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### **ECONOMIC ESSENCE, STRUCTURE AND THEORETICAL APPROACHES TO THE FORMATION OF EXPORT POTENTIAL OF TEXTILE ENTERPRISES: THE CASE OF UZBEKISTAN**

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#### **Abstract**

The development of export potential is one of the key factors ensuring sustainable economic growth and competitiveness of industrial sectors. The textile industry plays an important role in the economy of many developing countries due to its high employment capacity and strong export orientation. Uzbekistan possesses significant opportunities for the development of the textile sector because of its rich raw material base, particularly cotton resources. This article examines the economic essence, structural components, and theoretical approaches to the formation of export potential of textile enterprises. Special attention is given to the analysis of export potential in the textile sector of Uzbekistan. The research identifies the main components of export potential, including production capacity, technological level, financial resources, human capital, and marketing capabilities. The study also highlights the role of government policy and institutional support in strengthening export performance. The findings suggest that effective management of internal resources and the implementation of



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modern technologies can significantly enhance the export potential of textile enterprises in Uzbekistan.

**Keywords:** export potential, textile industry, international trade, competitiveness, industrial development, Uzbekistan.

### **Introduction**

In the context of globalization, international trade has become one of the most important drivers of economic development. Export activities allow countries to expand their markets, increase foreign currency earnings, and improve industrial competitiveness. Therefore, strengthening the export potential of enterprises has become a strategic objective for many developing economies.

The textile industry occupies a special place in the economic structure of Uzbekistan. The country is among the world's major producers of cotton, which creates a strong foundation for the development of textile production. In recent years, Uzbekistan has implemented a number of reforms aimed at increasing the share of value-added textile products in exports instead of exporting raw cotton. Export potential reflects the ability of enterprises to produce competitive products and supply them to international markets. For textile enterprises, export potential depends on several factors such as production capacity, technological development, financial stability, labor productivity, and effective marketing strategies.

The purpose of this article is to analyze the economic essence, structural components, and theoretical approaches to the formation of export potential of textile enterprises, using Uzbekistan as an example.



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### Literature Review

The concept of export potential has been widely studied in economic literature. Many scholars define export potential as the ability of enterprises or national economies to produce goods that meet international market standards in terms of quality, price, and competitiveness.

According to international trade theory, countries tend to specialize in the production of goods for which they possess comparative advantages. In the case of Uzbekistan, the availability of cotton resources provides a strong comparative advantage for the development of the textile industry.

Researchers emphasize that export potential is determined not only by the availability of raw materials but also by technological capabilities, innovation, marketing strategies, and institutional support. In modern economic conditions, participation in global value chains and the use of advanced technologies are becoming increasingly important factors influencing export competitiveness.

### Economic Essence and Structure of Export Potential

Export potential represents the ability of enterprises to produce and sell competitive products in foreign markets. From an economic perspective, export potential is formed through the effective use of production resources, technological capabilities, and organizational factors.

The structure of export potential includes several key components.

**Production potential** reflects the availability of raw materials, production facilities, and equipment necessary for manufacturing export-oriented goods.

**Technological potential** refers to the level of technological development, including the use of modern machinery, automation, and innovative production processes.



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**Financial potential** includes the availability of financial resources required for production expansion, technological modernization, and export operations.

**Human resource potential** is related to the qualification and professional skills of employees, managers, and specialists involved in production and export activities.

**Marketing and logistics potential** reflects the ability of enterprises to promote products in international markets, conduct market research, and organize efficient transportation and distribution systems.

The effective interaction of these components determines the level of export potential of textile enterprises [1].

### Theoretical Approaches to the Formation of Export Potential

Several theoretical approaches explain the formation and development of export potential.

The **resource-based approach** focuses on internal resources of enterprises such as production capacity, technology, and skilled labor. According to this approach, enterprises with stronger resources have greater opportunities to compete in international markets.

The **institutional approach** emphasizes the role of government policies, legal frameworks, and institutional support mechanisms. Export promotion programs, tax incentives, and favorable trade policies significantly influence the development of export potential.

The **competitiveness approach** is based on the idea that enterprises must constantly improve productivity, product quality, and innovation capacity in order to succeed in global markets.



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The **global value chain approach** highlights the importance of integrating enterprises into international production networks. Participation in global value chains enables textile enterprises to access advanced technologies, modern management practices, and new export markets [2].

### **Export Potential of Textile Enterprises in Uzbekistan**

Uzbekistan has significant opportunities to expand the export potential of its textile industry. The country has traditionally been one of the world's leading cotton producers, which provides a strong raw material base for textile production.

In recent years, the government has implemented structural reforms aimed at deep processing of cotton and increasing the production of finished textile products such as yarn, fabrics, and garments. The establishment of textile clusters has contributed to improving production efficiency and strengthening cooperation between agricultural and industrial sectors.

Today, Uzbekistan exports textile products to many countries in Europe, Asia, and the CIS region. The main export products include cotton yarn, knitted fabrics, ready-made garments, and other textile goods.

State support plays an important role in the development of the textile industry. Government programs aimed at attracting foreign investment, modernizing production technologies, and developing export infrastructure contribute to increasing the competitiveness of textile enterprises in international markets.

However, further development of export potential requires continued technological modernization, improvement of product quality, diversification of export markets, and expansion of international cooperation [3].



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### **Conclusion**

The export potential of textile enterprises is a complex economic category that reflects the ability of enterprises to produce competitive goods and successfully enter international markets. The study shows that export potential consists of several interconnected components, including production, technological, financial, human resource, and marketing capacities.

In the case of Uzbekistan, the textile industry has significant prospects for export expansion due to the availability of raw materials, government support, and growing global demand for textile products. However, the effective realization of export potential requires modernization of production technologies, development of human capital, and improvement of marketing strategies.

Strengthening these factors will allow textile enterprises in Uzbekistan to enhance their competitiveness and increase their contribution to the country's economic growth and export diversification.

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