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**Turekulova D.M.**

Doctor of Economics, Professor at Esil University  
Astana, Republic of Kazakhstan  
E-mail: [dametken.t@gmail.com](mailto:dametken.t@gmail.com)  
ORCID:0000-0002-3544-7238

**Zhamkeyeva M.K.\***

Doctor PhD, chief expert  
JSC «Kazakhstan Center for Industry and Export «QazIndustry»  
Astana, Republic of Kazakhstan  
E-mail: [zh.makhabbat@mail.ru](mailto:zh.makhabbat@mail.ru)  
ORCID: 0000-0003-4465-4754

**Nekvasil J.**

PhD  
European Institute of Applied Science and Management  
Prague, Check Republic  
E-mail: [nekvasiljaroslav@gmail.com](mailto:nekvasiljaroslav@gmail.com)  
ORCID:0009-0002-5305-3563

## FEATURES OF THE DEVELOPMENT OF LIGHT INDUSTRY IN FOREIGN COUNTRIES

**Abstract:** *The category of competitiveness is currently widely used and has a universal character. Solving the problem of competitiveness determines the socio-economic situation in each country.*

*The coercive nature of competition forces producers to continuously strengthen their advantages at the risk of exiting the market, creating an incentive to increase competitiveness. At the same time, competitiveness can be considered as the main criterion for the performance of the subject. In this regard, all developed countries pay exceptionally great attention to the competitiveness of the state and individual enterprises.*

*Light industry plays an important role in the economy of each country since it is a serious source of budgetary funds and has a significant export potential. The state of light industry affects the economic and strategic security of the country. The socio-economic significance of this industry is determined by the fact that it plays an important role in providing employment for the able-bodied population, especially women, and has an impact on people's health. Light industry products are used in all spheres of human activity and are second only to foodstuffs in terms of consumption. Because of this, light industry is designated in Kazakhstan as a priority industry.*

*The relevance of this study is determined by the need for an in-depth study of the problems of ensuring the competitiveness of light industry enterprises and finding ways to overcome them.*

*The goal is to adapt foreign experience in supporting light industry to the realities of Kazakhstan. The subject of the study is organizational and economic means of ensuring the competitiveness of light industry enterprises. The methodological basis was formed by theoretical concepts and practical developments of domestic and foreign authors on the issues under study.*

**Keywords:** *Textiles, light industry, production, competitiveness, import substitution.*

### ■ Introduction

The modern international policy of Kazakhstan is aimed at integrating the country into the world economic community. In the context of the globalization of the economy, ensuring the competitiveness of enterprises is a determining factor in their security and the economic security of the state as a whole. The republic's accession to the WTO dictates the need to develop competitive industrial production, including light industry.

Currently, the state is taking active measures to create conditions for the development of light industry. However, this industry is in such a difficult situation that most domestic enterprises are not ready to actively participate in the competition. At the same time, the way out of the difficult economic situation lies in the formation of competitive production aimed at meeting the needs of consumers. The high competitiveness of light industry enterprises should be ensured with the help of timely systemic regulation of their economic activities, both at the micro and macro levels.

Ensuring the competitiveness of light industry enterprises will contribute to economic growth, the emergence of new jobs, the creation of conditions for additional budget revenues, which is in the interests of the socio-economic development of Kazakhstan. Research in this area can help ensure the competitiveness of enterprises in the industry, which, in turn, will have a positive impact on the development of the national economy.

## Literature review

Numerous works of foreign and domestic scientists are devoted to the study of the multilateral and complex problem of ensuring competitiveness.

Domestic and foreign researchers have made a significant contribution to the development of the concept of competition and competitiveness. A lot of attention in the available economic literature is given to the essence, main aspects, criteria and factors of the competitiveness of enterprises, as well as to the issues of its assessment. However, many issues remain insufficiently developed and relevant. The versatility and complexity of the problem under study, in our opinion, dictates the need for their clarification and systematization.

Issues of development of light industry are covered in the works of many Kazakh scientists. The state and development trends of Kazakhstan's light industry over the years of independence in the works of L. N. Khudova are quite extensively studied and proposals are made for state regulation of the industry.

Various aspects of the competitiveness of economic sectors have become the object of research by such Russian scientists as G. L. Azoev, V. L. Belousov, D. V. Volkov, Z. A. Vasilyeva, M. I. Galvanovsky, A. A. Dynkin, S. V. Emelyanov, P. S. Zavialov, I. U. Zulkarnaev, and L. R. Ilyasova, E. A. Ivanov, A. V. Kostin, Yu. V. Kurenkov, I. S. Metelev and M. G. Mironov, V. A. Moshnov, A. Yu. Nikolaev, A. N. Prazdnichnykh, I. V. Sergeev, Kh. A. Fashiev, R. N. Fatkhutdinov, L. N. Chainikova, and V. N. Chainikov, N. S. Yashin and others.

There are studies devoted to the issues of increasing the competitiveness of clothing and textile products. In particular, in the works of G. S. Ukubasova, the influence of the time factor on the competitiveness of this product is considered. Various marketing aspects of the development of the light industry market are studied in the works of S. Zh. Asanova, N. S. Duisengulova, G. M. Shakirova, and U. S. Kelesova.

