Tendencies of Export Development in the Kurgan Region of the Russian Federation

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***Abstract*—The article considers the regularities of the development of the export external economic activity, formed in the region. In particular, the assessment of market instability has been conducted within the periods of export growth and decrease, conditioned by external factors. The characteristic has also been given to the geographical distribution of the export of the Kurgan region and to the coverage of continents with export supplies. The analysis of the export dynamics has been carried out in terms of markets and group of goods. The goods have also been grouped according to the degree of processing. The structuring of the export has allowed singling out the group of non-commodities of a high process stage, which take the greatest part. The two groups of commodities of this process stage have been considered in details. The analysis of market factors, having an influence on the change of export value, has been carried out. The examined directions in the export development in the Kurgan region are significant for the determination of the emerging trends and proportions of the development of the export potential. The main conclusions of this research may be used while elaborating the policy of export development in the region.**

Keywords—analysis, export development, region, market segments, structural changes, market maneuvering, competitive assessment.

I. Introduction

The development of the region's economy is inseparably connected with the development of the industrial production which is aimed at improving competitiveness of the produced goods and at organizing the production of the import-substituting production, at expanding product line and at promoting the quality of the produced goods, at advancing technologies, applied at the enterprises. It is the industrial production and accompanying servicing that complete the production of the output. In V.G.Varnavskiy's work "The international trade in the categories of the added value: the questions of methodology", it is noted that "a special direction of the researches has been singling-out of the intermediate products in export structure", which allows increasing the internal added value [1].

The works of Kamolov S. G [2], Yakushev N. O. [3], Pakhomov A. A [4], Petrushina O. M, Golysheva N. V. [5], Makarov A. I, Pakhomov A. A [6], Spartak A. N., Likhachyev A. E. [7] Obolenskiy V. P. [8] are devoted to the problem of the tendencies of the development of the world's trade and the export in Russia. These works consider trends and new phenomena in the international trade, the questions of the export development, theoretical aspects of the regions' export potential. The questions of export diversification of the regions of Russia, the research of the state of non-commodity non-energy export are studied in the works of Shamova E. A., Myslyakova Yu. G. [9], Morozenkova O. V. [10].

The Kurgan region, a constituent entity of the Russian Federation, has been chosen as the study object in this work. The significance of the research for the Kurgan region is due to the fact that the region belongs to the category of developing ones. In the rating the region, the constituent entity of the RF takes the 67th place in 2016 in terms of the gross regional product per head of the population, the 85th place in terms of fixed investment per head of the population in 2017, the last – the 6th place in terms of these indicators in the Ural Federal District [11].

The Kurgan region as a constituent entity of the Federation (according to territorial-geographic situation) is a part of the Ural federal district (UFD), which unites different constituent entities of the federation according to economic potential and the target of the development. The Kurgan region has a differential structure of economy. The wide range of output products, relatively vast production scale have granted it the status of the base of the region's economy. To a great extent, the economic growth of the Kurgan region is defined by the growth of the industrial production. The industrial potential is in the first place conditioned by the share of the manufacturing activities in the gross regional product (GRP), which comprised 21.2% in 2017. In table 1 the indices of the industrial production are presented [12]. They prove the steady growth of the industrial production on the whole and of manufacturing activities as well.

TABLE I. INDICES OF INDUSTRIAL PRODUCTION, IN % BY THE PRECEDING YEAR

Indicators	2015	2016	2017	2018
Industrial production	102.9	102.7	101.4	102.0
Manufacturing activities	102.7	104.7	101.4	104.8

The goods of the industrial production of the region in terms of their purpose are in demand in the countries of the CIS and far abroad countries and able to meet competition with the number of manufactured articles, imported to Russia.

The region is one of the three regions of the UFD, which has a long border with the Republic of Kazakhstan, and, in this connection, an important direction for the region is the development of external economic export activity.

II. METHODS

The export orientation of the regions' activity is also the part of the national strategy of economic development, focused on the country integration into the global economic space. Such target setting requires carrying out the analysis of the tendencies of external economic activity of the region, the peculiarities of commodity-based and geographical structure of the export, the assessment of conjunctural changes at the occupied markets in recent years. In this connection, it is necessary to define those directions of external economic activity for the Kurgan region that will allow increasing economic potential by the expansion of the available and the development of new relations at the external markets. To solve the objectives, statistical methods of the analysis and tools have been used in the work: sampling observation, structural analysis, variation coefficient, coefficients of performance indicators.

