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CHALLENGES FACING THE CURRENT STATE OF EXPORT POTENTIAL (IN THE CASE FOR AZERBAIJAN)

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ABSTRACT

The purpose of the study is to identify the importance of increasing export activity in ensuring economic development and the main conditions for increasing the country's export potential, to stimulate exports based on an assessment of the current state of export operations. Moreover, the study determines the directions for increasing the country's export potential and improving the legal framework for its use, furthermore, compile the adequate suggestions and recommendations. The report identifies the importance of export activities in the modern system of economic relations; The main conditions for increasing the export potential in the Republic of Azerbaijan and the stimulated means of using the export potential have been studied; the need for legal regulation of state intervention to increase the export potential of Azerbaijan and promote its implementation was substantiated; the system of legislative acts regulating the implementation of export operations was analyzed; the mechanisms of realization of the existing state support in the field of export stimulation in our country have been studied; The directions of improving the legal framework to increase the export potential and stimulate exports have been identified in our country.

Keywords: export, foreign relations, economic development, growth, international trade.

Introduction: Observing the rapid growth dynamics of economic development in the country over the past 10 years, directing revenues from the successful oil strategy to the modernization of production infrastructure, the implementation of certain measures to diversify the non-oil sector in the economy, as well as GDP growth and social welfare elevation has occurred. The sharp declines in oil prices on world commodity markets, as well as the crisis of foreign trade partners, have led to a slowdown in economic growth.

In response to the challenges facing the economic development of our country, it is necessary to make a number of institutional and structural improvements. The balance of payments deficit, the negative impact on the financial and banking sector and the non-oil budget deficit have shown the need for the country's transition to a new model of development. For sustainable economic development, it is necessary for the avant-garde sectors to be the locomotive of economic development in our economy, for the trade sector, processing industry, private entrepreneurship, high-tech sectors, as well as highly skilled labor-intensive and value-added sectors to have a special share. It is planned that the improvement in the structure of the economy will be a positive impetus for the development of the business environment, the strengthening of the financial and banking sector and the introduction of a floating exchange rate monetary policy to create conditions for access to international markets. The application of new technologies in industry, management, communications, finance, information and other areas in our country, both in the private sector and in the public sector, can give impetus to the creation of high benefit.

Along with the import of new technologies, it is possible to increase the export potential and achieve a substantial development in exports by bringing new technology in the labor force that manages the process. Because of the analysis of economic growth, we can see that the oil factor has a significant impact on macroeconomic stability and social welfare. With the implementation of procyclic economic policy, the dependence of economic growth on government demand has increased. One of the main challenges is to replace the role of public demand in economic growth with sustainable private demand.

Modern challenges review: As a measure adequate to the modern challenges facing the Azerbaijani economy, it is especially important to minimize dependence on exports of hydrocarbon resources, increase non-oil exports and close the non-oil import deficit. As a result of the development of the non-oil sector, the volume of exports per capita is planned to reach \$ 1,000. To achieve the set goals, it is necessary to carry out effective government regulation that creates a healthy competitive environment and transformation into an export-based economy that generates high value added. The application of a flexible exchange rate policy can increase the solvency of our country by creating positive impulses in export activities. One of the main challenges facing our country is to improve the mechanisms to protect the rights of investors, eliminate shortcomings in competition law and create a working system.

The raw material orientation of the economic development of the republic leads to the fact that the main part of exports is accounted for by hydrocarbon resources, which are products of the extractive industry. In our opinion, the application of the innovation-technology model can minimize the dependence of the national economy and exports on energy carriers. The low and voluntary nature of commodity prices compared to the products of the processing industry in world commodity markets leads to sharp fluctuations in foreign exchange inflows into the country when exports are based on raw materials, as well as negatively affects the solvency of low foreign exchange earnings. The creation of low added value in a commodity-oriented economy has a negative projection on wages. In developed countries, the use of advanced technologies and the application of innovative technological innovations in production, as well as the high value added created by the participation of highly skilled labor in the production process play a positive impetus in socio-economic development.