There is a number of studies devoted to the problems of light industry enterprises. Thus, in the works of A. Zh. Magazhanov, A. M. Nadirova, L. T. Sarykulova, mechanisms for stabilizing the production of light industry enterprises in market conditions are considered. The mechanism for the withdrawal of light industry enterprises from the crisis through restructuring was considered in the works of Sh. O. Momynkulova G. K. Chimgentbaeva. The principles of economic and mathematical modeling of the system of indicators of light industry enterprises were proposed by Zh. T. Dildebaeva and M. R. Sergazieva.

The issues of increasing the competitiveness of light industry enterprises were studied in the works of N. D. Esmagulova. The main attention of this author is focused on the state mechanism for regulating light industry as the most effective way. In particular, it was proposed to create a leather and footwear cluster in the North Kazakhstan region and increase the volume of investment by industry enterprises.

Despite the availability of research data, the problems of ensuring the competitiveness of enterprises in this industry are still poorly covered. Issues such as ensuring the competitiveness of industry enterprises on the basis of integrated regulation, active consolidation of enterprises to achieve common interests and the formation of mutually beneficial partnerships between light industry entities remain undeveloped. The current crisis state of the Kazakh light industry creates the need for further research and specification of ways to increase the competitiveness of the industry's enterprises.

## Materials and methods

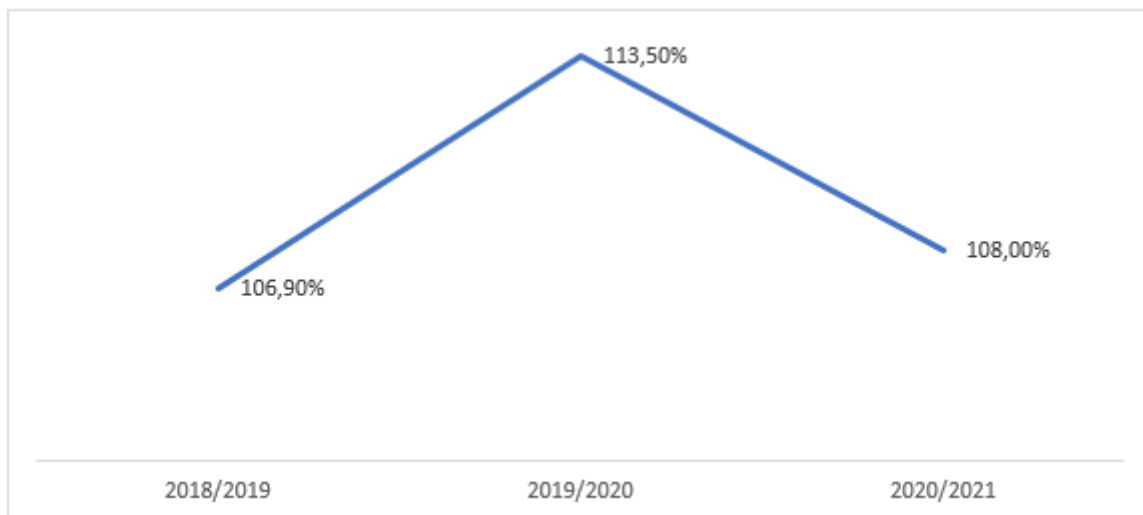
The study is based on the use of the following scientific methods: generalization from particular to general, from general to economic evaluation (analogy). The choice of research methods is aimed at achieving the set goal, namely the risks and opportunities for the development of light industry in Kazakhstan.

The study is based on a systematic, comprehensive and critical approach to the analysis of the facts and phenomena under consideration. In the course of the work, general scientific methods and methods of synthesis, comparison, grouping, structural-functional, factorial and economic-statistical methods of analysis, and a graphical method were widely used.

## Discussion and results

The light industry of Kazakhstan has a stable trend of increasing light industry production in 2009. So, for example, the production of textile products increased from 18,1 billion tenge in 2011 to 60,2 billion tenge in 2021, which exceeds about 3,3 times.

The dynamics of changes in the index of physical volume of light industry products is shown in Figures 1 and 2 [1].



**Figure 1.** Dynamics of changes in the volume index of light industry for 2018–2021



**Figure 2.** Dynamics of changes in the index of physical volume of light industry products for 2018–2021

According to Figures 1 and 2, there is an increase in the physical volume index both in the industry itself and in its component.

At the same time, the decline in the physical volume index in 2020 was primarily influenced by the spread of coronavirus infection and the introduction of quarantine measures.

In turn, the light industry of Kazakhstan at the end of 2022 has 1044 enterprises, which employs 12,7 thousand people. At the same time, light industry products are sold not only in the market of Kazakhstan, but also exported. In Kazakhstan, about 10% of light industry products are exported. About 30 Kazakh light industry enterprises are active exporters.

So, for example, the main markets for the Kazakh industry are China (39,4%), Russia (37,4%), Kyrgyzstan (5,2%), Italy (4,8%), Lithuania (4,4%), Uzbekistan (1,5%). At the same time, the main export-oriented regions of light industry are Almaty and Shymkent, which, at the end of 2022, exported a total of 73,7 million US dollars. Thus, in the structure of light industry exports, the main share is occupied by textiles - more than 70%, leather and products made from them - 12%, clothing - more than 11%.

