgyzstan. The results of the study showed that from 2019 to 2023, there was an overall increase in export volumes in the regions of Kyrgyzstan due to successful economic reforms and infrastructure improvements. The greatest achievements are observed in Batken, Jalal-Abad, Talas regions and the city of Bishkek, while Issyk-Kul and Naryn regions need additional measures. The positive dynamics of the gross regional product (GRP) per capita confirms economic growth and an increase in living standards. The implementation of tax reforms and investments in infrastructure creates favourable conditions for exports. In turn, the international experience of countries such as Singapore, Germany, South Korea, Chile, and India demonstrates the effectiveness of investments in infrastructure and support for innovation to increase the competitiveness of the country's regions. The conclusions highlighted the importance of targeted government initiatives and investments for the balanced development of regions and maximising their contribution to the national economy through the effective use of export potential. Special attention was paid to the need to develop regional support programmes that promote the growth of export activity, improve infrastructure, and attract international investors. This, in turn, contributes to reducing economic disparities between regions and ensuring sustainable economic growth of the country in general

Keywords: strategic planning; investment climate; international trade; competitiveness; trade policy; export; export potential

Introduction

The examination of the export potential of the regions of Kyrgyzstan is extremely relevant since effective management of export opportunities can substantially affect the economic growth of the country. In the context of globalisation and the integration of national economies into international trade, countries with heterogeneous economic and infrastructural conditions need strategic planning to identify and use their economic advantages. The lack of a comprehensive methodology for assessing export potential may limit the ability of the state to maximise the opportunities of each region, which leads to uneven economic development and reduces the country's competitiveness at the international level. Research on this subject will help develop effective strategies for balanced economic growth and improved export performance, which is key to improving Kyrgyzstan's stability.

The problem of research in this industry is a lack of understanding of how export promotion programmes, measures to strengthen export potential, and the impact of foreign direct investment affect the export potential of countries, and how risk management of small and medium-sized enterprises (SMEs) in developing countries depends on their economic level.

In the study by A. Dooranov *et al.* (2023), the strategic directions for the development of the export potential of Kyrgyzstan and Ukraine were analysed, emphasising the importance of a systematic approach for effective growth. Based on the data obtained, the concept and mechanism for realising the export potential for the regional development of Central Asian countries are presented. Researchers O. Malca *et al.* (2020) focused on the impact of external factors, in particular, export support programmes on SMEs, and concluded that participation in such programmes has a positive impact on the export resources of SMEs in developing countries. Their study also analysed changes in the structure of exports and imports, focusing on the relationship between the exchange rate and trade indicators, and noted the need to develop processing industries. A. Catanzaro & C. Teyssier (2021) showed that government export support programmes have a positive impact on the international results of SMEs. O. Shnyrkov *et al.* (2020) analysed the impact of Ukraine's economic integration on export diversification in the period 2013-2018, pointing to an increase in the concentration of exports through trade barriers. In turn, A. Dooranov *et al.* (2023) examined the strategic management of foreign economic activity of agricultural enterprises, having developed an effective procedure for assessing the strategy of innovation activity. P.C. Athukorala & H. Hill (2023) analysed Kyrgyzstan's trade policy, noting that the country achieved macroeconomic stabilisation after the Soviet period, but economic growth remained limited. I. Ahmad *et al.* (2024) assessed Pakistan's export potential, finding substantial untapped potential at USD 2 billion for new goods and USD 5 billion for existing ones. U. Shahzad *et al.* (2022) investigated the role of structural changes in the growth of developed countries, stressing the positive impact of export quality and financial development on long-term growth.

In the subject under study, insufficient attention has been paid to the specific aspects of assessing the export potential of the regions of Kyrgyzstan, especially in developing detailed calculation methods that consider regional economic characteristics. Due to the lack of a single method for assessing export potential, existing research focuses on common approaches, apart from a detailed analysis of regional differences and their impact on competitiveness. This leads to gaps in understanding the true factors affecting export potential and highlights the need for further research and development of more accurate and adapted methodologies.

The purpose of this study was to create a methodology for a comprehensive assessment of the export potential of the regions of Kyrgyzstan, which will identify the main obstacles and opportunities for the development of the country's foreign economic activity. The following tasks were set to achieve this goal: assess the positions of different regions of Kyrgyzstan in the export potential ratings; examine the impact of state economic reforms and policy decisions on the export potential of the regions; compare successful practices and strategies in countries such as Singapore, Germany, South Korea, Chile, and India to identify effective approaches to increasing export potential to review regional characteristics, such as access to resources, quality of infrastructure and other factors affecting export opportunities; determine the competitiveness of regions in international markets and develop recommendations for improving economic efficiency and strategic development.

Materials and Methods

With the help of economic analysis, the results were assessed and influence factors such as economic and social aspects affecting the export potential of the regions of Kyrgyzstan were identified. Special attention was paid to identifying the reasons why some regions showed high or low results and the possibility of improving their export potential by changing certain economic policies. For this purpose, data on exports of goods by region and gross regional product (GRP) per capita were used.

An analysis was used that allowed assessing such important aspects as the impact of tax policy to assess the impact of economic reforms and political decisions on the export potential of the regions of Kyrgyzstan, in particular, tax rates and benefits, on export activities. It provided a deeper understanding of how government decisions contributed to or hindered the development of export activities.

