



MAIN DIRECTIONS OF MARKETING ACTIVITIES IN FOREIGN ECONOMIC ACTIVITY

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Abstract

This article discusses the significance of marketing activities in the foreign economic activity of our country, its main directions, and the analytical data on the growth trends of agricultural product exports from 2019 to 2024.

Keywords: Foreign economic activity, FEA marketing, product strategy, logistics, PR (Public Relations), segmentation, influencer marketing.

Introduction

Foreign economic activity plays a crucial role in economic development, as it contributes to increasing production and sales volumes, ensuring the efficient use of resources, improving the quality of goods and services, as well as enhancing employment and income levels of the population.

Moreover, foreign economic activity enables enterprises to access new markets and technologies, which helps improve product quality and increase the competitiveness of companies. Additionally, foreign economic activity serves as a source of attracting foreign investments and technologies, fostering economic growth and development.

Foreign economic activity is an integral part of the modern economy and requires state regulation and management to have a positive impact on the national economy.

Marketing in foreign economic activity refers to the process of developing strategies for promoting and selling a company's products or services in international markets. This involves analyzing market demand, competitors, legal frameworks, and cultural differences.

Marketing activities in foreign operations encompass all efforts undertaken by an organization or company to introduce and sell its products or services in international markets and to foreign customers. The primary objective of these activities is to study the global market, achieve success in international competition, and strengthen the company's position in foreign markets.

The key aspects of marketing in foreign economic activity include the following:

1. Market Research

- Studying foreign markets (segmentation, competitors, and consumer needs).
- Identifying supply and demand.
- Analyzing market trends.



2. Product Strategy

- Adapting products to foreign markets.
- Ensuring product certification and compliance with legal requirements.
- Developing product design, packaging, and brand image.

3. Pricing Policy

- Defining international pricing strategies (dumping, premium pricing, customized pricing).
- Considering import duties, taxes, and transportation costs.
- Assessing the impact of exchange rate fluctuations.

4. Promotion and Advertising

- International marketing communications (online marketing, media advertising, exhibitions).
- Developing advertising strategies tailored to local culture and consumer mentality.
- Influencer marketing and global PR.

5. Distribution and Logistics

- Managing export and import processes.
- Selecting distributors and business partners.
- Optimizing logistics costs.

6. Legal and Regulatory Requirements

- Drafting foreign trade agreements and contracts.
- Managing export/import permits and customs procedures.
- Protecting intellectual property rights.

The key factors of marketing in foreign economic activity outlined above contribute to the stable growth of the country's export level and the expansion of export products, particularly agricultural goods, in international markets. These marketing strategies help enhance the competitiveness and market share of domestic products globally.

Below is an analysis of the development trends in the export of agricultural products from our country during the period of 2019–2024:

Product name	2019 (mln \$)	2020 (mln \$)	2021 (mln \$)	2022 (mln \$)	2023 (mln \$)	2024 (mln \$)	Average Annual Growth Rate (%)
Grain products	520	540	570	600	640	680	4.0
Fruits and Vegetables	310	320	350	380	410	440	5.0
Meat Products	210	220	240	260	285	310	6.0
Dairy Products	160	165	175	185	195	205	4.5



As seen from the table above, each product category has consistently increased its export volume from 2019 to 2024, demonstrating stable market growth.

In 2019, the total export volume across the four segments was approximately **\$1,200 million**. By 2024, this figure increased to **\$1,635 million**, leading to changes in the share of each product category:

- **Grain products**, which initially accounted for around **43%**, experienced a slight decline in share by 2024.
- **Fruits and vegetables** saw an increase in their share, indicating a rise in demand.
- **Meat products** showed a growing share, driven by high growth rates, enhancing their competitiveness in the export market.
- **Dairy products** experienced a slight decrease in share but continued to grow steadily.

These trends highlight the evolving structure of agricultural exports and the shifting dynamics in international market demand.

The above analysis indicates that the development of agricultural exports follows a growth trend. Each product category has its own unique opportunities and challenges, necessitating the development of individual strategies to expand market share. In the future, marketing activities in foreign economic operations, including global market conditions, political and economic factors, and technological advancements, may significantly impact these indicators.

Foreign economic activity is a crucial component for many companies, especially those engaged in production and export.

Marketing in foreign economic activity encompasses all the essential processes required for successful operations in global markets. A company must analyze foreign markets, adapt its products, develop effective marketing strategies, and establish distribution networks. Key factors include enhancing competitiveness, building international brand recognition, and considering local demand to ensure sustainable growth in foreign markets.

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