Light industry is one of the leading sectors of the world economy. Its feature is the constant growth due to the steady increase in demand for its products. Therefore, in developed countries, light industry was the starting sector of the economy, and there it is a priority. The industry forms a significant share of the state budget in many countries, contributes to solving the problem of employment, raising living standards, and reducing social tension [2].

During a study of world trends in the light industry, the authors identified the following features of the industry:

- over the past two decades, the center of production has shifted to Asia and South America, gradually displacing the US and Western Europe;
- the development of light industry at the initial stage in most countries is associated with active state support;
- light industry is traditionally known as a labor-intensive industry, but recently it has become more and more knowledge-intensive [3].

In many countries, the developed programs provide for direct state support for the industry, preferential tax policy, customs regulation, support for export enterprises, creation and improvement of production infrastructure, stimulation of technological modernization, creation of an integral industry chain with a closed production cycle from obtaining raw materials to production and sale. finished products.

Foreign experience shows that the achievement of competitiveness in the light industry is the result of a comprehensive development strategy carried out at three levels: macro, sectoral and micro levels.

The role of the state in shaping the competitiveness of enterprises in different countries is not the same. This impact differs in scale, forms and methods. Our study showed that there are two main areas of state support for the competitiveness of enterprises [4]:

1) Import substitution policy. As part of this direction, the state creates favorable conditions for the functioning of domestic enterprises, strengthens control over unfair competition, strengthens customs control to prevent the import of counterfeit products, etc.

2) Export promotion. The state creates the interest of domestic producers to export goods with a high degree of processing. This is mainly the relevant customs and tariff policy. Also, the state can assist in concluding agreements with foreign partners, organize participation in foreign exhibitions of domestic enterprises, etc.

Textile production is the largest sub-sector of the light industry in terms of industrial output and the number of personnel employed in it. The textile industry is growing rapidly in developing countries. About 70% of textile production is in Asian countries. China is the world leader in textile production, followed by Turkey, India, and Korea. For a long time, the structure of the world textile industry was dominated by the production of natural fabrics from cotton, wool, and linen. At present, the share of production of chemical fibers, as well as mixed fabrics from chemical and natural raw materials, has significantly increased. The production of linen fabrics has declined sharply in recent years. The leaders in the creation of natural fur today are such countries as China, Germany, the USA and Russia. Artificial fur and inexpensive products from it are made in many countries of the world.

The center for the production of garments also gradually moved to Asian countries. China and Turkey are currently the leaders in the production of clothing and ready-made garments for mass demand. Developed countries (especially France, Italy, USA) still specialize in creating fashionable, designer, elite, individual products.

Today, China and Taiwan dominate global footwear exports, being manufacturers of inexpensive and relatively high-quality footwear. And the production of expensive leather and footwear products is still concentrated in developed countries, the United States and Italy [5].

Analysis of the features of light industry in foreign countries is presented in table 1.

**Table 1.** Features of the development of light industry in foreign countries

A country	Industry Features
China	<ul style="list-style-type: none"> <li>- the presence of centuries-old traditions;</li> <li>- the presence of a large number of cheap labor;</li> <li>- availability of own natural raw materials;</li> <li>- regional specialization in the production of various types of products.</li> </ul>
Turkey	<ul style="list-style-type: none"> <li>- availability of own raw material resources;</li> <li>- many years of experience in the production of fabrics, yarn, carpets, clothing, footwear (especially military ones);</li> <li>- family ties played an important role in the creation of the sectoral infrastructure;</li> <li>- cluster model of production organization, created not artificially, but based on the initiative of interested parties;</li> <li>- the presence of a full production cycle: from the receipt of raw materials to the creation of finished products.</li> </ul>
Uzbekistan	<ul style="list-style-type: none"> <li>- availability of own high-quality raw materials;</li> <li>- export-oriented functioning of light industry;</li> <li>- most enterprises have a long history of work since Soviet times.</li> </ul>
Turkmenistan	<ul style="list-style-type: none"> <li>- stake on the development of the textile industry;</li> <li>- cotton growing is the leading branch of production;</li> <li>- 80% of cotton grown is processed domestically.</li> </ul>
Kyrgyzstan	<ul style="list-style-type: none"> <li>- relatively cheap labor and electricity;</li> <li>- dominance of the garment sub-sector (89%);</li> <li>- export orientation of the industry: 90% of products are sold abroad;</li> <li>- production is focused mainly on the middle class of consumers;</li> <li>- shortage of own raw materials.</li> </ul>