One of the modern global challenges is for all mankind to strive to use environmentally friendly alternative energy sources. In OECD countries, this process is faster. Renewable alternative energy sources currently account for 17.5% of the EU's energy supply. Europe's energy roadmap for the future sets energy efficiency, renewable energy, nuclear energy, carbon retention and storage as key principles for the transition to a sustainable, competitive and secure energy system by 2050. In order to protect the environment and increase the brand value of companies, companies are switching to alternative energy, and investors are interested in investing more in these companies. Studies show that by 2040-2050, the energy supply of the European Union will be almost entirely using alternative energy sources (<https://cleantechnica.com>). The use of alternative energy in production can reduce carbon emissions into the atmosphere as a result of the production process. By choosing renewable energy, companies can address carbon emissions, meet energy security targets, and pursue sustainable development goals and science-based priorities. When looking at the structure of the republic's export products, we can see that there are only a few types of refined oil products.

In our opinion, despite the use of alternative energy sources in the future, in the military industry, especially missiles, military aircraft, etc. In the future, the use of oil obtained from oil

refining in the fuel supply can be considered as one of the challenges that will allow the country to specialize in the export of oil products.

Estimation of annual investments in the oil industry: However, in order to achieve high results in oil refining, first, the technical base of Azerbaijan's oil industry needs to be updated. The basic means of production can be used more than once in the production process, not just once, but several times. If the means of production are used repeatedly in the production process, productivity decreases. This process is called the depreciation of fixed assets. As a result of obsolescence of equipment and machinery, the quality of the product decreases, but the natural shape of the production assets does not change. Depreciation is included in the cost of production because it is incurred during production. Thus, fixed assets are funds that, by repeated participation in production activities, transfer their value in parts to the final product, but do not change their natural form. From the physical point of view, the technical base of the oil industry of the Republic of Azerbaijan needs 70-80% depreciation of fixed assets. From a moral point of view, the main production assets are completely obsolete. Insufficient investment in the oil industry also plays a role in this situation. Annual investment in the oil industry should make up 25% of the value of fixed assets in the current year. "While the value of fixed assets in the oil industry in 2017 was 95,307.9 million manat, investment in fixed assets amounted to 8,400.1 million manat, ie 8.81% of the total value of fixed assets. As a result, the depreciation rate in 2017 was 28.9%. In 2018, SOCAR has allocated AZN 10,083,000 for the renewal of fixed assets"(SOCAR, International Financial Reporting Standards Consolidated financial statements, 31 December 2017).

The low rate of renewal of fixed assets has a number of negative consequences:

- production performance falls.
- accidents often occur in the production process.
- profitability decreases.
- causes loss of time and traumatic injuries to the workforce.

One of the main reasons for the accidents at SOCAR's overpasses is the lack of transparency, as well as the inefficient and unfair use of funds allocated for the repair and construction of overpasses. If SOCAR's overpasses need to be renewed, as well as if oil companies use floating platforms in the international arena, the lack of renewal on expired overpasses can lead to accidents.

SOCAR's newly built and soon-to-be-commissioned Gas Processing Plant at the Gara-Dag Oil and Gas and Chemical Complex has a production capacity of 10 billion cubic meters, as well as a refinery with a production capacity of 10 million tons, as well as 1 petrochemical plant. , Is planned to be 8 million tons. Thus, it is expected that it will be possible to produce fuel that meets Euro 5-6 standards. Along with A-92, A-95, A-98 gasoline, it is planned to produce jet and diesel fuel. The commissioning of the complex can create conditions for increasing the export of refined oil products of our country (www.socar.az). It should be noted that despite the sufficient production capacity of refineries, the small volume of refined oil products is due to the use of only part of the production capacity of refineries. Incomplete utilization of plant production capacity can be considered as one of the important factors influencing the low share of processed products in exports. Maximizing the production capacity of oil refineries is one of the main challenges facing the oil industry's exports.