With the help of a comparative analysis, the export potential of Kyrgyzstan was examined, based on the experience of countries such as Singapore, Germany, South Korea, Chile and India, which have succeeded in developing their export activities. The analysis allowed collecting data on selected countries with high export rates that are relevant for comparison. In turn, the data collected were used for a detailed analysis of the strategies and practices applied in these countries, including government policies, tax measures, trade agreements, and other initiatives that contributed to the successful development of exports. An analysis was applied to examine the regional characteristics affecting export potential, focused on key factors such as access to natural resources, the state of infrastructure, the level of human capital development, and economic and political stability. Each of these aspects was assessed to determine their impact on opportunities and constraints in the development of export sectors in different regions and to identify potential ways to improve export performance. Based on the results obtained, a methodology for assessing export potential was developed, which included the creation of innovative tools, and factors affecting exports such as software for integrating key indicators and analytical tables for data visualisation were also clarified.

Statistical data from official sources were used to analyse the export of goods and GRP of the regions of Kyrgyzstan, in particular, the National Statistical Committee of the Kyrgyz Republic (n.d.a; n.d.b), International Monetary Fund (n.d.), U.S. Department of State (2023a; 2023b; 2024), Ministry of Commerce and Industry of India (n.d.), statistical information from the reports of the United Nations Economic Commission for Europe (2015), and W. Naudé & P. Nagler (2017), who provided valuable data and analytical conclusions helping to analyse in more depth the impact of export programmes and investments on the economic development of countries, and assessed the effectiveness of various approaches to managing export potential and risks. The use of these resources allowed examining in detail various aspects of economic activity, in particular, the export potential of the regions, assessing their impact on economic development and international trade.

Results

In today's globalised world, the rating of the export potential of regions is an important tool for assessing their economic competitiveness and development prospects. Assessing the positions of different regions of Kyrgyzstan in such ratings allows getting a clear idea of their strengths and weaknesses in the context of international trade. It also helps to identify the key factors affecting their export potential, priorities for further development and optimisation of export strategies. Next, an analysis of the export activities of different regions of Kyrgyzstan from 2019 to 2023 was conducted (Fig. 1).

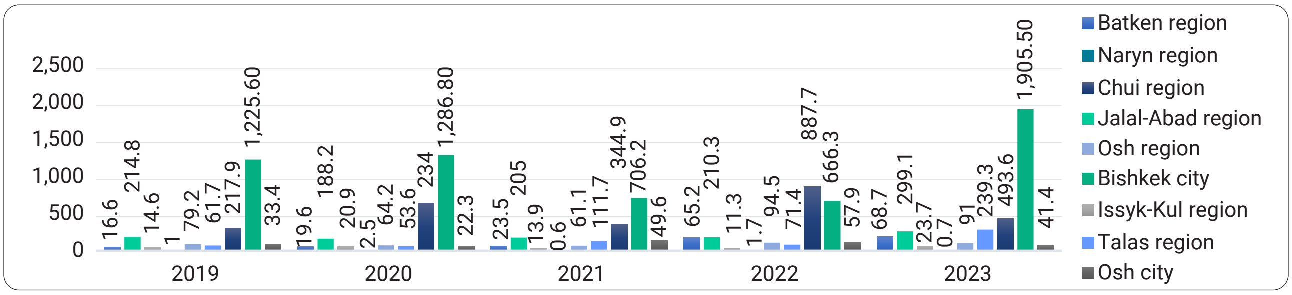

Figure 1. Exports of goods by regions of Kyrgyzstan from 2019 to 2023, million USD
Source: developed by the authors using data from the National Statistical Committee of the Kyrgyz Republic (n.d.a)

Most regions show stable export growth, which is likely the result of effective implementation of economic reforms, infrastructure improvements, and improvement of the investment environment. The successes in Batken, Jalal-Abad, Talas regions and Bishkek may indicate that the reforms have created favourable conditions for business and stimulated exports. However, instability in the Issyk-Kul and Naryn regions may be caused by infrastructure deficiencies, low investment levels, or insufficient government support. Such factors may limit the development of exports and require additional efforts to improve economic conditions. In general, to ensure sustainable economic growth and increase competitiveness, it is important to continue to support and develop infrastructure and the investment climate and effectively implement economic reforms in all regions.

The analysis of GRP per capita indicators is an important tool for assessing economic well-being and living standards in different regions of the country. Figure 2 shows GRP per capita data for the regions of Kyrgyzstan for the period from 2019 to 2023. This period includes substantial economic changes caused by both internal reforms and external factors.

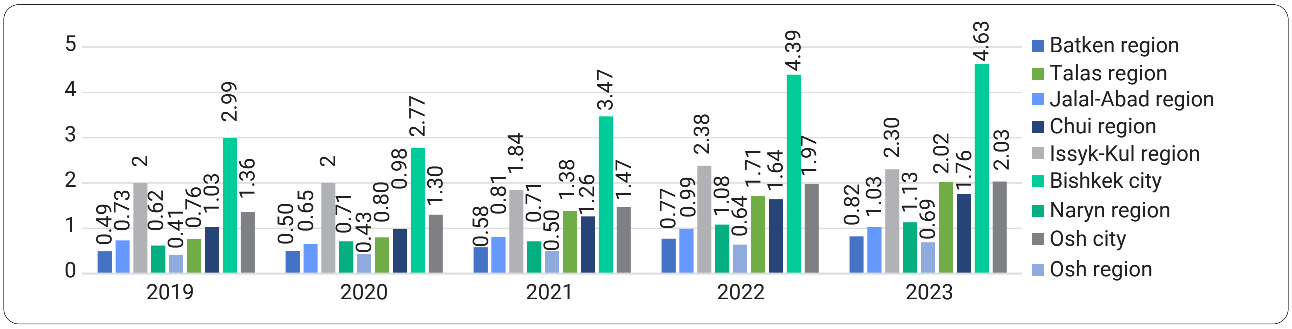

Figure 2. GRP per capita of Kyrgyzstan from 2019 to 2023, thousand USD

Source: developed by the authors using data from the National Statistical Committee of the Kyrgyz Republic (n.d.b) and the International Monetary Fund (n.d.)