III. RESULTS

A special attention within the framework of the study of the Kurgan region export has been paid to the situation, unfolding in the last nine years. So, this period is characterized both: by positive and negative tendencies. For the research, we have used the initial data, presented in the supplement to the collection Regions of Russia. Social-economic values. 2018 [13]. In 2018 there was a turn towards positive changes. In table 2 there is a dynamics of the export value of the constituent entity of the Federation on the whole and according to the groups of the CIS and far abroad countries.

TABLE II. EXPORT DYNAMICS OF THE KURGAN REGION IN 2010-2018

Years	**Export in total, mln. USD**	**in particular:**			
		far abroad countries		*CIS countries*	
		mln. USD	*share in total export*	*mln. USD*	*share in total export*
2010	221.1	129.4	0.585	91.7	0.415
2011	328	268.3	0.818	59.7	0.182
2012	383.5	264.8	0.690	118.7	0.310
2013	469	325.9	0.695	143.1	0.305
2014	326.7	38.6	0.118	288.1	0.882
2015	279.5	156.5	0.560	123	0.440
2016	204.9	26.5	0.129	178.4	0.871
2017	111.5	35.8	0.321	75.7	0.679
2018	216.9	141.7	0.653	75.2	0.347

Market segmenting into groups of countries allows indicating those markets where the development is going on at a faster pace in this or that time period, which reflects maneuvering strategy at the export markets. So, in the period of the export growth, in 2011 in comparison to 2010 the growth by 138.9 mln. USD was connected with the export to far abroad countries. In 2012 in comparison to 2011 there was a growth by 59.0 mln. USD due to the export to the CIS countries. In 2013 there was a growth by 61.1 mln. USD due to the export to the far abroad countries and by 24.4 mln. USD due to the export to the CIS countries. The period of the highest export decrease in the constituent entity of the federation is 2014. The export value was reduced by 142.3 mln. USD with the far abroad countries, while with the CIS countries the export value increased by 145.0 mln. USD. In 2015 in comparison to 2014 the total decrease of the export value comprised 47.2 mln. USD. Moreover, this decrease took place at the markets of the CIS countries by 165.1 mln. USD, while at the markets of the far abroad countries there was a value increase by 117.9 mln. USD. In 2016 in comparison to 2015 it was the market of the far abroad countries, where there was a decrease. The decrease comprised 130.0 mln. USD. In 2017 in comparison to 2016 the reduction of the export value by 93.4 mln. USD was connected with the export decrease to the CIS countries by 102.7 mln. USD and the export increase by 9.3 mln. USD to the far abroad countries. In 2018 there was a growth of export value by 105.4 mln. USD. This growth is due to the export increase to the far abroad countries by 105.9 mln. USD and a slight export decrease by 0.5 mln. USD to the CIS countries.

So, dynamic performances of the export value of the constituent entity of the Federation are not stable. To assess the measurement of the market fluctuations, the variation coefficients have been calculated for the periods: 2010-2013, characterizing the growth of the volume of export value, 2014-2017, reflecting the period of the export value decrease and 2010-2017 as the whole considered time period. The data of 2018 are not taken into consideration as this year's data characterize a new change of the trend.

TABLE III. CHARACTERISTICS OF DYNAMICS VARIATION OF EXPORT VALUE OF THE KURGAN REGION IN 2010-2017, %

	Growth period (2010-2013)	**Reduction period (2014-2017)**	**Whole considered period (2010-2017)**
Export value, in total	25.7	35.3	36.0
Export value to far abroad countries	29.2	83.0	71.4
Export value to CIS countries	30.1	47.6	50.4

The values of variation coefficients show that in the period of the growth of the export value the homogeneity of the market situation was characteristic for the region and in the period of the value reduction external conditions and internal factors did not provide with the closeness of fluctuations, especially for the markets with the far abroad countries. In this connection, it is reasonable to analyze the distribution of the export in terms of the continents. In table 4 there is a dynamics of the export change of the Kurgan region according to the continents [11].

TABLE IV. DYNAMICS OF EXPORT DISTRIBUTION OF THE KURGAN REGION ACCORDING TO CONTINENTS, THOUS. USD

Continents	**2015**	**2016**	**2017**	**2018**
Europe	4408	10459	13975	15921
Growth ratio by 2015,%	-	237.3	317.1	361.2
Asia	214844	182849	94371	197225
Growth ratio by 2015,%	-	75.5	43.9	92.8
North America	1554	23917	2522	3733
Growth ratio by 2015,%		1538.7	162.2	240.1
South America	-	6740	-	22
Growth ratio by 2015,%		x	x	x
Africa	88	861	77	-
Growth ratio by 2015,%		983.3	88.25	-