The analysis of the export potential of agricultural products: It is possible to note some agricultural products of our republic, which have a large export potential. These products

include pomegranates, figs, potatoes; natural honey, grapes, saffron, walnuts, hazelnuts, etc. can be attributed. It should be noted that saffron products might have promising export opportunities in the future. At present, the demand for saffron in the domestic market is met by products imported from Iran to our country, which negatively affects local production and hinders the development of saffron. In addition, the Cabinet of Ministers on export-stimulated products

The absence of saffron in Resolution 103 has a negative impact on the use of its promising export opportunities. The unique quality of saffron products produced in our country can create conditions for sufficient foreign exchange inflows from the export of this product to our country in the future. The high price of saffron in the world commodity markets will also encourage the development of the saffron industry as a priority agricultural sector, making it one of the main agricultural products exported in the future.

Even saffron products can be found in foreign markets as an Azerbaijani brand. In the future, our country can get large foreign exchange reserves from the export of viticulture and wine products, which have great export potential. However, the lack of competitiveness of wine products in European markets is due to its low quality, as well as the fact that the packaging and advertising of wine products do not meet modern market requirements. Due to the fact that our country is not a member of the WTO, the small export quota for wine and wine products of national origin by different countries also has a negative impact on the use of its export potential.

The establishment of fertile national regimes based on the principle of free access to WTO markets, which creates favorable conditions for free competition by eliminating quantitative restrictions on trade operations and prioritizing the impartiality and transparency of trade policy, by doing important work to maximize the liberalization of international trade, creates conditions for compliance with the rules, as well as the effective organization of trade turnover through the abolition of quantitative restrictions on imports, as well as increased transparency in the conduct of foreign trade operations by members of the organization (Bayramov V., 2010).

Prospects for accession to WTO: Our country's membership in the WTO is one of the important directions of economic policy and one of the main global challenges facing it. The main goals of our country's membership in the WTO and the main issues to be considered during the membership process are as follows:

- rapid integration into the global economy;
- the benefits of reciprocal concessions of member states gained;
- creation of conditions for conducting trade activities on more favorable terms by organizing trade operations on the basis of general rules;
- access to assistance from international organizations and member states in the process of economic reforms;
- to attract large amounts of foreign investment to our country;
- to be able to benefit from WTO dispute resolution mechanisms;

Our country's membership in the WTO requires the harmonization of the country's legislation with international legislation and the improvement of laws that do not meet international standards. In the field of regulation, the protection of intellectual property, as well as the improvement of laws on foreign investment are important. The benefits that the Republic of Azerbaijan will gain from joining the WTO can be grouped as follows:

- the export potential of our country will increase and the opportunities for exporters to realize their export potential will increase.

- no ban on trade relations may be imposed on our country by the members of the organization.
- procedures applied in both domestic and foreign trade activities will be simplified.
- monopolies will be reduced, monopolies will be eliminated and a competitive market environment will be created.
- customs tariffs will be reduced; prices for imported goods will be reduced.

There are also criticisms that the application of low tariffs as a member of the organization has weakened local production, which is protected by protectionist methods, and that these producers are unable to maintain their position in the market. However, trade liberalization does not mean the complete abolition of customs barriers, and 7-8 WTO instruments can be used to protect domestic production. It should also be noted that the actual customs duties are in the range of 0% -15%, and in international practice there are import rates that are 1.5-2 times higher than the actual rate on the basis of bound rates of the CIS countries. During the negotiations, the Azerbaijani side proposed to impose import customs duties at a minimum of 0% and a maximum of 25%. In the worst case, even if the bound rates proposed by the WTO are adjusted to the actual rates, our domestic production will have the same negative impact on imports today as it did after accession. In our opinion, even if the status quota is maintained, domestic production will not have a significant negative impact. The increase in imports can be limited by regulatory tools. If the necessary legislation and institutional framework are in place, it is possible to protect domestic production from adverse effects.

Some economists believe that WTO membership will have a negative impact on the country's agricultural sector. According to these economists, certain limits will be applied to state subsidies to agriculture. In many countries around the world, such as the United States, the European Union and Japan, the development of the agricultural sector is possible with state support. State support for the agricultural sector in our country is at a lower level, mainly through subsidies. In the process of joining the WTO, the most controversial issue is the subsidization of agricultural exports.