The analysis of GRP per capita in Kyrgyzstan for the period from 2019 to 2023 indicates substantial changes in the economic condition of different regions. In general, most regions demonstrate positive dynamics of GRP per capita growth, which is an indicator of economic growth and improvement in the standard of living of the population. Batken and Jalal-Abad regions have shown stable growth, reflecting the effectiveness of implemented economic reforms and measures to support local businesses. Substantial growth is observed in the Issyk-Kul region, where, after a temporary recession in 2021, GRP began to grow again, which may be due to the development of tourism infrastructure and investments in the region. Naryn and Osh regions also show positive dynamics, although their growth is less pronounced compared to other regions. This indicates the need for further efforts to stimulate economic activity and investment in these regions. Bishkek city and Osh city show the highest GRP per capita, which is the result of substantial investments and development of urban infrastructure. The city of Bishkek stands out in particular, being the economic centre of the country and showing stable growth, reflecting the positive impact of economic reforms on the urban level.

These positive changes in the economic environment contribute to strengthening the export potential of the regions. The growth of GRP per capita creates favourable conditions for the development of local businesses, increasing their competitiveness in international markets. Thus, the increase in the economic indicators of the regions contributes to the overall economic growth of the country and the strengthening of its export positions.

It is important to consider specific initiatives and programs implemented at the state level to assess the impact of state economic reforms and policy decisions on the export potential of the regions of Kyrgyzstan. The analysis of specific reforms and policy decisions helps understand how these changes affect various aspects of the development of export potential and provide the basis for the formation of strategies to increase the competitiveness of regions. Table 1 provides a detailed overview of key reforms and policy decisions and their possible impacts on the export potential of the regions of Kyrgyzstan.

Table 1. Economic reforms and political decisions that may affect the export potential of the regions of Kyrgyzstan

Factor	Reforms/solutions	Description	Impact on export potential
Economic reforms	The reform of the Kyrgyz tax system in 2020	Reduction of tax rates, simplification of tax returns	Reducing the tax burden has made export operations cheaper and more attractive for businesses
	Infrastructure modernisation programme by 2025	Investments in roads, ports, transport networks, logistics centres	The developed infrastructure has reduced the cost and time for the delivery of goods, which has a positive effect on the export potential

Table 1, Continued

Factor	Reforms/solutions	Description	Impact on export potential
Economic reforms	The state programme of support for small and medium-sized businesses in 2021	Financing programmes, benefits for SMEs, simplification of regulatory requirements	Support for small and medium-sized businesses has helped small enterprises develop export opportunities and expand sales markets
Political decisions	Free Trade Agreement with China in 2020	Reduction of tariffs and quotas, expansion of access to international markets	Trade deals have helped reduce costs for exporters and open up new markets for goods and services
	Legislative changes to improve the conditions for foreign investment in 2023-2024	Improving the conditions of foreign investment, protecting the rights of investors	Improving investment conditions stimulates the development of new business projects and modernisation of production facilities, which, in turn, will increase export potential
	The programme for ensuring political stability and transparency in 2023	Ensuring the stability and transparency of public administration	Political stability helps reduce business risks and stimulates investment and export initiatives

Source: developed by the authors using data from the Organisation for Economic Co-operation and Development (2023) and World Bank (2022a; 2023)

The implemented economic reforms and political decisions have a substantial impact on the export potential of the regions of Kyrgyzstan. The 2020 tax system reform has substantially reduced the tax burden on enterprises, which has reduced export costs and made it more profitable for businesses. Simplification of tax procedures facilitated the activities of companies, which stimulated their participation in international markets. Upgrading infrastructure by 2025 is also important to increase export potential. The development of transport networks and logistics centres has reduced the cost of transporting goods and reduced delivery time. This has improved the competitiveness of Kyrgyz goods in the global market, facilitating access to international markets and increasing the efficiency of business processes. The state programme of support for small and medium-sized businesses, which began in 2021, contributed to the development of export opportunities (World Bank, 2022b). Financial support and incentives for SMEs have helped to expand their activities and enter new markets, which has ensured sustainable growth in this sector.

Political decisions taken in recent years have played a critical role in increasing Kyrgyzstan's export potential. The Free Trade Agreement with China in 2020 opened new markets for Kyrgyz goods by reducing tariff barriers and quotas, which reduced export costs (United Nations Economic..., 2015; China Briefing Team, 2021). This contributed to the expansion of export opportunities and improved competitiveness of Kyrgyz products in international markets. Legislative changes aimed at improving the conditions for foreign investment in 2023-2024 created attractive conditions for investors, which stimulated the development of new business projects and the modernisation of existing production facilities (U.S. Department of…, 2023b; 2024). This contributed to an increase in the country's overall export potential. The programme to ensure political stability and transparency in 2023 reduced business risks and increased confidence in public administration (United States Agency..., 2022). This, in turn, contributed to attracting investments and had a positive impact on export initiatives, providing a stable environment for economic development and expansion of export opportunities.