The export supplies from the Kurgan region are delivered into all the continents except for Australia. It is seen from the table that the change of export volume to Europe has a positive trend, a yearly growth is observed, in Asia there is no such trend. In 2016, 2017 there is a reduction rate, in 2018 there is some increase, which is insufficient to reach the export level of 2015. Positive dynamics characterizes supplies to North America, the change of supplies to South America and Africa are without any trends. The current situation indicates that in general export supplies on the permanent basis are delivered to the countries of Europe, Asia and the USA. Other countries of America such as Canada, Cuba and Panama are involved in a one-time way. At the same time, the highest export value in the considered period accounts for the countries of Asia. That is why Asian countries are the main exporters of the Kurgan region production. Characterizing the distribution of the export value according to the geographical criterion for the analyzed period, it is necessary to set aside countries-partners, with which the export relations are stable. In Europe among them are: Germany, Latvia, Poland; in Asia: Georgia, India, China, Mongolia; in North America: the USA. Other countries-partners carry out one-time deals. These are Algeria, Japan in Asia; Venezuela, Nicaragua in South America. It should be noted that the main countries-partners of the Kurgan region practically correspond to the existing external economic relations in terms of the export of Russia in general [14].

The regularities of the export development are characterized not only by dynamic assessments but also require the analysis of the structural changes. It is the structure change that allows estimating the quality of changes, detecting problem questions of the export activity of the constituent entity of the federation.

The sources of the information in the work were the data, presented on the site of the Ural customs administration of the Federal Customs Service of Russia, section "External trade of the Ural Federal District" [15]. In table 5 the distribution of the export value of the Kurgan region is presented according to the commodity groups and continents in 2018.

TABLE V. DISTRIBUTION OF THE EXPORT VOLUME OF THE KURGAN REGION ACCORDING TO COMMODITY GROUPS AND CONTINENTS IN 2018

Commodity groups	**Export volume, thous. USD**				
	Europe	***Asia***	***North America***	***South Ame rica***	***In total according to commodity groups***
1-24[a]	2857	13958	-	-	16815
25-27[b]	0.12	45.81	-	-	45.93
28-40[c]	784	14837	-	-	15621
41-43[d]	271	-	-	-	271
44-49[e]	70	19225	-	-	19295
50-64[f]	0.51	63.64	-	-	64.15
72-83[g]	2733	16948	-	-	19681
84-90[h]	8 443	122739	3540	22	134744
68-71[i]	185	10178	-	-	10363
In total	15343	197994	3540	22	216899
Export structure on continents	7.3	90.9	1.8	0	100

a. 1-24 – Food commodities;
b. 25-27 – Mineral commodities;
c. 28-40 – Chemical sector commodities;
d. 41-43 – Hides, furs and commodities of them;
e. 44-49 – Wood and cellulose and paper commodities;
f. 50-64 – Textile, textile goods, shoes;
g. 72-83 – Metals and commodities of them;
h. 84-90 – Machines, equipment, transport vehicles;
i. 68-71 – Other commodities.)

It is seen from table 5 that irregularity in the distribution of commodity groups according to the continents points at the opportunity to expand supplies to other regions which will promote the growth of the industrial production in the Kurgan region. It should be noted that in Europe goods from groups 84-90 are in the greatest demand. This group comprises 55% according to its value out of the total volume of supplies. In Asia this group has a higher ratio – 62%, and America buys goods only of this group.

In the course of the research the sampling method of the export commodity structure was used. The commodity groups were chosen, on which the deals were made during the analyzed period and which allowed singling out commodity and non- commodity, energy and non-energy groups of goods of a low, mid and high processing stages, high-technology goods for the analysis of the export commodity structure of the Kurgan region according to the stage of goods processing [16]. In particular, the commodity group is presented in the sampling by group 44 "Wood, goods of it; charcoal" subgroups 4401 "Burnable wood" and 4403 "Unprocessed wood products", the non-energy, non-commodity group of a low processing stage includes position 10 "Cereals" and subgroup 4407 "Processed wood products … 6 mm thick", of a mid processing group – subgroups 4410 "Particle boards", 4412 "Glued plywood, plywood boards and analogic materials of laminated wood" and group 72 "Ferrous metals", of a high processing stage – group 18 and subgroup 1806 "Chocolate and other ready-made goods of cocoa", group 19 subgroup 1905 "Bread and other bakery and flour confectionery goods", 30 subgroup 3004 "Pharmaceutical products except for goods positions 3002, 3005, 3006", group 84 "Nuclear reactors, cauldrons, equipment and mechanical devices; their parts", group 85 "Electrical machines and equipment; their parts", group 86 "Railway locomotives or tram motorcar; their parts", group 87 "Vehicles for land transportation except for railway or tram rolling stock", group 90 "Optical, photograph instruments and apparatus; their parts and gadgets". (The grouping of the chosen goods according to the categories and processing stages has been carried out by the author as required by the methodology of the limited liability company "Russian export center" – the Russian academy for foreign trade – the Russian scientific and research market institute".)

