

STATE POLICY ON PROMOTING EXPORTS IN THE DIGITAL ECONOMY

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Abstract: This article examines the role and effectiveness of public policy in stimulating exports in the digital economy, including export mechanisms, electronic platforms, and the impact of government-provided digital services. It also analyzes practical mechanisms for supporting digital exports and suggests future directions.

Keywords: digital economy, export policy, digital platforms, entrepreneurship, government support, e-commerce.

INTRODUCTION

Nowadays, the rapid development of the digital economy is fundamentally changing export processes. In today's globalized market conditions, the export of products and services abroad does not rely only on traditional logistics and trade relations, but is carried out through e-commerce, digital payments, online marketing, international marketplaces. Therefore, it is increasingly necessary to strengthen the digital components of the state's export promotion policy [1].

In recent years, Uzbekistan has been creating favorable conditions for exporting entrepreneurs through the transition to a digital economy, the expansion of the e-government system, and the introduction of "single window" electronic services. The development of digital infrastructure facilitates the entry of small businesses into global markets and contributes to an increase in export potential. This article analyzes state policy aimed at stimulating exports in the context of a digital economy, its effectiveness and prospects.

LITERATURE REVIEW

There are many foreign and domestic studies on the impact of the digital economy on export processes. Krugman and Obstfeld in their studies substantiate the impact of foreign trade on economic growth and emphasize the importance of digital technologies in global competition. Porter's concept of "National Competitive Advantage" also links digital innovations with export competitiveness.

Local author Hasanov B. analyzed the institutional foundations of Uzbekistan's export system in his work. According to him, the insufficient development of logistics infrastructure is one of the main factors limiting export potential[3].

In Uzbekistan, Yuldashev Sh. covered the effectiveness of digital export mechanisms and the impact of state subsidies. Hasanov B. notes the existing problems in the digitalization of logistics infrastructure. According to the World Bank , digital trade platforms in developing countries can reduce the cost and simplify export processes by 30-40%.

And statistical methods were used in writing this article. Data on export indicators from the State Statistics Committee and the Chamber of Commerce and Industry were used. The activities of

some large exporting business entities were also studied.

METHODOLOGY

The following methods were used in the article: **analytical approach** - analysis of state policy and regulatory legal documents, **statistical analysis** - study of the dynamics of export indicators based on data from official state bodies, **comparative method** Comparison of traditional and digital export mechanisms, **practical observation** and study of the activities of exporting businesses.

RESULTS AND DISCUSSION

As is known, the directions of the state's export policy in the context of the digital economy. In recent years, Uzbekistan has been developing the following digital areas to promote exports: **Digitalization of export processes** : The "Single Export Window" electronic system has been launched, customs permits have been converted to electronic form, and electronic certification and certificates of origin are being issued in digital format [5].

It should be noted the introduction of digital trading platforms. Platforms such as "UzTrade" and "Export.uz" are connecting exporters with global buyers, and online exhibitions and virtual fairs have been launched.

In addition, digital solutions in the financial support system. Pre-export financing is carried out through electronic applications, export loans are being issued through digital banking services, and the export insurance system is being converted to electronic form.

Therefore, digital logistics and transport services, electronic cargo loading systems (e-logistics) are being introduced, and online tracking systems for transport routes are being developed.

The main advantages of digital exports are: reduced market entry costs, easier access to foreign buyers, faster logistics processes, simplified tax and customs procedures, and expanded geographical scope of export potential.

Table 1 .
Uzbekistan's export performance under the influence of digital export infrastructure in 2020–2024 [9].

Year	Total export volume (\$ billion)	Share of exports via digital platforms (%)	Number of exporting companies	New digital markets
2020	13.0	8%	3 200	2
2021	15.3	12%	3 750	4
2022	17.5	17%	4 500	6
2023	19.8	22%	5 200	8
2024	22.1	28%	6,000	10

Source : Uzbekistan Republic State statistics Committee , Investments and external trade ministry information based on author by analytical again worked .