Increasing export potential is a key factor in economic development and integration of countries into world markets. Each country uses its unique strategies to achieve this goal, considering its resources, economic conditions, and political priorities. The examination of successful practices and strategies implemented in Singapore, Germany, South Korea, Chile, and India will provide valuable lessons and guidance for improving export potential (Table 2).

Table 2. Comparison of successful practices in Singapore, Germany, South Korea, Chile, India to increase export potential

Country	Strategy	Description	Conclusion
Singapore	Innovative infrastructure projects	Investments in port and logistics systems, modern infrastructure	The contribution to infrastructure and the introduction of the latest technologies substantially increases the efficiency of logistics operations
Germany	Export-oriented policy	Support for scientific research, innovation, and enterprise efforts	The focus on innovation and scientific research contributes to an increase in export potential

Table 2, Continued

Country	Strategy	Description	Conclusion
South Korea	Development of technology hubs	Creation of technology hubs and business incubators to support startups and innovative companies	The formation of technology hubs and support for startups stimulate innovation and increase export potential
Chile	Openness to international markets	Conclusion of free trade deals, reduction of trade barriers and tax benefits for exporters.	Simplification of trade barriers and active deal-making expand access to global markets
India	Strategies for the development of the manufacturing sector	Financial support for the modernisation of production facilities, improvement of product quality, and support for SMEs	Support for the manufacturing sector and SMEs improves product quality and reduces production costs

Source: developed by the authors using data from Coface (n.d.), M. Holzamer (2022), and W. Yi (2024)

Singapore is an example of how substantial investments in infrastructure can have a substantial impact on economic efficiency. Investments in the modernisation of ports and logistics systems have allowed Singapore to become an important international transportation hub (U.S. Department of…, 2023a). This includes the introduction of the latest technologies for cargo management and optimisation of logistics processes. High-quality infrastructure reduces transportation costs and increases the country's competitiveness in global markets. From this example, it can be seen that investments in infrastructure are critically important for the development of foreign economic activity.

In turn, Germany demonstrates how supporting research and innovation can become the basis for economic growth and increasing export potential. The German model focuses on the integration of scientific achievements and the latest technologies into industry, allowing companies to develop high-quality products and services (Naudé & Nagler, 2017). The national policy of promoting innovation and scientific research stimulates the development of new technologies and strengthens Germany's position in the global market. This highlights the importance of investing in science and technology to maintain competitiveness.

South Korea is actively using the creation of technology hubs and business incubators to support startups and innovative enterprises (Yi, 2024). Such hubs provide resources, financial support, and mentoring for new companies, which allows them to develop and enter international markets. This contributes to the emergence of new technologies and products, which increases the country's export potential. Supporting innovative startups and developing technology centres is an important aspect of stimulating economic growth and competitiveness.

Chile shows how an open trade policy can expand access to international markets (Matchplat, 2024; Observatory of Economic..., 2023). The conclusion of free trade deals and the reduction of trade barriers contribute to an increase in exports and lower costs for the exporter. Tax incentives and simplification of procedures also play an important role in supporting export efforts. The Chilean experience highlights the importance of an active trade policy for integration into the global economy.

In turn, India shows how supporting the manufacturing sector and small and medium-sized companies can increase export potential (Ministry of Commerce..., n.d.; Bansal, 2023). Financial support for the modernisation of production facilities and improvement of product quality allows reducing production costs and increasing the competitiveness of Indian goods on the world market. Support for manufacturing facilities and SMEs is critical for the growth of export opportunities and economic development. The conclusion that can be drawn from the analysis of these countries is that an integrated approach to the development of export potential, including investment in infrastructure, support for innovation, openness to international markets, and the development of the manufacturing sector, is key to achieving success in the global market. These strategies can be adapted and implemented in other countries, which makes it possible to increase their economic opportunities and competitiveness.

The economic assessment of the export potential of the regions has a critically important aspect of the development of the national economy. Each region has its own unique characteristics that determine its ability to compete in international markets. Therefore, Figure 3 shows the aspects that create the basis for the formation of an effective export strategy.

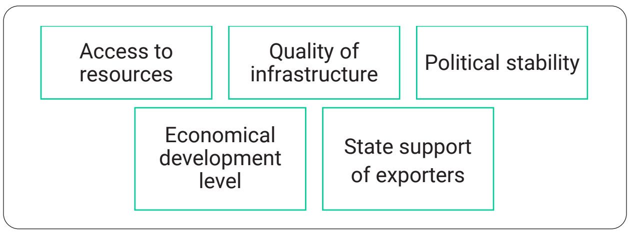

Figure 3. Aspects that create the basis for the formation of an effective export strategy
Source: compiled by the authors

Access to resources is one of the key factors affecting the export potential of regions. In Kyrgyzstan, with its natural resources, this aspect is of particular importance. For example, the availability of minerals such as gold, coal, and water resources are an important factor for the development of the mining and energy industries. In addition, fertile lands and favourable climatic conditions create prerequisites for the development of agriculture, traditionally an important industry for Kyrgyzstan (Sakkaraeva & Kumashev, 2024). The high quality of natural resources contributes to the production of competitive products that can be successfully exported to international markets.