Constraints in local market: Membership is expected to help lower domestic prices by strengthening the fight against low-quality products in the domestic market and strengthening food security, low tariffs and transparency, rapid productivity growth, and the establishment of a competitive market conductor.

After our country becomes a member of the WTO, Azerbaijani exporters can benefit from the following advantages in export activities:

- To use rich information resources with the help of WTO institutions and to achieve a fair settlement of disputes arising in the course of trade activities;
- possibility of guaranteed access to the domestic market of the member countries of the organization;
- to act as an equal member in multilateral trade negotiations, as well as to gain opportunities to influence world trade (Ibadoglu G., 2017, p. 13);

Azerbaijani importers will have the following advantages:

- minimization of import duties is expected to increase competitiveness in the domestic market;
- possibility for consumers to get higher quality and lower price products and services.
- low tariff rates lead to a mini-mummification of the final cost of goods and materials, as well as semi-finished products and complexes, as well as the final cost of the work (service), resulting in lower prices for products (Ibadoglu G., 2017, p. 13);

In the process of integration into the world economy, WTO membership is planned to create the following losses for our Republic:

- low competitiveness of products and services is expected to leave the market.
- tax and customs revenues of the state budget may be reduced.
- due to the use of patents in the import of advanced technologies, the presence of commission costs may increase the costs of the industry and reduce revenues.
- the gradual abolition of state support for the development of local industry over time may create conditions for an adequate adaptation crisis (İbadoglu G., 2017, p. 14).

Identifying the challenges facing the current state of export potential can be done by studying the use of foreign experience in the field of export stimulation.

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К ВОПРОСУ ФОРМИРОВАНИЯ ИНОЯЗЫЧНОЙ ЛЕКСИКО-ТЕКСТУАЛЬНОЙ КОМПЕТЕНЦИИ В ДИСТАНЦИОННОМ РЕЖИМЕ НА ПРИМЕРЕ РАБОТЫ С ПРИЛОЖЕНИЕМ PHASE-6 OFFICE

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РЕЗЮМЕ

В заявленном сообщении рассматриваются некоторые вопросы, связанные с формированием первичной иноязычной лексико-текстуальной компетенции в рамках изучения иностранного языка. Авторы обращаются к описанию принципов и этапов формирования общей лексико-текстуальной компетенции. В статье приводятся примеры упражнений, имеющих своей целью сформированность лексико-текстуальной компетенции на основе работы с электронным приложением phase -6 Office, представленным в 2021 году издательством Klett. Авторы делают вывод, что тренируемый вокабуляр запоминается обучающимися намного быстрее и менее разрозненно. Одновременно с совершенствованием лексических навыков формируется текстуальная компетенция, где развивается способность обучающихся определять контекстуальное значение слова, сравнивать значения на двух-трех языках.

Ключевые слова: компетенция, компетентность, лексико-текстуальная компетенция, вокабуляр, словарные пакеты, словарные коллекции.

Вопросам формирования лексической и текстуальной компетенциям или компетентностям всегда уделялось и уделяется пристальное внимание исследователей (Шамов А.Н., Серова Т.С., Мясников А.А., Архипова Е.И. и др.). Безусловно, обучение лексике является одной из важнейших составляющих всего процесса обучения иностранному языку и именно на этом компоненте делается основной акцент преподавателями иностранного языка. Несмотря на то, что не существует единого определения лексической компетенции / компетентности, авторы все же едины в понимании сущности этого определения, понимая под ним весь потенциал личности общаться на основе имеющейся у нее основной лексической базы. Поэтому овладение иностранным языком в целом и овладение лексическим аспектом в частности должно протекать как взаимодействие людей между собой и окружающим миром [1].

Считаем целесообразным, вслед за многими учеными, рассматривать процесс формирования именно лексико-текстуальной компетентности (а лексику нельзя рассматривать отдельно от текста, вне контекста) как умения, основанного на лексических знаниях, речевых лексических навыках и умениях, а также личном языковом и речевом «багаже»; как способность к восприятию, усвоению и употреблению лексикона в определенных общезыковых или профессионально-маркированных ситуациях. В рамках данного сообщения лексико-текстуальная компетенция понимается

как способность не только запоминать слова в контексте, но и связывать их в единое смысловое высказывание в устной и письменной речи.

