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EVALUATION AND ANALYSIS OF LIGHT INDUSTRY IN THE REPUBLIC OF KAZAKHSTAN

ОЦЕНКА И АНАЛИЗ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

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The largest share in the structure of light industry is occupied by products of sewing and textile sub-sectors. Kazakhstan's light industry is currently experiencing quite difficult times. Such problems of the industry as under-loading of capacities, dependence on state defense orders, lack of working capital, non-use of market-based tools to promote products are still relevant today. Only the clothing industry is developing more stably, the real growth of which over the past 7 years has shown positive dynamics. In general, the impact of the industry on the country's economy is insignificant and does not have a macroeconomic effect, like other sectors of the economy.

Наибольший удельный вес в структуре легкой промышленности занимает продукция швейной и текстильной подотраслей. Легкая промышленность Казахстана в настоящее время переживает довольно нелегкие времена. Такие проблемы отрасли, как недозагрузка мощностей, зависимость от гособоронзаказа, нехватка оборотных средств, неиспользование рыночных инструментов продвижения продукции, актуальны и по сей день. Более стабильно развивается лишь швейная промышленность, реальный рост которой за последние 7 лет показывал положительную динамику. В целом влияние отрасли на экономику страны незначительно и не имеет макроэкономического эффекта, как другие отрасли экономики.

Keywords: light industry, clothing and textile sub-industries, industry problems, non-use of market instruments, product promotion.

Ключевые слова: легкая промышленность, швейная и текстильная подотрасли, проблемы отрасли, неиспользование рыночных инструментов, продвижение продукции.

Today, Kazakhstan has entered a period of stable economic growth, our country is on the verge of large projects, at a qualitatively new stage of socio-economic development, the promising goal of which is the integration of Kazakhstan into the world economic space. Textile and light industry is one of the main sectors of the economy that form the budget in many countries of the world.

According to the analysis of the country's competitive advantages, the textile industry is identified as one of the seven most promising clusters [1]. For each of them, plans for relevant activities have been developed, which have already begun to be implemented.

The first pilot cluster was the cotton-textile cluster in the Turkestan region.

The raw material base of the cotton and textile industry in Kazakhstan is cotton [2]. In 2006, the gross harvest of raw cotton in the country amounted to 455 thousand tons. The cotton obtained in Kazakhstan belongs to the medium-fiber types of cotton fiber. The main volume of cotton fiber production - more than 80% - is export-oriented. The rest is used by such textile enterprises as Alliance Kazakh Russian Textile LLP, AO Melange, AO Utex, Nimex Textile LLP, N. Sarybaev said. The textile industry of Kazakhstan is represented mainly by enterprises built during the Soviet Union.

In January 2019, the volume of production of light industry reached 6.4 billion tenge, an increase of 15.4% over the same period a year earlier. In 2018, the indicator was 5.5 billion tenge (with an annual growth of 24.6%).

The production of textiles amounted to 3.8 billion tenge, clothing - 2.1 billion tenge, leather and related products - 0.5 billion tenge.

In physical terms, in the textile sector, the most noticeable increase was the production of finished textile products (3.7 times) [3], including bed linen (53.5%); in the manufacture of clothing, the production of fur products increased markedly (+ 46.9%); in the leather industry - the release of leather from cattle skins (doubled).

Investments in fixed assets in the light industry sector in January 2019 amounted to 913.7 million tenge - almost 13 times more than a year earlier. It should be noted that the growth was provided by the influx of investments in the textile industry (from 7.5 million tenge in January last year to 902.9 million tenge in January this year). In 2018, the volume of investments amounted to 72 million tenge - immediately 95.2% less than in the same period in 2017.

The volume of FDI in this industry over the 9 months of 2018 showed an outflow: −1.2 million dollars. In 2017, the volume of investments reached 8.2 million dollars.

In 2018, Kazakhstan exported textile materials and textile products in the amount of $ 180.3 million, and cotton fiber - in the amount of $ 78.7 million [2].

Kazakhstani cotton is mainly supplied to foreign markets: only 15% of cotton fiber is processed in the country, and 85% is exported.

In order to support this industry, draft Roadmaps for the development of the light and furniture industry and the construction industry for 2019–2021 were approved. The implementation of the proposed measures will make it possible to annually increase the production of building materials, products of the light and furniture industries by 73 billion tenge.

There are several new enterprises in the Turkestan region that have invested in the modernization of existing and the construction of new textile industries.

«Alliance Kazakh Russian Textil»e LLP is a joint venture that includes the Kazakhstan cotton company Myrzakent and the Russian corporation Russian Textile, Russia's largest industrial textile holding.

Design capacity is planned at 15 million square meters. m of fabric per year. Utex JSC is a cotton fiber processing company, with a planned capacity of about 6 thousand tons of cotton yarn per year, which is sold to Russia, Ukraine and the local market.

JSC «Melange» is an integrated factory producing cotton yarn using local raw materials. The production capacity of the enterprise is an average of 5 thousand tons of yarn per year. The company also produces home textiles. Products are sold in Kazakhstan, Russia, Turkey.