The quality of infrastructure plays a crucial role in the development of export potential. A well-developed transport network, including highways, railway lines, airports and ports, ensures efficient logistics and reduces the cost of transporting products. Investments in transport and logistics facilities can substantially improve the regions' access to international markets, which will increase their export potential in Kyrgyzstan. In addition, the development of information and communication technologies contributes to improving supply chain management and improving the efficiency of business processes (Podra & Petryshyn, 2023).

Political stability is an important factor influencing the economic development and export potential of the regions. It provides predictability and security for investors and entrepreneurs, which creates favourable conditions for business development. In Kyrgyzstan, political stability is one of the key conditions for attracting foreign investment and expanding export activities. Strengthening political stability includes measures to increase transparency of government procedures, combat corruption, and improve the legal framework to protect investors' rights.

The level of economic development of the regions has a direct impact on their export potential. The high level of economic development ensures the availability of industrial capacities, skilled labour, and modern technologies, which contributes to the production of competitive products (Loxha, 2019). In Kyrgyzstan, it is necessary to focus on improving the level of economic development through support for small and medium-sized businesses, innovation, and technological development. Investments in education and training of the workforce also contribute to improving the productivity and quality of products produced in the regions.

In addition, state support for exporters is an important factor in the development of the export potential of the regions. This may include financial incentives, preferential taxation, export development programmes, and other measures. In Kyrgyzstan, it is necessary to develop an effective state support strategy that promotes the expansion of export activities. This may include the creation of special economic zones, the development of programmes to increase the competitiveness of products, and measures to promote Kyrgyz products on international markets. Government support may also include providing information and consulting services to exporters to enhance their knowledge of international markets and product requirements (Kucher & Mazurenko, 2024).

Thus, considering these key aspects creates the basis for the formation of an effective export strategy that contributes to the economic development of the regions of Kyrgyzstan and increases their competitiveness in international markets.

An integrated approach to assessment, including economic, social, and infrastructural factors, allows not only to understand the current state of export potential but also to identify key areas for improvement and optimisation. This, in turn, contributed to the development of strategies that will increase the competitiveness of the regions, improve their economic integration, and ensure sustainable economic growth. The development of the new methodology includes several stages, each of which is aimed at a detailed analysis of various aspects of the export potential of the regions (Fig. 4).

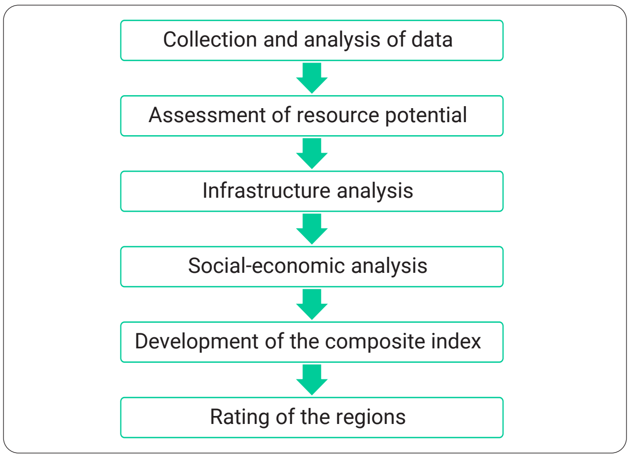

Figure 4. The developed methodology for calculating the export potential
Source: compiled by the authors

The first step in data collection is to identify reliable sources of information. The primary sources of information are government statistical agencies, such as the National Statistical Committee of Kyrgyzstan, the Ministry of Economy, and regional administrations. These bodies provide official statistics on economic indicators, unemployment, production, and exports. It is also important to use data from international organisations such as the World Bank, and the International Monetary Fund, which can provide additional macroeconomic data and comparative information. After identifying the sources of information, the data collection process is conducted. This includes the collection of statistical data on the gross domestic product (GDP), unemployment, production and export volumes, road quality, availability of logistics centres, education level, and other indicators. It is important to consider the relevance and completeness of the information to ensure the accuracy of further analysis. The collected data is systematised in the form of tables, graphs, and other formats, which simplifies their further analysis.

Thus, the first stage of data collection and analysis is an important step that lays the foundation for further assessment of the export potential of the regions of Kyrgyzstan. It provides the necessary information for making informed decisions and developing effective strategies to increase the competitiveness of regions in international markets. The assessment of the resource potential of the regions of Kyrgyzstan begins with an analysis of the available natural resources. This includes exploring the availability of minerals such as coal, gold, uranium, and other minerals that can be used for mining and exports. Geological data, exploration results, and information on existing and potential deposits are analysed.

Data on the area and fertility of agricultural land, the types of crops grown, yields, and opportunities for expanding agricultural production are examined to assess agricultural potential. A key aspect of this is the availability of water resources, which provide irrigation for agricultural land and water supply for industrial and domestic needs. The assessment includes an analysis of rivers, lakes, reservoirs, and groundwater, and their accessibility for use. An important component of the resource potential assessment is the analysis of the region's technological capabilities for the efficient use of natural resources. This involves examining the available extraction and processing technologies for minerals, agricultural technologies, irrigation, and water supply systems. The development of industrial enterprises, their production capacities, the availability of modern equipment, and the infrastructure for storing and transporting products are also assessed.