A country	Industry Features
South Korea	<ul style="list-style-type: none"> <li>– the leading is the textile sub-sector;</li> <li>– the country's light industry is export-oriented.</li> </ul>
Lithuania	<ul style="list-style-type: none"> <li>– the development of the industry was facilitated by Lithuania's accession to the EU;</li> <li>– industry problem: the outflow of labor (especially young people) to Europe for higher wages.</li> </ul>
USA	<ul style="list-style-type: none"> <li>– a gradual decline in the country's share in the world production of textiles and clothing;</li> <li>– the inability to compete with Asian textile and clothing manufacturers on price;</li> <li>– the country is a world center for the creation of clothing that meets Hollywood film standards.</li> </ul>
Russia	<ul style="list-style-type: none"> <li>– technical backwardness of light industry enterprises;</li> <li>– dynamically developing, capacious market of light industry goods;</li> <li>– shortage of highly qualified specialists.</li> </ul>
Belarus	<ul style="list-style-type: none"> <li>– dominance of the textile (knitwear) sub-sector;</li> <li>– lack of wool and cotton production in the country and a good raw material base for leather and footwear production;</li> <li>– there are quotas for the supply of Belarusian textiles to the EU countries.</li> </ul>

*Source: compiled by the authors*

Light industry is one of the world's leading industries. It accounts for 5,7% of world industrial production, more than 14% of employees. The production of textiles and clothing is an important source of income and employment for many countries, including developing ones. The industry is characterized by constant growth, due to the growth of the world's population and an increase in its well-being. Thus, over the past 15 years, the consumption of fabrics and clothing has increased by 90,5% in the EU countries, by 99,3% in the USA, and by 220% in Japan [6].

In developing countries (China, Turkey, India and others), light industry has been declared a priority for the development of the national economy. Most of them have developed programs to support light industry sectors, which include measures of state support for manufacturers aimed at:

- *tax and customs regulation*. Thus, in China, manufacturers of light industry products are given a preferential taxation regime. In Turkey, equipment imported for the industry is not subject to duties and VAT. In the special economic zone «Ontustik» of the Republic of Kazakhstan, it is planned to completely exempt organizations of the textile and clothing industries from corporate income tax as part of investment projects to create new industries;

- *direct state support for exporting enterprises*. In Turkey, exporters are provided with targeted preferential loans, full or partial refund of taxes included in the cost of export products, partial compensation of expenses for scientific development (research) to improve the quality of export products, insurance of export operations, and so on;

- *Creation of business infrastructure*. In this regard, the experience of China is interesting, the provinces and cities of which specialize in the production of certain types of products (fabrics, knitwear, hosiery, clothes for women, etc.). In order to support and increase the competitiveness of products, create an innovative basis for the development of the industry, provincial authorities promote the formation of business infrastructure in their territories - technology parks, including quality control centers, service, training, information, logistics centers and centers for computer-aided design of models, research institutes for study of the properties of tissues;

- *updating of equipment and technologies*. India has a Technology Renewal Program for the Textile and Jute Industry. A feature of the scheme is a 5% compensation to a credit institution that issued funds to enterprises for updating technologies. Interest on the purchase of machines made at a low technological level is not reimbursed. Concession loans are allocated to upgrade equipment and technology.

State support for industry enterprises has allowed developing countries to:

- take a leading position in the world export of light industry products. The world's leading producers of textile products are China (10% of world textile exports), Hong Kong, Germany and Italy (8% each); garments - China (17%), Hong Kong (12%), Italy (7%), Turkey, Mexico, USA and Germany (7% each);

- update the main equipment in a short time. Over the past 10 years, China and Turkey have completely updated the existing fleet of looms, in Russia the renewal rate was 1,5%;

- improve the quality of products

The rapid development of light industry in developing countries, with significant government support, had an impact on the redistribution of the productive forces of the industry. The center of production has shifted from the countries of Western Europe and the USA to countries with lower labor costs: Southeast and Central Asia, South America. The production of highly developed countries has concentrated on the production of technically complex and special textiles (including the latest developments in this area - «smart» textiles), dyeing and finishing of fabrics produced in other countries, and the production of trendy high-end products.

- Among other trends in the development of the world light industry:
- increase and expansion of the use of chemical fibers and threads in consumer goods, primarily synthetic polyester fibers. At present, the share of consumer goods with the use of chemical fibers in the world is 60% of the total consumption. According to forecasts, by 2030 it will increase to 80%;
  - increasing the role and share of knitwear and nonwovens;
  - the transition from narrow weaving to wide (up to 2-3 meters) and the constant build-up of this trend;
  - universalization of textile factories by type of product, which allows them to successfully adapt to trends in demand and fashion;
  - blurring of boundaries between industries and by type of fibers (cotton, silk, linen, wool);
  - creation of ultra-modern fabrics and knitted fabrics with predetermined properties through the use of fibers of low linear densities;
  - disaggregation of enterprises and the predominance of small enterprises with up to 300 employees in the structure of production, capable of quickly responding to market demands;
  - unification of industry enterprises into holdings with a closed production cycle, associations and unions that develop common approaches to solving industry problems;
  - orientation of the clothing industry to the tastes and needs of specific segments of the population, the age of consumers, climatic conditions, etc.;
  - development of supporting industries producing high-quality dyes, textile auxiliaries and technological equipment.