Следует отметить, что весь предыдущий год все педагогическое сообщество находилось в поиске форм, методов, средств, технологий обучения в удаленном режиме. В период дистантной работы с обучающимися необходимо было искать новые мотивационные «стимуляторы» по работе с иностранным языком, которые имели бы не только развлекательно-игровой вектор, но и создавали бы устойчивый познавательный интерес на принципе сознательности обучения. Позволим себе перейти непосредственно к электронному приложению phase -6 Office, которое очень удачно, на наш взгляд, использует немецкоязычное издательство Klett. Данное издательство проделало за предыдущий год огромную работу относительно создания онлайн-материалов, программного обеспечения для обучения всех уровней (от начальной школы до бизнеса), онлайн-тестов, цифровых учебников, медиатеки и многих других материалов. Но самое главное, что появилось в 2021-2021 гг., это словарные пакеты для phase -6 [3].

Рис.1 Онлайн-материалы для занятий ИЯ

Эти словарные пакеты существуют более чем на 20 языках, для тренировки можно выбирать разные языковые пары, с которыми обучающийся хочет работать.

Рис. 2 Языки приложения phase - 6

Рис. 3 Примеры языковых пар

Следующий рисунок демонстрирует издательства, с которыми работает Klett и для учебных пособий которых имеются словарные пакеты.

Рис. 4 Издательства

Обучающиеся выбирают необходимый для себя словарный пакет, который может использоваться абсолютно автономно, а может быть привязан к определенному учебному пособию, изданному одним из вышеназванных издательств.

Die Nr.1 unter den Vokabeltrainern.

Das Angebot wird regelmäßig erweitert. Weitere Vokabelpakete sind bereits in Planung.

Рис. 5 Словарные пакеты для различных языков

Интерфейс электронного приложения phase -6 очень прост.

Рис. 6 Интерфейс приложения phase – 6

Говоря о полноценном процессе формирования лексико-текстуальной компетентности на основе phase – 6 Office, эффективнее выбирать определенное учебное пособие, которое будет способствовать заучиванию лексики в контексте, соблюдая принцип тематической обусловленности.

Приведем в пример цифровое учебное пособие Linie A1.1, которое используется для обучающихся на уровне А 1 согласно Общезыковой европейской рамке компетенций владения иностранным языком [4].

Рис.7 Цифровое учебное пособие Linie A 1.1

Мы видим контент пособия, группу обучающихся пофамильно, их успеваемость и сообщения между участниками курса. На следующем рисунке мы видим сам контент пособия, который наполнен восемью уроками-темами. При нажатии на кнопку «Digitales Buch» открывается полный урок со всеми упражнениями, текстами, аудиофайлами. Дается 3 попытки для выполнения заданий, из которых потом вырисовывается общая картина успеваемости каждого обучающегося и степень освоения материала.

Рис. 8 Контент учебного пособия Linie A 1.1

Учебное пособие построено так, что формируются все четыре основных навыка – чтение, письмо, аудирование и говорение. Ниже можно увидеть две страницы пособия в развороте, где имеются свои инструменты для работы: можно выделять текст, писать свои комментарии, слушать аудиозаписи, не открывая дополнительных страниц.

Рис. 9 Пример урока из учебного пособия Linie A 1.1

В помощь по освоению лексики, которая предьявляется в конце каждого урока, предлагается словарный пакет к данному пособию. Можно самому выбрать тему и работать над словами. Сначала обучающемуся необходимо выбрать словарную коллекцию, он сам может создавать учетные карточки с переводом, находить соответствия, пары.

Конечно, нельзя сказать, что представлена полная палитра возможных заданий, но это, на наш взгляд вполне достаточный набор. После предьявления затем закрепления лексики можно пройти тест и убедиться, насколько ты хорошо овладел необходимой лексикой. Здесь изучается самостоятельно и конкретно лексика, с которой потом обучающийся будет иметь дело в аудитории или в рамках автономной работы над конкретным уроком.