In addition, the region's innovative potential is assessed, including its ability to adopt new technologies and innovations. This assessment covers research institutions, educational establishments, the level of specialist training, and partnerships with international collaborators. A key aspect is the availability of investment resources and support from both the state and private investors, which contributes to the development of the region's technological potential (Lazaj *et al*., 2024). The next step involves an infrastructure analysis, focusing on assessing the quality and availability of critical infrastructure that impacts the economic activity of the region. The state of the transport network is assessed, including roads, railways, and air and sea ports. This assessment is essential for understanding how efficiently the region can support transportation links for production and export needs. The quality and accessibility of transport routes influence transportation costs and the speed of goods delivery.

The analysis of logistics services includes assessing the availability of warehouses, logistics centres, and customs terminals. It is important to examine how effectively these facilities handle and store goods, and their impact on logistics costs and efficiency. Investments in modernising or expanding logistics infrastructure can significantly improve these processes and reduce costs. Communication services, such as Internet access and mobile connectivity, are also crucial for business development. Assessing the quality of communication infrastructure helps determine how well the region provides the connectivity and access to information necessary for conducting business and integrating into global markets (Mytsenko *et al*., 2024). High-quality communication services enhance business process management and improve the competitiveness of the region.

The socio-economic analysis focuses on assessing demographic characteristics, educational levels, workforce qualifications, and living standards. Demographic data helps assess the labour force potential and the region's needs for educational and professional services. The level of education and workforce qualifications directly influences labour productivity and the region's capacity to adopt innovations. Based on the collected data and analysis, a composite index is developed to reflect the overall export potential of each region. This index considers various factors such as infrastructure conditions, access to resources, socio-economic indicators, and other relevant data. The composite index allows different aspects of potential to be aggregated into a single measure, simplifying regional comparisons.

The development of the composite index involves determining the value of each factor and integrating them into a unified model. This approach ensures that different dimensions of export potential are accounted for, creating an objective indicator that reflects the overall readiness of a region for export activities. Based on the composite index, a ranking of the regions is created according to their export potential. This ranking helps identify the regions with the highest or lowest export potential, highlighting their strengths and weaknesses. The process aids in formulating recommendations for enhancing export potential, such as improving infrastructure, investing in education, or developing new infrastructure projects.

The regional ranking analysis can also be utilised for strategic planning and decision-making at the national or local government level. It enables the allocation of resources and policies to support regions with high potential, while also assisting those that need to enhance their export capabilities. This methodology not only assesses the current state of export potential but also identifies opportunities for further development and optimisation of resources. It serves as a crucial tool for forming effective policies and strategies aimed at improving the economic situation in the regions and enhancing their competitiveness in international markets.

Discussion

In the context of the global economy, where increasing regional competitiveness is gaining importance, understanding export potential becomes a key aspect of assessing economic development. Various studies on this subject not only enable the comparison of regional indicators but also identify best practices and strategies that can be adapted to improve the economic situation in different countries. Therefore, the assessment methodologies of export potential used in different countries allow for a determination of their success and a focus on what makes the proposed method more comprehensive and unique.

Studies by P.H. Linh *et al*. (2019). A. Mulabdic & P. Yasar (2021), S. Süleyman (2022) assessed export potential based on the analysis of specific economic factors and sectors. However, regional differences and the interrelations between these factors were not always considered. The methodology proposed in this study is more comprehensive, involving a thorough analysis that better accounts for these aspects. This aligns with the findings of the present research and provides a more accurate understanding of export potential. For instance, the analysis of Turkey's export potential using the gravity model revealed opportunities in sectors such as electronics and chemical industries, while identifying untapped resources in the agricultural sector. However, a detailed analysis of regional characteristics and their impact on overall export potential was not considered, limiting the comprehensiveness of the approach. Similarly, a study on Vietnam's agricultural export potential to the European Union employed stochastic frontier analysis and the generalised method of moments, confirming the high potential and growth trends. While this study emphasised crucial factors such as financial market development and trade liberalisation, it did not examine the complex influence of regional differences.

The research findings of R. Huang *et al.* (2020), F.M. Adoho & R. Kotchoni (2022), M. Aucamp *et al.* (2023) revealed that many export potential assessment methodologies focus on specific economic conditions and political initiatives, which do not always reflect all aspects of export potential, as addressed in the proposed methodology. One of the examined approaches highlights under-exported opportunities by analysing unutilised or underutilised aspects and identifying potential markets and segments for expanding export performance. Another approach considers specific economic and geographic variables, such as the level of economic development, infrastructure, or location, assessing how these factors influence export potential. Studies using the gravity model to analyse the export potential of the Democratic Republic of Congo revealed an export gap, emphasising the potential for expansion in African markets. Similarly, panel data and regression analysis to forecast China's exports to Central Asia by 2022 identified steady growth. However, these approaches do not always consider all regional characteristics and their complex impacts, making the developed methodology more comprehensive by integrating a detailed analysis of regional factors that were not considered in the aforementioned studies.