**Table 2.** Comparative characteristics of the light industry of foreign countries

Indicators	Unit	Russia	China	Turkey	European Union
Output volume	billion US dollars	6	221	-	305
Export volume	billion US dollars	0.4	57	12	46
Number of enterprises	units	16000	230000	252500	177000
Employment	million people	0.827	30	20	2.7
Per one employed in the industry:	thousand dollars/ person				
output	thousand dollars/ person	0.007	7.4	98	133
export volume	thousand dollars/ person	0.447	1.9	-	17.0
Sector share in:					
general industrial production	In percentages	1.6	13	15-20	4
total exports	In percentages	0.2	-	thirty	-
world trade		-	16.6% - clothing export; 15.2% - textile exports	1st place - export of jute; 2nd place - export of silk; 3rd place - export of cotton and cellulose -fiber; 5th place - export of synthetic fiber (3.1%)	8.8% - export of ready-made clothes; 15% - textile export

Note: compiled by the authors

Table 2 shows the most effective policy to support light industry in China. For example, achieving competitiveness in this area in China has become a platform for the development of other industries, including the production of industrial equipment, machinery, and technology. To date, China's light industry is in the lead and accounts for 16,6 % of world trade. In the competitive struggle, China gradually ousted its most important rivals - Turkey and Mexico, which were the most important suppliers of textile products to the United States. Currently, China occupies 26% of the world textile market and 34% of the clothing market [7].

A key factor in achieving the competitive advantage of Chinese products is their low cost. Annually, the export of Chinese textile products increases by an average of 6%. Only in 2008, due to the global financial crisis, the export of Chinese textiles decreased by 9% (in other countries, this decline reached 16%). With the recovery of the economic situation, the growth of Chinese exports of textiles amounted to 23,6%, and clothing - 21% [8]. The success of the Chinese light industry was facilitated by the creation of many regional clusters that focused on specific market segments. The synergy from the activities of these clusters has made them extremely competitive, and their high efficiency and low costs have allowed them to fulfill orders from a growing number of domestic and foreign firms [9]. Thanks to the achieved competitive advantages, China's light industry will lead the world market for many years. However, the industry faces certain risks:

- the growth of material costs, the increase in world prices for cotton fiber and synthetic fabrics, as a result of which Chinese goods may lose their main trump card - cheapness;
- insufficient qualification of personnel, low quality of raw materials, which entail a low quality of products;
- high labor intensity of production and low level of automation and computerization;
- an increase in the cost of wages associated with the introduction of new labor legislation in 2008;
- weak mechanism of cooperation between enterprises of different regions;
- outdated marketing methods, weak management and design talent;
- weak protection of intellectual property;
- low profitability of products and high financial risks.

In addition, the stability of the Chinese light industry largely depends on the activity of exporters. Thanks to a combination of well-thought-out strategies, the Turkish light industry is actively developing. Today, this country is the largest supplier of textiles and clothing on the world market, and among exporters to the EU countries. Currently, the light industry of this country provides 10% of GDP and 40% of the state budget, second only to the tourism industry. The success of the development of the textile and clothing industry in Turkey was achieved thanks to a well-thought-out strategy, which was carried out in stages:

- 1) restoration of production;
- 2) saturation of the domestic market;
- 3) entry into the world market;
- 4) technical and technological modernization.

Starting from 1933, the development of these industries was fully regulated by the state represented by the state holding «Sumerbank». Due to this, Turkish light industry covers domestic demand by more than 85% [6]. In terms of technological equipment, Türkiye occupies one of the leading places in the world. The use of high-quality raw materials allows us to produce competitive products.

Currently, there are no special government programs to support light industry in Turkey.

Light industry is one of the most dynamically developing industries in Uzbekistan. At present, the textile and clothing industry of this country accounts for 20% of GDP and employs a third of the working population [10]. A significant part of the light industry enterprises of the republic is part of the state joint-stock company «Uzbeklegprom», which unites enterprises of cotton, knitwear, silk-spinning, clothing and other sub-sectors [8]. Favorable conditions have been created in the country for foreign companies to work together with enterprises of Uzbekistan. At the same time, many sewing and textile enterprises fulfill orders from European firms. About 75% of the textile products produced in the country fall on joint and foreign enterprises. A stable inflow of foreign investment is an important indicator of the vigorous development of the light industry. More than 100 enterprises operate in Uzbekistan with the participation of foreign investors from Europe, Japan, South Korea, Turkey, India, and the USA. At the same time, the light industry of the republic works mainly for export, while inexpensive imported products are mostly sold on the domestic market. To stimulate exports in the country, a number of benefits are provided to enterprises that export more than 80% of their products, provided that the cost of finished products exceeds material costs by at least 4 times. Thanks to active cooperation with foreign companies, the enterprises of Uzbekistan were equipped with the most modern equipment from the world's leading manufacturers of textile machinery. The country's light industry enterprises produce a wide range of products that meet international standards.

Along with the light industry of Uzbekistan, there is a sharp rise in the light industry of Kyrgyzstan in the Central Asian region. The industry forms more than 10% of the country's GDP, its share in the total volume of industrial production exceeds 16%, and it employs 30% of the able-bodied population [9]. The garment industry is developing most successfully. Other sub-sectors - textile and footwear - lag behind it in development. Ready-made clothing of Kyrgyz production is successfully sold in the CIS countries, especially in Russia and Kazakhstan, it is able to compete with similar products of Chinese and Turkish production due to acceptable quality at a low price.

Raising the level of development of light industry in Kyrgyzstan was facilitated by:

- spiritual closeness with consumers;
- low labor cost;
- optimal correspondence of quality and price;
- minimum formalities for registering enterprises;
- favorable conditions for the export of products (visa-free regime, transparency of borders with Russia and Kazakhstan);

- providing significant tax benefits to enterprises in the industry.