In table 6 the change of the export structure of the Kurgan region is presented according to the data of the chosen complex of commodity groups in accordance with the export in general.

TABLE VI. CHANGE OF EXPORT STRUCTURE OF THE KURGAN REGION ACCORDING TO PROCESSING STAGE ON BASIS OF SAMPLING RESEARCH OF COMMODITY GROUPS, UNIT FRACTION

Years	**Commodity groups**	**Non-energy, non-commodity groups**		
		low processing stage	***mid processing stage***	***high processing stage***
Share, calculated on cost parameter				
2015	0.0001	0.0225	0.0018	0.9756
2016	0.0056	0.1198	0.0178	0.8569
2017	0.0031	0.1980	0.0116	0.7873
2018	0.0016	0.1223	0.0106	0.8654
Share, calculated on physical mass parameter				
2015	0.0106	0.8238	0.0186	0.1470
2016	0.1016	0.7487	0.0273	0.1224
2017	0.0465	0.8662	0.0129	0.0744
2018	0.0491	0.8566	0.0184	0.0759

On the basis of the given data it may be noted that in the export value of the constituent entity of the federation, the non-energy, non-commodity group of a high processing stage takes the greatest share. What's interesting, from 2015 to 2017 the share of this group was decreasing. In 2018 there was a share growth of this group, which can be noted as a positive moment in the export development. For this group the share of physical mass was also decreasing at first but in 2018 it increased by 0.0015. The non-energy, non-commodity group of a low processing stage takes the greatest share in commodity physical mass. The main element of the physical mass of this group is the commodity of position 4470 "Processed wood products … 6 mm thick". In 2018 the physical mass of this group comprised 105248.72 t., and cereals mass (10 commodity position) comprised 14656.60 t. This situation cannot be considered positive. The region is not the region with large stocks of forestry. Wood resources require husbandry. At the same time cereals mass can be raised in connection with the possibility of the increase of the cultivated area in the region.

Those export commodity positions are worth paying attention to, that belong to the non-energy, non-commodity group of a high processing stage. In particular, these are groups 30 subgroup 3004 "Pharmaceutical products" and group 87 "Vehicles for land transportation except for railway or tram rolling stock their parts and gadgets". These commodity groups are presented by major contracts. However, group 87 is characterized by non-stable dynamics in the last four years (table 7) and a great share of the market of far abroad countries.

TABLE VII. DYNAMICS OF EXPORT VALUE OF COMMODITY POSITION 87 IN 2015 – 2018, THOUS. USD

	Total export value	**Export to far abroad countries**	**Export to the CIS countries**
2015	151333	150139	1194
2016	17905	12100	5806
2017	29024	15516	13508
2018	117681	106549	11132

From the data of the table the situation is clearly seen that in 2016 and 2017 the export value is significantly lower than in 2015 and only in 2018 the value increased but did not reach the level of 2015. It should also be noted that the great size of the export value of 2015 and 2018 is connected with the production sale at the markets of the far abroad countries. In particular, in 2015 these are 1 mln. USD business dealings with countries: Viet-Nam, the Republic of Korea, Kuwait (102 mln. USD), the United Arab Emirates (43.5 mln. USD), the USA, and in 2018 this is Iraq (102 mln. USD.), the United Arab Emirates, the USA. It should be mentioned as well that during the considered period it is possible to single out only 2 countries with which there were dealings in four years. They are the United Arab Emirates and the USA, which indicates the non-stability of the market of the far abroad countries. The market of the CIS counties is more stable. In four years there were bargains with contractors in the following countries: Azerbaijan, Uzbekistan and the Ukraine. In the last three years great dealings with sums of more than 1 mln. USD took place with partners in Belarus and Kazakhstan. This particular situation identifies the results of the constituent entity of the federation on the export of commodity group 87.