There was also alignment with the research of V. Ritan & A. Spasić (2022), D. Mance *et al.* (2023), E. Prseździecka (2023), where the importance of considering value-added aspects, strategic promotion methods, and competitiveness in international markets in assessing export potential is emphasised. Specifically, these studies employed various methodologies to assess regional value chains, such as in Croatia, where the impact of value-added on the country's efficiency and integration into European production networks was assessed. Researchers also analysed export support strategies in six Southeast European countries outside the European Union, aiming to determine their effectiveness and develop recommendations for improving outcomes. In addition, methodologies applied to assess Poland's prospective export industries to the United States included a competitiveness index and demand analysis to identify industries with the highest growth potential. While these studies highlight the importance of a comprehensive approach to evaluating export potential, they do not account for certain aspects integrated into the developed methodology, particularly the incorporation of strategic and economic factors at the level of regional and international integration.

At the same time, the studies by C. Yirga *et al.* (2019), I. Konstantakopoulou (2020), E. Karkhaneh *et al.* (2022), identified both similarities and differences in the assessment of export potential across different countries. The use of a decision-support model to identify realistic export opportunities highlighted the significant potential for exports to the Eurozone, the Balkans, and the United States, but it did not account for the macroeconomic and political factors that the methodology proposed in this study includes for more comprehensive results. An analysis of Iran's export potential to Brazil showed the positive influence of Iran's GDP and population size, yet it did not involve a detailed examination of local conditions and trade barriers, which would have provided more accurate recommendations. The study of legume export potential in Ethiopia demonstrated the possibility of significantly increasing exports, but it did not incorporate an analysis of global market conditions, which are part of the methodology developed in this study. These studies affirm the importance of a comprehensive approach to assessing export potential, while the methodology developed in the current study provides a more encompassing analysis by including both macroeconomic and specific factors, resulting in more accurate and practical outcomes.

However, the interrelationship between various aspects of export potential, particularly the influence of cultural characteristics and innovation, is explored in greater detail in the studies by J. Hagemejer & J. Mućk (2019), G. Buturac *et al.* (2019), U. Heriqbaldi *et al.* (2023). An analysis of the sources of industrial export growth in Croatia using the constant market share method and input-output model identified a significant improvement in export performance following Croatia's accession to the European Union, particularly due to the increased competitiveness of the manufacturing industry, which also had a positive effect on other domestic sectors such as agriculture, trade, and business services. The impact of export promotion programmes in Indonesia demonstrated how these programmes strengthen organisational resources and companies' export capabilities, leading to increased productivity and competitiveness, with the greatest effect seen in export promotion programmes for small companies with significant export experience, although their development in Indonesia requires further refinement. The role of exports and participation in global value chains in economic growth in Central and Eastern Europe underscores that exports are a key driver of economic growth and convergence with developed partners, with primary drivers being participation in global value chains, technology imports, and capital deepening (Mayis *et al*., 2021; Soriano-Colchado *et al*., 2024). At the same time, the methodology developed in this study offers a more detailed and accurate analysis of export potential by integrating cultural characteristics, innovation, and other factors into a unified model. This approach allows for a more comprehensive understanding of export potential, in contrast to studies that focus on analysing only individual elements or aspects, thus providing a better evaluation and accuracy of results.

A correlation was also found with the study by S. Hajivand *et al*. (2020), which examines the impact of macroeconomic factors on the export potential of agricultural products. The assessment of Iran's agricultural export potential confirmed the positive influence of the GDP and population size of trading partners.

In their study, C. Bayudan-Dacuycuy & R.B. Serafica (2019), D. Hıdıroglu (2021), A. Namrata (2023), revealed that methods of assessing export potential tend to focus on specific aspects, such as export portfolio diversification, bilateral trade analysis, and strategies for entering new markets. For the Philippines, it was established that from 1995 to 2014, the complexity of exported goods remained low, and the implementation of diversification strategies and the development of human capital was recommended to improve the situation. In the case of India and the USA, an analysis of bilateral trade between 2012 and 2021 demonstrated growth in trade and the competitiveness of key export products, while identifying untapped export potential. The study on Turkey provides recommendations on export strategies, particularly for SMEs, emphasising the importance of detailed export plans for each market, considering marketing, logistics, and financing. The main outcome of these studies is the development of methodologies that assess export potential in various countries. However, the methodology developed in this study is more comprehensive, as it integrates all these factors, providing a more holistic and accurate analysis.

The analysis of various studies showed that the stability of supply chains, experience in foreign markets, and the expansion of market opportunities are critical to the effectiveness of export strategies and long-term export growth. The importance of supporting new exporters and facilitating their access to international markets is widely recognised. However, unlike most studies that examine these aspects individually, the methodology developed in this study integrates all these factors into a single model, allowing for a deeper understanding and assessment of the export potential of countries.

Conclusions

This study demonstrated that the methodology developed for assessing the export potential of regions in Kyrgyzstan is a key achievement, enabling the effective analysis of export potential. The methodology involves several important stages, such as gathering data from reliable sources, assessing resource potential, infrastructure, technological capabilities, and socio-economic conditions. This approach allowed for a detailed assessment of the various aspects of the export potential of regions of Kyrgyzstan. As a result, key strengths, such as the availability of natural resources or developed infrastructure, were clearly identified, along with weaknesses, such as insufficient government support or difficulties in market access.