«Nimex Textile» LLP is a textile factory that processes 12 thousand tons of cotton fiber per year. Products - cotton yarn and fabrics. Thus, today the proportion of textile and clothing industry in the total gross production of the country is 0.4%. For example, in Russia this indicator is 1% [5], in developed countries such as Germany, France and the USA, the share of textile and light industry in industrial production is 4%, in Italy - 12%. This allows them to form 20% of the budget and ensure that the domestic market is filled with 75-85% of their own production.

In Turkey and China, the share of textiles in GDP reaches 30% [4]. The textile and clothing industry of Kazakhstan covers only 10% of the domestic market demand. While for the formation of the economic security of the country, the volume of domestic production should at least satisfy 30% of domestic demand.

The textile industry of Kazakhstan is characterized by the following: the industry is represented by enterprises built in the Soviet era, and as a result, the low level of their technical equipment. The problems of the industry are also low labor productivity, technology backward from world analogues, lack of quality standards, poor marketing. But there are competitive advantages - the proximity of potential cotton producers - Uzbekistan, Tajikistan, Turkmenistan.

Kazakhstan is at the center of the capacious sales markets of the CIS countries and Eastern Europe. Another advantage is the compact location of raw materials and processing factories in the Turkestan region.

This allows you to apply a cluster model of industry development. The cluster approach allows you to mobilize all economic factors in a certain direction. Today, cluster development is a widely recognized tool concomitant with economic development and increasing competitiveness. The rapidly spreading number of cluster initiatives, in both developed and developing countries around the world, reflects their effectiveness and viability.

The application of the cluster model in the development of the textile industry in Kazakhstan is an important factor in the competitiveness of individual companies and the entire economy. The Kazakhstan textile industry has great potential for the successful development of the industry, given the lower indicators of costs in production, proximity to raw materials and potential markets for manufactured products, an attractive investment climate, and developed transport infrastructure.

Kazakhstan has a good scale of market opportunities, both for the development of the textile industry, and for a single sector of the cotton-textile industry in the region.

For the systematic implementation of the creation and development of the cotton-textile cluster in the southern region of Kazakhstan, measures have already been taken at the state level.

In particular, the Law of the Republic of Kazakhstan «On the Development of the Cotton Industry» was adopted, modern laboratories for the purchase assessment of the quality of cotton fiber are created, a research institute for cotton production has been opened, and work is being done to organize transport and logistics centers.

The state-owned JSC «Cotton Contract Corporation» commissioned a new ginnery, and a leasing company, DBK-Leasing, was established. By decree of the President of the Republic of Kazakhstan, the Ontustik Special Economic Zone has been created.

The goal is to create favorable conditions for the processing of cotton fiber produced in Kazakhstan to finished products with high added value. Textile companies in the territory of SEZ are provided with significant tax and customs preferences.

It is planned to build about 15 textile enterprises on the territory of Ontustik, which will process 100 thousand tons of cotton fiber per year. The main types of production in the SEZ will be the production of jeans, terry, knitwear, overalls and harsh fabrics, home textiles.

Successful development of SEZs is facilitated by such factors as favorable economic conditions, access to the raw material base, sales markets, human resources, infrastructure, low costs, and a stable investment climate.

The implementation of the Ontustik idea involves increasing the share of the textile industry in the gross domestic product of the country, creating high-tech industries to ensure the competitiveness of domestic products in terms of price and quality, creating conditions for attracting investment in the industry and lending enterprises to second-tier banks, increasing the competitiveness of the national economy, which will contribute to its integration into the global economy.

The creation of the Ontustik FEZ is being implemented as part of the formation of the cotton-textile cluster. The corresponding Decree of the Head of State was signed in July 2005. The SEZ is located in the Sairam district of the South Kazakhstan region and occupies 200 hectares of land near the railway, power lines and gas pipelines. The project involves the creation of 15 thousand jobs. A free customs zone regime will operate in the territory of the SEZ.

Meanwhile, returning to the Kazakhstani realities, it is worth noting that there are a number of negative factors affecting the development of the industry.

The first is the high cost of labor, cost. Compared in a global context, the lowest cost is in Bangladesh. In China, the cost is many times higher than in Bangladesh. Turkey is higher than China, and we are even more expensive than Turkey. This is the first factor that we encounter when entering the domestic market or exporting. Here, too, to Kazakhstani manufacturers, it is simply necessary to quickly learn how to sew universal, comfortable, beautiful clothes.

The second negative factor is the low working-age population.

And the last factor is the small domestic market, which is why it is necessary to put the export strategy first.

However, in order to create a working brand, it is necessary to consider three important components.

Firstly, the idea plus the work of a highly professional designer-artist.

Secondly, translating ideas into reality by creating an item of clothing, shoes, accessories. Here, according to the expert, competency is required, which, in fact, in Kazakhstan, according to our assessment, is enough: production, design, technology, materials science.

Finally, thirdly, the sale of products. This part requires business skills, it is necessary to create distribution channels.

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