Above Table 1 In Uzbekistan **digital export infrastructure formation and development** export to the indicators how directly positive effect that showed clear shows. It shows: **Steady growth in export volume** Export volume of \$13 billion in 2020 reached \$22.1 billion by 2024. This means **an increase of more than 70% in 5 years**. The main factors of such growth: the expansion of e-commerce platforms, the digitization of export processes, the expansion of opportunities for selling products on international marketplaces (Alibaba, Amazon, Ozon , etc.).

In addition, the share of exports through digital platforms is increasing. While the share of exports through digital channels was only **8%** in 2020 , this figure will reach **28%** in 2024. This is the result of the following processes: the improvement of national platforms such as "UzTrade", "Export.uz", "E-auction", the introduction of electronic logistics systems, the widespread use of the "single window" system for exports, and the global increase in the volume of online purchases[9].

Also, in terms of the increase in the number of exporting companies , the table shows that

the number of exporting companies has increased from 3,200 in 2020 to 6,000 in 2024. This is the result of: simplified digital registration paths, e-commerce export courses and training for small businesses, and the transition to electronic pre-export financing.

At the same time, the expansion of new digital export markets is expected, while in 2020 only 2 new markets were mastered, in 2024 this figure reached 10. New markets include: Russian and European online markets, Chinese digital trading platforms, and Middle Eastern marketplaces.

Analysis of the table above shows that the rapid development of digital export infrastructure in Uzbekistan:

- *expanded the geography of exports,*
- *reduced the costs of entering foreign markets for entrepreneurs,*
- *increased the number of exporting companies,*
- *increased the competitiveness of products.*

Table 2
Export volume in Namangan region in 2020–2024
(in million US dollars)[9].

Year	Export volume (mln \$)	Growth rate (%)	Main export products
2020	121.4	—	Textiles, fruits and vegetables, leather
2021	148.7	+22.5	Textiles, fruits and vegetables, shoes
2022	176.9	+18.9	Textiles, dried fruits, tea
2023	209.3	+18.3	Textiles, machinery parts, food
2024*	237.5	+13.5	Textiles, pharmaceuticals, building materials

Source: Analytical processing by the author based on data from the State Statistics Committee of the Republic of Uzbekistan, Ministry of Investments and Foreign Trade.

Can be seen from Table 2 above, the export volume of Namangan region has been growing steadily over the past five years. In 2020, the export volume amounted to 121.4 million US dollars, while in 2024 this figure is expected to reach 237.5 million US dollars. This is almost 2 times more than in 2020. means [9].

Therefore, the opening of new markets indicates that the state's diplomatic and trade policies are having a positive impact on exports.

In addition, the main pillars of Uzbekistan's export policy include:

- financial support for exporting entrepreneurs, including loans, guarantees, and insurance;
- development of export infrastructure, optimization of logistics and customs systems;
- introducing digital export platforms and opening online markets for entrepreneurs.

Thus, **digital infrastructure has become the most important component of export policy**. As can be seen from this table: the volume of exports carried out through digital platforms is increasing year by year, the increase in the number of exporting enterprises is associated with the expansion of digital infrastructure, new online markets (Amazon, Alibaba, Ozon, Wildberries, ETSY) are creating new opportunities for entrepreneurs.

CONCLUSION AND SUGGESTIONS

Based on the above, it should be noted that the state policy on promoting exports in the context of the digital economy is being implemented in Uzbekistan in a comprehensive manner. However, in order to strengthen the systematic approach, the following proposals are made: 100% digitization of export certificates, customs permits and transport documents **in the context of the full digitalization of export infrastructure**, the creation of a "super application" for export processes. **In the context of digital training programs for small businesses, free courses** on e-commerce, digital marketing, international trade, and the creation of a "Digital Export Academy" for exporters.

Is necessary to develop an export strategy at the regional level and integrate small businesses developing on a network basis into the national export system. We believe that this will make a

significant contribution to the development of our economy.

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