

Efficiency Assessment of Export Development on the Border Territories of the Ural Federal District (On the Examples of the Kurgan, Chelyabinsk, Orenburg Regions, and the Republic of Kazakhstan)

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Abstract—The article substantiates the necessity of the improvement of the assessment toolkit of the efficiency of the export development on the border territories of the Russian Federation with the Republic of Kazakhstan, which is a highly topical issue for the scientific research. It is revealed that there is a consistent pattern of the export expansion due to the territorial integration of the activities of the management bodies and enterprises of their specialization of the kinds of economic activity according to the functions and their complementarity. The methodological toolkit is developed to measure key kinds of the economic activity of the border territories for enhancing the capacity of the export of goods, services and jobs. The model of cooperation and integration of the regional management bodies and enterprises is elaborated for the expansion of product export to ensure a more stable and sustainable functioning of the regional economies.

Keywords—*export, efficiency, competitiveness, region, sectors of economy, system of national accounts.*

I. INTRODUCTION

The immediate proximity to the state border is in itself a competitive advantage; it also acts as a supplementary source to receive material and financial resources in terms of more favorable prices and the quality of goods and services. The border of the Republic of Kazakhstan comprises more than 560 km only with the Kurgan region. For example, the lakes of Kazakhstan have significant reserves of natural resources, fish and for many decades Kurgan fishermen have been deriving considerable benefits on favorable conditions, while fishing for big perch, ide, pike, pelyad and other fishes. On the other hand, the population of the territories of Kazakhstan receive highly-technological medical services of “Ilizarov scientific center for restorative traumatology and orthopaedics”, world-class technologies, modern production of agri-food system, machine-building, chemical and oil-gas products of the Kurgan region, exported all over the world.

However, many economic sectors of the country’s region did not prove to be competitive both at the foreign and domestic markets as a result of the unfavorable living conditions, the low development level of science and technology ways of life, the artificial depreciation of work value and the knowledge of households. This has had a negative influence on the ranges of foreign economic activity

of many regions of the country. Excessively high percentage of the production import is a threat to food security of the regions. At the same time, in fact there are problems of incoherence of activities of management bodies and enterprises, because of the absence of effective measure for the stimulation and protection of the export at the markets of the border territories; competitive intelligence in market environment is poorly organized.

So, the necessity has arisen to develop the toolkit for the assessment of the real efficiency and intensity of export on the border territories of Eurasian regions of the Russian Federation with the Republic of Kazakhstan on the basis of the improvement of theoretical and methodological framework for the solution of the problem of quality upgrading of production, services and jobs for the improvement of export competitiveness, which makes the chosen issue of the research be highly topical.

To a great extent, the future of the most regional territories depends on their export competitiveness in market space, both in the country’s regions and in far abroad countries. In its turn the export competitiveness is based on the activity of the enterprises with rival production of a more added value. However, it is difficult for the enterprises themselves to reveal export advantages without permanent correction of interaction forms of the management bodies and business.

The problem of the export activity development of all the economic sectors and enterprises becomes especially relevant as their external economic specialization turns into the factor of fast self-development of the territories. The dramatic increase of the significance of this problem is conditioned by the growing role of the border territories of the entities of the Russian Federation, including the Kurgan region, with the Republic of Kazakhstan, the countries of Asia and far abroad countries. It is the expansion of the export activity that promotes the increase of taxes into the budgets of all kinds, the development of scientific technological activity, the growth of the competitiveness of the economics of many regions of the country and the improvement of the population life level.

However, the absence of sufficient state support of enterprises and the imperfection of the management system of

the export performance dampens activities of the participants of external economic relations with foreign residents. In this connection, it is necessary to develop strategy of the export development on the long run, which will be adequate to new conditions of the mechanism improvement of the international activity. This goal is impossible without taking into account real competitive advantages and potential opportunities of the economics and the specificity of social economic development of the region.

The objective is in scientific practical substantiation of the toolkit for the assessment of potential competitive advantages of export of goods, services and jobs of the border territories for priority areas of the export potential development of economic sectors at the regional level.

To achieve this goal the following objectives are solved in the study:

- systemization of theoretical approaches to the definition of the conditions of development of the export-oriented production and specification of its contents at the level of regional economic sectors;
- carrying-out of the complex analysis of the potential state of the gross domestic (regional) product, export and population size on the border territories to assess the sustainability of the development of the Ural federal district (the UFD);
- assessment of the efficiency and intensity of the export development on the border territories of the Ural federal district according to developed authors methodology;
- development of measures of the stimulation and expansion of the export activity of economic sectors of the UFD.