Phase – 6 предлагает более 1000 коллекций словаря, подходящие материалы для всех. Изучение словарного запаса с phase – 6 аналогично изучению словарного запаса с помощью учетных карточек. Тренажер основан на личном уровне знаний, сложные слова повторяются чаще, чем те, которые уже хорошо известны.

Студенты отмечают, что изучение словарного запаса с приложением phase – 6 эффективнее. Тренируемый вокабуляр запоминается обучающимися намного быстрее и менее разрозненно. Одновременно с совершенствованием лексических навыков формируется текстуальная компетентность, где развивается способность обучающимися определять контекстуальное значение слова, сравнивать значение на нескольких языках [2].

В рамках обсуждаемой темы автор делает акцент и на этапности формирования лексико-текстуальной компетенции: накопление лексических единиц, отработка навыка в упражнениях, применение в рамках текста различной направленности.

Первый этап формирования лексико-текстуальной компетентности – *подготовительный*. На данном этапе преподавателем предьявляются такие упражнения, где новая лексика только презентуется. В начале работы над каждой темой обучающиеся только знакомятся с новой лексикой. На данном этапе студенты выполняют ряд лексических упражнений, в ходе которых они, например, должны установить тему сообщения или текста, соотносить лексические единицы на русском и иностранном языках, выделять значимые слова в заголовках текстов или в отдельных пассажах, систематизировать лексику на общеупотребительную или специальную. Для развития речевых лексических умений можно использовать вопросно-ответные

упражнения, которые позволяют заучивать слова не изолированно, а в тесном текстовом окружении.

Второй этап формирования лексико-текстуальной компетентности – *собственно текстовой*. На данном этапе работа обучающихся сосредотачивается на учебном тексте. На этом этапе должно происходить осмысленное усвоение лексически единиц в их синтагматических отношениях. Здесь можно предложить такие виды упражнений: попросить обучающихся поделить текст на смысловые части, назвать все ключевые слова, передающие смысл всего текста или его отдельной части; перевести сложные лексические единицы с русского языка на иностранный или наоборот; зафиксировать текст в виде конспекта или тезисов; трансформировать изучаемые лексические единицы в другой грамматический контекст.

Третий этап – *коммуникативный*. На данном этапе происходит отработка речевых лексических умений в монологической или диалогической речи. Целью данного этапа – развить компетенцию прогнозирования у обучающихся относительно угадывания тематики текста по ключевым словам или заголовку; отработка умения письменного или устного реферирования текста. Потенциальные упражнения на этом этапе должны в полной мере отражать психологическую готовность беседовать на заданную тему в зависимости от конкретной коммуникативной ситуации и создавать оформленное письменное речевое произведение в виде сочинения, сообщения, рассуждения и т.д.

Четвертый этап – *учебно-моделирующий этап*. На данном этапе предлагаются конкретные учебные, учебно-профессиональные или профессиональные ситуации, в которых обучающиеся могли бы в группе, в команде решать реальные кейсы на основе уже сформированной лексико-текстуальной компетентности.

В заключение делается вывод о том, что работа с приложениями такого типа, как phase-6 Office позволяет эффективнее, осознаннее накапливать лексику, отрабатывать ее многократно, до полного закрепления с учетом своего индивидуального продвижения и осуществлять трансфер полученных навыков на новый материал.

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TO THE ISSUE OF CREATING A FOREIGN VOCABULARY AND TEXTUAL COMPETENCE IN REMOTE MODE USING THE EXAMPLE OF WORKING WITH THE PHASE-6 OFFICE APP

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ABSTRACT

The communication addresses some issues related to the formation of primary foreign language vocabulary and textual competence in the context of foreign language learning. The authors turn to the description of the principles and stages of the formation of general lexical-textual competence. The article provides examples of exercises aimed at forming a lexical-textual competence based on working with the electronic app phase -6 Office, introduced in 2021 by Klett. The authors conclude that the trained vocabulary is remembered by students much faster and less disparate. Simultaneously with the improvement of lexical skills, textual competence is formed, where the ability of learners to determine the contextual meaning of a word develops, to compare values in two or three languages.