From the point of view of the market factors in 2016 in comparison to 2015 the export value of this group decreased by 133428 thous.USD (88.2 %), including the market of the far abroad countries by 138040 thous.USD (91.0%), and the market of the CIS countries by 4612 mln.USD (3.1 %). At the same time because of the price change at the markets the value decreased by 146043 thous.USD, including the market of the far abroad countries by 144677 thous.USD, and the market of the CIS countries by 1366 thous.USD. Due to the change of the physical mass of the sold production the export value increased by 12615 thous.USD, including the market of the far abroad countries by 6637 thous.USD, the market of the CIS countries by 5978 thous.USD. In 2017 in comparison to 2016 there was a growth of the export value by 11119 thous.USD (60.1 %), including the market of the far abroad countries by 3417 thous.USD (19.1 %), the market of the CIS countries by 7702 thous.USD (43.0 %). Thanks to the price factor there was a growth of the export value by 14617 thous.USD and due to the change of the physical mass there was a decrease of the value by 3498 thous.USD. In 2018 in comparison to 2017 the growth of the export value of this commodity group comprised 88657 thous.USD (305.5 %), including the market of the far abroad countries by 91032 thous.USD (313.6 %), at the market of the CIS countries there was a decrease by 2377 thous.USD (8.2 %). For these years the comparison of the influence the price factor and the factor of the physical mass is positive, i.e. the first factor increased the value by 80570 thous.USD, and the second - by 8087 thous.USD. At the same time the increase of the sale share with the far abroad countries also increased the export value by 5813 thous.USD.

So, for the market of this commodity group there is non-stability on the characteristics of the physical mass (demand) of the production. In this connection, this group needs support, related to the promotion of the goods at the market.

In table 8 there is a dynamics of the export value of group 30, subgroup 3004 "Pharmaceutical products except for commodity positions 3002, 3005, 3006".

TABLE VIII. DYNAMICS OF EXPORT VALUE OF COMMODITY POSITION 3004 IN 2015 – 2018, THOUS. USD

	Total export value	**Export to far abroad countries**	**Export to the CIS countries**
2015	4388	685	3703
2016	13365	621	12744
2017	14947	658	14288
2018	14865	1029	13836

In 2016 the total export value of this group increased by 8978 thous. USD or by 204.6 %. This increase, in the first place, was connected with the growth of sale volume at the markets of the CIS countries by 9041 thous. USD, which comprised 206.1 % of the growth, while at the markets of the far abroad countries the volume decreased by 63 thous. USD, which comprised 1.4 %. As the calculations have shown, the main market factor at that moment was the increase of the physical mass of the export into the countries of the CIS, which increased the value by 6524 thous. USD. The physical mass of the sales to the far abroad countries decreased. This decreased the export value by 84 thous. USD. The price factor at both markets is characterized by the increase, which made the export value higher in this group, at the market of the far abroad countries and the countries of the CIS by 21 thous. USD and 2517 thous. USD respectively. In the following years the change of the export value reduced. In 2017 in comparison to 2016 there was a slight increase of the export value by 1581 thous. USD or by 11.8 %, and in 2018 in comparison to 2017 there was a decrease of the value by 81 thous. USD or by 0.5 %. This situation can be estimated as the market stabilization of this commodity group. At the same time, it is necessary to pay attention to the negative influence of the change of the price factor at the market of the far abroad countries in 2017 in comparison to 2016, the influence of which was in the decrease of the export value by 215 thous. USD, and the reduction of the physical mass of the sold medicine in 2018 in comparison to 2017 at the both markets, which decreased the total value by 1061 thous. USD. During the considered period the main partners were such countries of the CIS as Azerbaijan, Kirgizia, Tadzhikistan, Turkmenia. In the last three years Kazakhstan and Belarus joined them. At the market of the far abroad countries the partners were Georgia, Mongolia.

IV. Conclusion

So, the conducted analysis has revealed the main risks of the export external economic activity, has determined the main partners, has estimated the export geographic distribution and the opportunities of the export further expansion, has assessed the export structure according to the degree of production processing, which has allowed singling out the commodity groups with high price parameters, which market situation with prices has not been in favor of the exporter lately.

The conducted researches show the non-stability of the market situation for the export of the Kurgan region, which requires great efforts, in the first place, in the Post- Soviet world. In particular, in the article of A.N.Spartak “Eurasian perspective of the Post-Soviet integration”, published back in 2011, the necessity of the development of “multilateral zone of free trade of the CIS” is noted [17].

At the same time the share of the far abroad countries in the export, as the analysis has shown, remains significant and that is why it is necessary to strengthen the established relations and to develop them further. Delivery of spare parts to the end products will promote this as it will increase the mechanical life of the equipment and thus will raise the interest of the countries-contractors. This direction of the export development is recommended in “The main directions of the export development up to 2030 года” [18].

The effective export development is one of the factors of the industrial development in the region that is why the state support is needed. One of the most important measures of the state support of the export is the increase in the capital investments into the economy of the region and, first of all, into the export oriented fields, one of which is industry.

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