The object of the research is the export activity of the economic sectors of the region and enterprises, producing export goods, services and jobs.

The subject of the research is the combination of economic relations between the bodies of the state management and economic entities, aiming strategically at the development of the export potential of the region's economics.

II. METHODS

In the conditions of the liberalization of the external economic activity in Russia, the objective process of the globalization of the international division of labor of modern World Economy, state measures are required to reach a new level of multilateral economic linkages, that is why the study of the problems of the export development, different approaches and forms of international production trade is of great strategic interest for the enterprises and organizations of the Russian Federation. "The key indicator of the growth of the business efficiency and competitiveness is the export expansion, excess to foreign markets" [1].

The presence of competitive advantages, especially of the border regions, is determined by the focus of their territories on the quick mutually rewarding international trade of production. This production structure of different territorial entities is significantly different in terms of the price and the quality of goods, services and jobs. That is why the detection of the export potential competitive advantages of the territories is practically impossible without permanent

production modernization and the correction of the forms of the interaction of the management bodies and business [2].

The level of the export competitiveness in the market space of the native country and abroad influences the future state of most border regional territories. In the countries of Europe and Asia the work has been activated on clarifying the methodologies of the calculations on the definition of the competitiveness of the production of agricultural enterprises, manufacturing activities, services and jobs. On the basis of these calculations the tables and ratings on the level of global production competitiveness, the countries are given places, for example, according to the calculations, made in 2018, the 1st place was taken by the production of Switzerland, the 2nd - by the USA, the 3rd - by Singapore, the 4th - by the Netherlands, the 5th - by Germany; China took the 27th place, the Russian Federation took the 38th, and the Republic of Kazakhstan took the 57th place out of 137 world's countries [3].

The theoretical principles of the competitiveness and population needs are considered in the works of the representatives of different directions of the economic science. A. Smith, D. Ricardo and other researchers considered competitiveness mainly from the point of price competitiveness. K. Marx and F. Engels explained the mechanism of inter-industry competition, capital competitiveness and redistribution of added value in the conditions and under the influence of competitiveness. A. Marshall developed the basis of monopolistic competition. The study of various forms of the state competition regulation was reflected in the works of J. M. Keynes, J. Robinson and other authors.

The theories of competitiveness and population needs are directly linked with the export development of the regional economics. The export encourages the producers to manufacture products more qualitatively and with lower price, while decreasing costs.

In the basis of the economic performance as a management system there are household demands. The famous economists of the past and present, A. Smith, F. Hegel, K. Marx, M. Weber, J. M. Keynes, A. Maslow and others, saw the expression of the human nature in demands and referred them to key economic categories. So, in his book "The general theory of employment, interest and money" (1936) John Maynard Keynes wrote that the ultimate objective of any production is meeting the needs [4].

American scientist-psychologist Abraham Harold Maslow created the hierarchy of needs that is one of the most widespread in the scientific literature. People's needs may be presented in the form of a pyramid, at the bottom of which there are "pressing" physiological needs and at its top - "highest" ones [5]. Maslow grouped all the needs into: material (food, water, accommodation and etc.) and spiritual (needs in love, beauty, respect, self-esteem and etc.). However, it is practically impossible to express spiritual needs in numbers that is why Maslow's ideas may be referred to the subjects of psychology and sociology to a greater extent.

American psychologist Clayton Alderfer categorized human needs into three groups: existence group (physiology and safety); needs for interpersonal relationships (communication); needs for growth (personal development) [6]. However, this theory is not as widely used as Maslow's conception. Alderfer's theory is not proved with the sufficient number of statistical research.

German psychologist (Freudian) Erich Fromm proposed the classification of social needs: unity (the desire of the individual to be the part of some social community, group); rootedness (friendship, love, desire share and exchange warm feelings); transcendence (the drive to feel self-significance for others); sense of identity (the desire to stand out among others, to feel one's own individuality); frame of orientation (the individual needs some pattern to compare and estimation of his deeds, this may be religion, culture, national traditions) [7].