However, the industry is currently facing a number of challenges. First of all, this is the lack of own raw materials, the depressive state of the textile industry, which provides the clothing sector with resources. There is no effective communication between the links of the technological chain in the country. The accession of Kyrgyzstan to the EAEU will exacerbate the raw material problem, as duties on the import of raw materials will increase and manufactured products will lose their cheapness.

The risks of the Kyrgyz light industry also include the following:

- lack of qualifications of workers and mid-level specialists;
- outdated technologies and equipment in most enterprises;
- weak marketing and insufficient knowledge about sales markets;
- lagging behind world fashion trends;
- difficulties in obtaining loans.

A particular problem is posed by Chinese manufacturers who counterfeit Kyrgyz clothing. Measures will be taken at the state level to solve these problems in the country [11]. In particular, the issue of merging sewing enterprises into one production base and creating a technopolis is being worked out.

The textile industry of Turkmenistan generates 12% of the country's GDP and ranks second in terms of production after the oil and gas sector [12]. Cotton growing is the leading sector of the country's agriculture. The grown cotton is of high quality and is exported to China, Iran, Indonesia, Singapore, South Korea, Ukraine, Turkey, Great Britain. The state provides significant benefits to private cotton producers, controls its quality and sales in the domestic and foreign markets.

For South Korea, light industry is a traditional sector of the economy. The largest role belongs to the textile sub-sector. However, in recent years there has been a decrease in such indicators of the industry as the volume of production, exports, and the number of industrial personnel. The main direction of the regulation of the country's light industry is the creation of a new plan for the development of national human resources by the Korean Textile Federation. It is based on a change in the paradigm of competitiveness: if in the past the most important factor was material resources, then in the present and future it is human resources and knowledge. Knowledge is assessed as the most important resource of production, which displaces capital and labor [13].

The development of the light industry of the Republic of Lithuania is connected with the country's accession to the EU. European organizations began to actively place their orders with Lithuanian garment enterprises due to lower labor costs. However, many Lithuanian citizens began to seek better paid jobs in Western European countries. This has led to a shortage of labor and an increase in the average age of the personnel of enterprises. Lithuanian light industry is dominated by the garment industry, which is based on small businesses and workshops, as well as family businesses. Lithuanian light industry works for export: 75% of manufactured products are exported to Western Europe [14].

For a long time, the US light industry has been the largest and most diversified segment of production. However, over the past decades, the industry has been losing its competitiveness due to a significant influx of inexpensive imported products from Asian countries and Latin America [15]. The idea of the North American Free Trade Agreement (NAFTA) was based on the premise that the elimination of customs barriers between the United States, Canada and Mexico would create an economic environment in which each country would use its competitive advantages. The agreement was expected to integrate US textile production and Mexican clothing production to fight Asian competitors. Contrary to this assumption, the growth in the production of clothing in Mexico did not lead to the strengthening of the American textile industry. On the contrary, the US textile industry began to lose its competitive position. Textile manufacturers have moved their production facilities to Mexico, where low labor costs make production more profitable. Government measures aimed at supporting the light industry of the United States involve investing capital in research and development, the use of new technologies in production, which make it possible to produce high quality products.

Light industry has long been a traditional industry for many European countries, its history dates back to the Middle Ages. These days, however, these countries increasingly import mass-market products from countries with low labor costs. Over the past two decades, there has been a reduction in production in the light industry by an average of 10%. There is a tendency to transfer production by European companies to Asian countries in order to use cheap labor. At the same time, developed countries retain the creation of models, the development of goods for specific demand, expensive and high-quality products.

The light industry of Italy occupies the second position after mechanical engineering in terms of the number of people employed in the industry. The greatest importance belongs to the production of knitwear, yarn, silk fabrics, wool, and chemical fibers. Most of the textile industry is concentrated in the north of the country, where they are provided with



inexpensive electricity from alpine hydroelectric power plants. This country remains a recognized leader in the world in the production of high-quality and very expensive shoes. Italian silk is also known for its high quality.

France is still the center of high fashion. This is the recognized niche that remains with France. French products are distinguished by quality, elegance, elegance, originality. France produces 24% of all European textiles (more - only in Germany). However, since 2005, along with the abolition of import quotas, there has been a decrease in production volumes. This is due to the strong influx of Chinese imports.

Germany is traditionally considered the European leader in the production of textiles and clothing. Various public and state structures contribute to the development of the textile and clothing industry in Germany. The success of the light industry of this country is facilitated by the active cooperation of market participants, the exchange of information, and the consolidation of efforts in competitive competition [16]. The light industry of Germany was one of the first to enter into the processes of industrial internationalization - the relocation of production to countries with inexpensive labor. The reorientation to a more capital-intensive and innovative sector of the industry has allowed it to withstand the competition of Asian manufacturers.

In the last decade, a trend has become characteristic of European countries: the work of designers is directed to the mass market. Models created by fashion representatives are sold into mass production, often in countries with cheaper labor. This makes it possible to produce cheaper products, and pricing in light industry is very important [17].