In turn, the analysis of the export potential of regions of Kyrgyzstan for 2019-2023 demonstrated an overall growth in export volumes, indicating the success of economic reforms and improvements in infrastructure. The most substantial achievements were observed in Batken, Jalal-Abad, Talas regions, and the city of Bishkek, highlighting the effectiveness of the measures implemented. However, certain regions, such as Issyk-Kul and Naryn, require additional efforts to stabilise their export potential. The positive growth in GDP per capita, particularly in Batken, Jalal-Abad, and Issyk-Kul regions, confirms economic growth and an improved standard of living. High performance in the cities of Bishkek and Osh reflects the positive impact of investments and infrastructure development. Overall, these economic changes contribute to strengthening the export potential of the regions and enhancing the competitiveness of Kyrgyzstan on the international stage, creating conditions for the further development of local businesses.

An assessment of the impact of government reforms and political decisions on the export potential of Kyrgyzstan's regions shows a positive effect on the economic situation. In particular, tax reductions and the simplification of administrative procedures reduce export costs, making business more attractive to investors. Investments in infrastructure modernisation, such as the improvement of transport networks and logistics centres, enhance the efficiency of goods transportation and reduce delivery times. Political decisions, such as the free trade agreement with China, reduce trade barriers and improve the investment climate. Overall, the comprehensive approach to implementing reforms and political decisions supports stable economic development and the strengthening of Kyrgyzstan's international relations.

The export potential of regions of Kyrgyzstan was also assessed, which is crucial for the development of the national economy given the significant natural resources in the country. Key factors, such as access to resources, the quality of infrastructure, political stability, and government support, collectively influence the competitiveness of products and business efficiency. The presence of modern infrastructure and active governmental support helps reduce costs and improve business processes. Developing an effective export strategy that considers these factors contributes to economic growth and enhances competitiveness in international markets.

It is essential to focus on applying the developed methodology for calculating and analysing rankings to further improve the outcomes of the study. This methodology should be used for a detailed examination of the export potential of different regions, which will enhance data collection accuracy and expand the use of econometric models. Future research should also include an assessment of the impact of specific regional initiatives to provide a more precise evaluation of the effectiveness of the implemented measures.

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Conflict of Interest

None.

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Економічна оцінка експортного потенціалу регіонів Киргизстану: методика розрахунку та аналіз рейтингу

Алмазбек Дооранов
Кандидат економічних наук, доцент
Киргизький національний університет імені Жусупа Баласаґина
720033, вул. Фрунзе, 547, м. Бішкек, Киргизька Республіка
https://orcid.org/0009-0002-7605-9247
Нурія Жумабекова
Кандидат економічних наук, доцент
Киргизький національний університет імені Жусупа Баласаґина
720033, вул. Фрунзе, 547, м. Бішкек, Киргизька Республіка
https://orcid.org/0009-0005-2947-0406
Роза Саригулова
Кандидат економічних наук, доцент
Киргизький національний університет імені Жусупа Баласаґина
720033, вул. Фрунзе, 547, м. Бішкек, Киргизька Республіка
https://orcid.org/0009-0005-8672-5356
Динара Бавланкулова
Кандидат економічних наук, доцент
Киргизький національний університет імені Жусупа Баласаґина
720033, вул. Фрунзе, 547, м. Бішкек, Киргизька Республіка
https://orcid.org/0009-0005-5507-4984
Жилдиз Джилкичієва
Кандидат економічних наук, доцент
Киргизький національний університет імені Жусупа Баласаґина
720033, вул. Фрунзе, 547, м. Бішкек, Киргизька Республіка
https://orcid.org/0009-0007-8312-2319

Анотація. Метою дослідження було розроблення методики оцінювання експортного потенціалу регіонів Киргизстану та проведення аналізу, спрямованого на визначення ключових чинників, що впливають на конкурентоспроможність і розвиток експортних можливостей. Методологія ґрунтувалась на аналізі статистичних даних з офіційних джерел, таких як сайти урядових агентств, міністерств, статистичних відомств і міжнародних організацій, з метою забезпечення точності та достовірності оцінки експортного потенціалу регіонів Киргизстану. Результати дослідження засвідчили, що з 2019 по 2023 рік у регіонах Киргизстану спостерігається загальне зростання обсягів експорту завдяки успішним економічним реформам і поліпшенню інфраструктури. Найбільші досягнення спостерігаються в Баткенській, Джалал-Абадській, Талаській областях та в місті Бішкеку, тоді як Іссик-Кульська та Наринська області потребують додаткових заходів. Позитивна динаміка валового регіонального продукту (ВРП) на душу населення підтверджує економічне зростання і підвищення рівня життя. Реалізація податкових реформ та інвестицій в інфраструктуру створює сприятливі умови для експорту. Своєю чергою, міжнародний досвід таких країн як Сінгапур, Німеччина, Південна Корея, Чилі, Індія демонструє ефективність інвестицій в інфраструктуру та підтримку інновацій для підвищення конкурентоспроможності регіонів країни. Висновки наголошують на важливості цілеспрямованих державних ініціатив та інвестицій для збалансованого розвитку регіонів і максимізації їхнього внеску в національну економіку через ефективне використання експортного потенціалу. Особлива увага приділялась необхідності розроблення регіональних програм підтримки, що сприяють зростанню експортної активності, поліпшенню інфраструктури, а також залученню міжнародних інвесторів. Це, своєю чергою, сприятиме зниженню економічних диспропорцій між регіонами та забезпеченню сталого економічного зростання країни в цілому

Ключові слова: стратегічне планування; інвестиційний клімат; міжнародна торгівля; конкурентоспроможність; торговельна політика; експорт; експортний потенціал