In our opinion, the notion "need" is a demand of a personality or a society in something necessary for a stable support of livelihood or sustainable development. The needs of separate people are characterized as personal and are grouped into physiological, social, economic, ideal, situational, needs for security and others. The needs of people and the society, on the whole, tend to grow; they constantly grow both in terms of quality and quantity. This is proved by a multiyear history and the stability of this tendency allows scientists to speak of the existence of the law of rising necessities.

The statistical methodology is based on the hold of the law of large numbers, theory of needs, theory of probability, information, cost, equilibrium and other economic laws, international norms and standards, the System of National Accounts, in particular [8]. The modern methodology, adopted by the UN, is based on the ideas of J.M.Keynes, R.Stone, V.V.Leontiev and other world-renowned [4,9,10] it can reflect the real picture in the sector of "rest of the world" and other economic sectors of the regions and the country in general. Many economists, including outstanding English economist J.M.Keynes, have come to the conclusion that to return the market economics into the state of the initial equilibrium it is necessary to take measures of the state regulation and to define the prerequisites of the economic growth [11].

In the Kurgan region there is a significant potential of external economic activity, for example, 2013 may be considered as the most productive year, when the foreign trade turnover comprised 618.4 mln.USD, and the export - 469.0 mln.USD.

The export of the agro-business production from the Kurgan region into the Republic of Kazakhstan comprises 19.9%, which includes animal products (10.7%) and food products, drinks, tobacco (9.2%). The export data of the Kurgan region into the Republic of Kazakhstan are given in table 1.

TABLE I. EXPORT FROM THE KURGAN REGION TO THE REPUBLIC OF KAZAKHSTAN (MLN. USD)

Production	2013	2014	2015	2016	2017	Total
Animal products	7.2	7.7	4.1	4.2	4.8	28
Food products	4.9	6.2	4.5	3.0	3.1	21.7

During the period of 2013-2017 the export of the group "Animal products" from the Kurgan region to the Republic of Kazakhstan comprised 28 mln.USD, total weight 12.9 thousands of tons. In general, goods of group "milk, eggs, cheese, butter, honey" (100%) were exported.

During the period of 2013-2017 the export of the group "Food products, drinks, tobacco" from the Kurgan region to

the Republic of Kazakhstan comprised 21.7 mln.USD, total weight 38 thousands of tons. In general, goods of group "products of cereals, flour" (37%), "different food products" (33%) were exported.

From 2013 to 2018 the import from the Republic of Kazakhstan to the Kurgan region was presented by the production of agro-business (49.7 % of all the import), worth almost 56.0 mln.USD. On the whole, the following commodity groups were imported: "Vegetable products" (37%), "Food products" (12.9%). The data of the import from the Republic of Kazakhstan to the Kurgan region are presented in table 2.

TABLE II. IMPORT INTO THE KURGAN REGION FROM THE REPUBLIC OF KAZAKHSTAN, MLN. USD

Production	2013	2014	2015	2016	2017	Total
All products	21.2	11.5	6.3	6.4	10.5	55.9
Vegetable products	13.8	4.3	0.5	1.0	1.7	21.3
Food products	0.234	0.59	0.21	2.5	3.1	6.6
Mineral products	4.6	5.3	4.8	2.1	2.6	19.4

For the period of 2013-2018 the import of the commodity group "Vegetable products" to the Kurgan region from the Republic of Kazakhstan comprised 21.3 mln.USD for a total weight of 86.4 thousands of tons. In general, cereals (69%) and products of flour and grain (17%) were imported. For the period of 2013-2018 the import of the commodity group "Food products, drinks, tobacco" comprised 6.6 mln.USD for a total weight of 16.5 thousands of tons. Non-alcoholic drinks (87%) and sugar (9%) were mainly imported.

For the period of 2013-2018 the import of the commodity group "Mineral products" to the Kurgan region from the Republic of Kazakhstan comprised 19.4 mln.USD (34.1% of all the import) for a total weight of 1011 thousands of tons. Oil and oil products were mainly imported (97%).

The sector of manufacturing activities of the economics of the Kurgan region is a multi-structural complex with a wide range of the manufactured products. The characteristic is the fact that these are high-tech products, requiring high level of production and the corresponding qualifications of the staff. The Kurgan enterprises produce about six thousand items of different types of products, known far beyond the borders of the region. These are military machinery, armature and equipment for oil production and refining, steel constructions for plant building, railway and highway bridges, fire fighting vehicles, pumps, high quality pharmaceutical products. In All-Russian bulk the region produces about 40% of buses of the middle class, 40% of radiator products for the automobile industry, 30% of antibiotics, 25% of bridge steel constructions and 19 % of uranium ore. Machinery remains the most developed industry.