The light industry of the member countries of the Customs Union - Belarus and Russia, is currently undergoing a recovery phase. The problems of light industry in these countries are in many respects similar to the problems of Kazakhstan's light industry. To support this industry, special development strategies have been adopted in both countries. There is no production of natural wool and cotton in Belarus. Therefore, enterprises are revising their assortment policy and are switching to the use of local resources - chemical fibers and flax. The country produces a large amount of genuine leather. However, there is a problem of mass export of leather raw materials [18].

In Russia, clustering of the industry has been chosen as the main direction for stabilizing the light industry. There are already historically formed clusters in this country (for example, in the Ivanovo region). Currently, a project is being implemented to create a joint Russian-Belarusian linen cluster [19]. This idea is based on forecasts of a revival in demand for linen fabrics in the near future, which in turn is caused by the rise in the price of cotton in the world. This project involves a significant expansion of flax crops, an increase in its yield, and technological support for the entire production chain.

The study of foreign experience in increasing the competitiveness of light industry allows us to draw the following conclusions:

- light industry can become the basis for the development of the economy as a whole and an impetus for the growth of other industries, such as engineering;
- at the initial stage of formation and development of light industry, state support is needed. With the development of light industry, there is a need for systematic state influence to support it;
- in the modern world, light industry is becoming more and more automated, the connection between science and production is becoming increasingly important. Therefore, the modernization of production, the introduction of scientific developments are a necessary step in ensuring the success of the industry;
- light industry is characterized by a close relationship between sectoral competitiveness and the competitiveness of individual enterprises, since the sub-sectors of light industry are technologically interconnected. Intersectoral cooperation acts as a factor in the competitiveness of enterprises in the industry;
- a necessary condition for the development of light industry is the presence in the country of a single technological chain from the receipt of raw materials to the creation of finished products. At the same time, the presence in the country of its own raw material resources is one of the most important factors determining the success of the industry;
- those countries in which domestic demand is focused on domestic goods win in the competition;
- in many countries, clusters play a key role in improving the efficiency and competitiveness of the light industry. At the same time, the government of the country should contribute to the cluster initiative, providing its direct and indirect support.

As a positive lesson for Kazakhstan, it should be noted such tools as active cooperation between light industry entities (following the example of European countries, Turkey), combining the efforts of the state and entrepreneurs to create conditions for the successful functioning of the industry (the experience of Turkey, Kyrgyzstan, Lithuania), exemption from paying customs duties, preferential taxation, subsidizing, a system of preferential lending (the experience of China, Kyrgyzstan, Uzbekistan), improving personnel policy (following the example of Korea). Kazakhstan should not directly copy the international experience in the development of light industry, it must be adapted to domestic conditions.

## Conclusion

A study of the development of light industry in foreign countries made it possible to identify several features of the industry:

- internationalization of production: the transfer of production facilities to countries with inexpensive labor;
- in most countries of this industry there is active state support;
- light industry is becoming an increasingly science-intensive industry;
- intersectoral cooperation, active consolidation of enterprises and clustering are the most important areas for ensuring the competitiveness of enterprises in the industry.

For Kazakhstan, it is possible to apply the positive experience of foreign countries: active cooperation of light industry enterprises following the example of European and Turkish manufacturers; provision of tax, customs benefits and subsidies following the example of China, Uzbekistan, Kyrgyzstan; development of personnel policy following the example of South Korea.

As a result of the analysis, the following recommendations were formed:

1. It is advisable to develop a mechanism for improving the assortment, based on a study of demand. This direction will increase the efficiency of production, as well as the marketing of manufactured products in full.
2. Systematic regulation of the industry value chain, which will affect the pricing policy of manufactured products, thereby increasing competitiveness in the market.
3. Creation of a favorable investment climate and development of partnership between the state and business. This direction will increase the payments of producers for obligations to the budget, as well as increase employment in the industry.

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## ШЕТ ЕЛДЕРДЕГІ ЖЕҢІЛ ӨНЕРКӘСІПТІҢ ДАМУ ЕРЕКШЕЛІКТЕРІ

**Турекулова Д.М.**

э.ғ.д., профессор Esil University  
Астана, Қазақстан Республикасы  
E-mail: [dametken.t@gmail.com](mailto:dametken.t@gmail.com)  
ORCID: 0000-0002-3544-7238

**Жамкеева М.Қ.\***

PhD докторы, бас сарапшы  
«QazIndustry» Қазақстандық индустрия  
және экспорт орталығы» АҚ  
Астана, Қазақстан Республикасы  
E-mail: [zh.makhabbat@mail.ru](mailto:zh.makhabbat@mail.ru)  
ORCID: 0000-0003-4465-4754

**Неквасил Я.**

PhD  
Еуропалық қолданбалы ғылымдар  
және менеджмент институты  
Прага, Чехия  
E-mail: [nekvasiljaroslav@gmail.com](mailto:nekvasiljaroslav@gmail.com)  
ORCID: 0009-0002-5305-3563

**Аңдатпа:** Бәсекеге қабілеттілік категориясы қазіргі уақытта кеңінен қолданылады және әмбебап сипатқа ие. Бәсекеге қабілеттілік мәселесін шешу әрбір елдің әлеуметтік-экономикалық жағдайын анықтайды.