For the period of 2013-2018 the export from the Kurgan region to the Republic of Kazakhstan comprised 261 mln.USD. In general, metals and metal products (23%) and machinery production (19%) were exported. In the export structure the Republic of Kazakhstan in terms of countries takes the first place (17%), Azerbaijan takes the second (15%). On average, the export size is at the level of 47 mln.USD. Let's consider the export from the Kurgan region to the

Republic of Kazakhstan according to the main commodity groups for the period from 2013 to 2018:

1) During this period the products of group “Metals and products of them” comprised 60 mln.USD with a total weight of 38.8 thousands of tons. “Products of ferrous metals” (95%), “ferrous metals” (2%) were mainly exported. In the position group “products of ferrous metals” the basis is formed by ferrous metal structures and their parts (bridges, locks, towers, masts) (82%), as well as screws, bolts, nuts, hooks, rivets, keys, washers and etc. of ferrous metals (7%).

2) The products of group “Machines, equipment and devices” comprised 48.5 mln.USD with a total weight of 7.19 thousands of tons. In general, “boilers, equipment and mechanical devices” (79%), “electrical machinery and equipment” (21%) were exported.

The basis of the group “boilers, equipment and mechanical devices” composed pipe fittings (taps, valves, parts to them) (38%), as well as lifts, escalators, conveyors and other devices for lifting/transferring/loading (11%).

In commodity group “electrical machinery and equipment” the basis was made up of insulated wires, insulated, fiber-optic and other cables (74%), as well as electrical appliances (16%).

3) The commodity group “Products of chemical industry” amounted to 36.1 mln.USD with a total weight of 4.3 thousands of tons. “Pharmaceutical production (medicines)” (97%) was mainly exported.

4) The products of the group “Transport” comprised 32.1 mln.USD with a total weight of 24.7 thousands of tons. In general, “vehicles for land transport except for trains and trams” (96%) were exported. In this group the basis was made up of motor transport vehicles of special purpose: cranes, fire fighting vehicles, concrete mixers, motor street-washer and so on (45%) and their parts (32%).

5) The products of the group “Wood and products of it” comprised 13.1 mln.USD, total weight 139 thousands of tons.

The conducted analysis of the external economic activity of the Kurgan region showed that production import and export mainly account for two sectors of economics: agro-food and manufacturing activities.

The available potential of the external economic activity of the Kurgan region is not used fully because of the organization technical problems of the management bodies that have not developed an effective mechanism of production supplies into the CIS and far abroad countries and there is no

strategic planning of the most important factor of the economics of “rest of the world” with other sectors of the regional economy.

The methodology of the assessment of the export efficiency of the border territory is suggested to take reasonable management decisions on the development of external economic activity of the border or any other territory. Aggregated data of the indicators and the final index are calculated on the basis of different methodologies of getting integrated indicators and aggregation rules [12].

The essence of the methodology of the export efficiency of the border territory is determined by the formula, in which the absolute value of the export of the goods, services and jobs per year is divided into the gross domestic (regional) product per year in US dollars. The gross domestic (regional) product is calculated in purchasing power parity terms.

There is a formula for the calculation of the integral index of the export efficiency of the territory:

$$J_{\text{ЭТ}} = \frac{\text{Э}100\%}{\text{БВП (БПИ)}} \quad (1)$$

where: $J_{\text{ЭТ}}$ is an index of the export efficiency of the territory in coefficients;

Э is a sum of the export of goods, services and jobs in the country or region for the current year in US dollars;

БВП (БПИ) is a gross domestic (regional) product per year in US dollars.

To calculate the value of the intensity index of the export development of the territory, the following formula is suggested, %:

$$J_{\text{ИЭТ}} = \frac{\text{Э}}{t} \quad (2)$$

where: $J_{\text{ИЭТ}}$ is an intensity index of the export development of the territory in US dollars;

t is an average annual population size (people) of the region.

To calculate the index of the export efficiency of the territory, the data of the official resources of the main values are used: the gross domestic (regional) product, export and population size of the border territories (the Kurgan, Chelyabinsk and Orenburg regions), the Russian Federation and the Republic of Kazakhstan [13,14,15]. The initial data are given in tables 3, 4, 5.

TABLE III. GROSS DOMESTIC PRODUCT IN RUSSIA AND THE REPUBLIC OF KAZAKHSTAN IN EQUAL CURRENCY^a

Countries and regions	2010	2011	2012	2013	2014	2015	2016	2017
Gross domestic product in purchasing power parity terms of Russia: in total, bln.USD	2928.1	3475.4	3692.4	3765.7	3768.8	3535.1	3536.3	3781.0
Per capita, US dollars	20498	24310	25785	26240	25797	24146	24110	25749
Purchasing power parity, roubles/ US dollars	15.82	17.35	18.46	19.42	21.01	23.59	24.36	24.34
Gross domestic product in purchasing power parity terms of the Republic of Kazakhstan, US dollars	328.0	352.3	396.2	391.3	407.8	412.7	460.7	472.2
Purchasing power parity, tenge/ US dollars	67.9	80.2	82.4	88.7	92.1	92.8	104.3	111.1

^a On the basis of the results of annual international comparisons on the data of OECD in purchasing power parity terms rubles/Us dollars.

TABLE IV. GROSS REGIONAL PRODUCT (MLN. USD)

Regions	2010	2011	2012	2013	2014	2015	2016	2017
The Kurgan region	8612	7857	7912	8601	8106	7607	7960	8256
The Chelyabinsk region	41261	44606	45635	45441	49695	51272	52244	55426
The Orenburg region	28955	31871	34068	36926	36546	32858	31455	33829
In total:	70216	84334	87615	90968	94842	91737	91606	97511

TABLE V. PRODUCTION EXPORT IN THE RUSSIAN FEDERATION AND THE REPUBLIC OF KAZAKHSTAN IN BLN. USD, ON SEPARATE REGIONS IN MLN. USD

Countries and regions	2010	2011	2012	2013	2014	2015	2016	2017 ^a
The Russian Federation	397.1	516.7	524.7	526.0	501.5	346.4	285.6	357.8
The Kurgan region	221.1	328.0	383.5	469.0	326.6	279.6	204.8	111.5
The Chelyabinsk region	5138	4906	5857	5374	5243	4377	3901	4970
The Orenburg region	2990	2077	3723	3466	3119	2464	2153	2456
In total on the regions:	8349	7311	9964	9309	8689	7121	6259	7538
In addition: The Republic of Kazakhstan	60.3	77.6	86.4	84.7	79.5	45.9	36.7	39.4

^a. preliminary data

The data of table 3 show that in 2017 the GDP of the Russian Federation is 8 times more than the value of the GPD of the Republic of Kazakhstan and the production export is 9 times more. At the same time, the production export of the three border regions of Russia (the Kurgan, the Chelyabinsk and the Orenburg regions) is 5.2 times less in comparison to the Republic of Kazakhstan though the summary production

of the GRP of the three regions (97.5 bln.USD) is only 4.8 times less than the GDP of the Republic of Kazakhstan, which points to the great export potential of the border territories.

Let's calculate the integral index of the export efficiency of the territory on formula 1.

TABLE VI. INTEGRAL INDEX OF THE EXPORT EFFICIENCY OF THE TERRITORY, %

Countries and regions	2010	2011	2012	2013	2014	2015	2016	2017 ^a
The Russian Federation	13.56	14.87	14.21	13.97	14.19	9.80	7.23	9.46
The Kurgan region	2.57	4.17	4.85	5.45	4.03	3.67	2.57	1.35
The Chelyabinsk region	12.45	11.00	12.83	11.83	10.55	8.54	7.47	8.97
The Orenburg region	10.33	6.52	10.93	9.39	8.53	7.50	6.84	6.49
In addition: The Republic of Kazakhstan	18.38	22.03	21.81	21.65	23.91	11.12	7.97	8.34

^a. preliminary data

The analysis of the data of the calculation of the integral index of the export efficiency of the territory has shown that the most productive year for the Russian Federation in terms of the export development was 2011, when almost 15% of products was exported, in 2016 the export decreased by 7.64%. However, in 2017 the export activity started to grow and reached 10%.

In the Republic of Kazakhstan the maximum level of the index of the export efficiency comprised 23.9% in 2014. However, in the followings years there was a significant decrease of the export activity up to 8.34% or by almost 16 percentage points.