Бәсекелестіктің мәжбүрлі сипаты өндірушілерді бәсекеге қабілеттілікті арттыруға ынталандыруды құра отырып, нарықтан шығу тәуекелі кезінде өздерінің артықшылықтарын үздіксіз нығайтуға мәжбүр етеді. Сонымен қатар, бәсекеге қабілеттілікті субъектінің жұмыс қабілеттілігінің негізгі критерийі ретінде қарастыруға болады. Осыған байланысты барлық дамыған елдер мемлекет пен жекелеген кәсіпорындардың бәсекеге қабілеттілігіне ерекше назар аударады.

Жеңіл өнеркәсіп әр елдің экономикасында маңызды рөл атқарады, өйткені ол бюджеттік қаражаттың маңызды көзі болып табылады және айтарлықтай экспорттық әлеуетке ие. Жеңіл өнеркәсіптің жағдайы елдің экономикалық және стратегиялық қауіпсіздігіне әсер етеді. Бұл саланың әлеуметтік-экономикалық маңызы оның еңбекке қабілетті халықты, әсіресе әйелдерді жұмыспен қамтуда маңызды рөл атқарып, адам денсаулығына әсерін тигізетіндігімен айқындалады. Жеңіл өнеркәсіп өнімдері адам қызметінің барлық салаларында қолданылады және тұтыну көлемі бойынша тамақ өнімдерінен кейін екінші орында. Осыған байланысты Қазақстанда жеңіл өнеркәсіп басым сала ретінде белгіленді.

Бұл зерттеудің өзектілігі - жеңіл өнеркәсіп кәсіпорындарының бәсекеге қабілеттілігін қамтамасыз ету мәселелерін терең зерттеу және оларды жеңу жолдарын іздеу қажеттілігімен анықталады.

Мақсаты – жеңіл өнеркәсіп кәсіпорындарының бәсекеге қабілеттілік мәселесін зерттеу, оны жетілдіру бойынша теориялық және практикалық ұсыныстар әзірлеу. Зерттеу пәні жеңіл өнеркәсіп кәсіпорындарының бәсекеге қабілеттілігін қамтамасыз етудің ұйымдық-экономикалық құралдары болып табылады. Әдістемелік негіз зерттелетін мәселелер бойынша отандық және шетелдік авторлардың теориялық тұжырымдамалары мен тәжірибелік әзірлемелерімен қалыптасты.

**Түйін сөздер.** Тоқыма, жеңіл өнеркәсіп, өндіріс, бәсекеге қабілеттілік, импортты алмастыру.

## ОСОБЕННОСТИ РАЗВИТИЯ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ В ЗАРУБЕЖНЫХ СТРАНАХ

**Турекулова Д.М.**

д.э.н, профессор Esil University  
Астана, Республика Казахстан  
E-mail: dametken.t@gmail.com  
ORCID:0000-0002-3544-7238

**Жамкеева М.К.\***

Доктор PhD, главный эксперт  
АО «Казахстанский центр индустрии и  
экспорта «QazIndustry»  
Астана, Республика Казахстан  
E-mail: zh.makhabbat@mail.ru  
ORCID: 0000-0003-4465-4754

**Неквасил Я.**

кандидат наук  
Европейский институт прикладных наук  
и менеджмента  
Прага, Чехия  
E-mail: nekvasiljaroslav@gmail.com  
ORCID:0009-0002-5305-3563

**Аннотация.** Категория конкурентоспособности в настоящее время широко используется и носит универсальный характер. Решение вопроса конкурентоспособности определяет социально-экономическое положение каждой страны.

Принудительный характер конкуренции вынуждает производителей постоянно укреплять свои преимущества, рискуя уйти с рынка, создавая стимулы для повышения конкурентоспособности. Кроме того, конкурентоспособность можно рассматривать как основной критерий работоспособности субъекта. В связи с этим все развитые страны уделяют особое внимание конкурентоспособности государства и отдельных предприятий.

Легкая промышленность играет важную роль в экономике каждой страны, так как является важным источником бюджетных средств и имеет значительный экспортный потенциал. Состояние легкой промышленности влияет на экономическую и стратегическую безопасность страны. Социально-экономическое значение этой отрасли определяется тем, что она играет важную роль в обеспечении занятости трудоспособного населения, особенно женщин, и влияет на здоровье человека. Продукция легкой промышленности используется во всех сферах деятельности человека и уступает по потреблению только продуктам питания. В связи с этим легкая промышленность определена в качестве приоритетной отрасли в Казахстане.

Актуальность данного исследования определяется необходимостью глубокого изучения проблем обеспечения конкурентоспособности предприятий легкой промышленности и поиска путей их преодоления.

Цель - изучить вопрос конкурентоспособности предприятий легкой промышленности, разработать теоретические и практические предложения по ее повышению. Предметом исследования являются организационно-экономические средства обеспечения конкурентоспособности предприятий легкой промышленности. Методологическую основу составили теоретические концепции и практические разработки отечественных и зарубежных авторов по исследуемым вопросам.

**Ключевые слова.** Текстиль, легкая промышленность, производство, конкурентоспособность, импортозамещение.