One of the highest values of the integral index of the export efficiency of the border territories of the UFD is observed in the Chelyabinsk region, where about 13% of the export was produced in 2012 and 8.97% in 2017, the Orenburg region

exported almost 11% of its production in 2012 and 6.49% in 2017. In the Kurgan region the export potential is not used actively enough, about 6% of production was exported in 2013, mainly to the CIS countries.

In 2017 the Chelyabinsk region in terms of the value of the integral index of the export efficiency of the territory (8.97%) is comparable to the Republic of Kazakhstan (8.34%). For a while the Kurgan region does not develop the export actively, only 3.6% of production is exported per year. This proves that the management bodies and enterprises do not pay enough attention to the stimulation of the export production, especially agricultural and manufacturing productions.

In table 7 the population size on the border regions of the UFD and the Republic of Kazakhstan is given for the calculation of the export intensity on the certain territory.

TABLE VII. POPULATION SIZE ON THE BORDER REGIONS OF THE RUSSIAN FEDERATION AND THE REPUBLIC OF KAZAKHSTAN

Countries and regions	2010	2011	2012	2013	2014	2015	2016	2017 ^a
The Russian Federation (millions of people)	142.9	143.2	143.2	143.7	146.3	146.5	146.8	146.9
The Kurgan region (thousands of people)	908.8	896.3	885.8	877.1	869.8	861.9	854.1	845.5
The Chelyabinsk region (thousands of people)	3476	3480	3485	3490	3497	3501	3502	34.3
The Orenburg region (thousands of people)	16.2	16.4	16.7	16.9	17.2	17.4	17.7	17.9
In total in 3 regions (thousands of people)	6417	6400	6387	6376	6368	6358	6347	6328
In addition: The Republic of Kazakhstan (millions of people)	16.2	16.4	16.7	16.9	17.2	17.4	17.7	17.9

^a. preliminary data

Let's calculate the intensity of the export development per capita. The results of the calculations of the values of the

intensity of the export development per capita are given in table 8.

TABLE VIII. DYNAMICS OF INTENSITY OF TERRITORY'S EXPORT DEVELOPMENT PER CAPITA, THOUS. USD

Countries and regions	2010	2011	2012	2013	2014	2015	2016	2017^a
The Russian Federation	2779	3608	3664	3660	3428	2365	1946	2436
The Kurgan region	243.3	365.9	432.9	534.7	375.5	324.4	239.8	131.9
The Chelyabinsk region	1478	1410	1681	1540	1499	1250	1114	1423
The Orenburg region	1472	1026	1847	1725	1558	1235	1081	1235
On three regions	3193	2802	3961	3800	3433	2809	2433	2790
In addition: The Republic of Kazakhstan	3722	4732	5174	5012	4622	2638	2074	2201

^a preliminary data

As it is seen from table 8, the values of the intensity of the export development per capita (in thous.USD) are different on the regions of the country. So, in spite of all the sanctions, the Chelyabinsk region has almost not reduced the intensity of the export development of the territory, which comprised 1423 thous.USD (in 2010 the export volume was 1478 thous.USD), and in 2012 the export volume amounted to 1681 thous.USD. However, in 2017 in the Kurgan region the export intensity decreased by more than 4 times in comparison to 2013 because of the significant decrease of the export of specialty vehicles to the far abroad countries. At the same time, in 2017 three regions of the UFD with the population of 6.3 million people exported their production at the cost of 2790 thous.USD, surpassing the value of the republic of Kazakhstan – 2201 thous.USD, with the population size almost 18 million people by 127%.

III. RESULTS

The use of the proposed methodology has allowed increasing the fidelity of the information of the regional economics due to the use of qualitative values of the export potential. The application of the methods of the calculation of the export efficiency and intensity on the regions of the UFD for the period of 2010-2017 has revealed the links between separate elements of the export commodity structure and production output of the enterprises of agro-food system and military-industrial sector on the sectors of the regional economics. As a result, significant fluctuations of the external economic activity are stated on the border territories of the UFD.

At the same time, the decrease of the product competitiveness is determined while having significant potential of the export activity in the conditions of weakening stimulus measures of the state and export development protection.

IV. CONCLUSION

The conducted research of the development and assessment of the export efficiency on border territories allows recommending:

- to organize special additional observations for monitoring the export promotion from the territories of the Ural federal district;
- to use authors approaches for the determination of the integral index of the efficiency and the intensity of the assessment of the export development of any territory of the country;
- to elaborate the system of interaction of the management bodies and the enterprises of the UFD to stimulate and protect the development of the export potential of the territories

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