Keywords: competence, competence, lexical-textual competence, lexicon, dictionary packages, dictionary collections.

ANALYSIS AND ASSESSMENT OF AZERBAIJAN'S EXPORT POTENTIAL IN THE CONTEXT OF ENTREPRENEURIAL ACTIVITIES

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ABSTRACT

Entrepreneurship is one of the most important factors in the formation and development of a market economy, supporting the domestic market. It can solve social problems along with the solution of an important socio-political task - the formation of the middle class, the strengthening of democracy and social institutions, small business. In modern conditions, the intensification of state regulation and the promotion of the development of entrepreneurship, the organizational forms of interaction of government agencies with private entrepreneurship are changing. During this work, there are significant changes in the goals, mechanisms, management apparatus in the combination of state and market regulatory mechanisms, which is necessary to talk about the importance of the analysis of the structure of activities.

In order to accelerate the pace of economic development in Azerbaijan, to apply the improved features of the market economy, the importance of free entrepreneurship, especially innovative entrepreneurship in accordance with the requirements of the time, is very high. Because innovative entrepreneurship allows to increase low production capacity and product quality. The goals and objectives of the research are to study the specifics of the activities of small and medium-sized businesses in Azerbaijan, to identify their origin, principles of operation, and their specific features. It is also the subject of research to determine the main directions of export activities of business entities and their impact on foreign economic activity, the volume of import-export operations and trade turnover of the country.

Keywords: entrepreneurship activity, Azerbaijan's export policy, economic development, SME, market economy,

Introduction: Following the current trends in the economic development of the Republic of Azerbaijan, it can be seen that foreign trade relations are growing. In particular, the policy of achieving diversified economic development accelerates the relevance of foreign trade. In general, foreign trade as a concept involves the exchange of goods and services provided by Azerbaijan in trade relations with other countries through the payment of the material value, as well as the import and export to Azerbaijan. Most of the value added in the international economy today comes from international trade, which is more clearly expressed in the opinion of American economist Jeffrey Sachs. Thus, he notes, the economic gain and success of any country depends on foreign trade. No country has been able to form a perfect economy outside the system of modern world economic relations. Foreign trade operations, which act as the primary form of Azerbaijan's international trade relations, were created under the influence of international specialization of labor relations. Such specialization has resulted in the exchange and exchange of goods and services produced in Azerbaijan, as well as in other countries. As we know, in the current situation, foreign trade relations are very important for the Azerbaijani

economy. Azerbaijan mainly earns its income from the sale of oil and oil products in foreign trade. Foreign trade acts as a source of income for Azerbaijan and creates great opportunities for economic development and growth. At the same time, the large share of foreign trade in the country's revenues creates a certain dependence on the world economic system. The deepening of globalization is also felt in this way [5].

The role of foreign economic relations in the development of the Azerbaijani economy:

Azerbaijan's economy is undergoing a rapid integration process and is closely involved in building close relations with countries around the world. In particular, trade relations with European countries have been growing rapidly since the first years of independence. It is no coincidence that if we look at Azerbaijan's export statistics, we can see that Italy ranks first as a foreign trade partner. Implemented regional energy and transport-infrastructure projects give a serious impetus to Azerbaijan's economic development. The volume of budget revenues is growing significantly. However, as well as the positive aspects of deep integration into the world economic system, there are a number of negative effects. Thus, the sharp decline in prices on the world market of oil and oil products since 2015 has created very serious difficulties in countries that provide their income through the sale of energy resources in the world [1, 2].

Azerbaijan was also among the countries facing these difficulties. Among the difficulties that arose were the depreciation of the national currency, a slight increase in inflation, and a decrease in budget revenues in dollar equivalent. However, as a way out of these difficulties, the government has focused on the supply of goods and services in foreign trade relations from areas presented as the non-oil sector instead of energy raw materials. In particular, various presidential decrees and decrees have been issued to enhance the role of the private sector, as well as development programs. In addition, one of the steps taken to ensure declining public revenues from various sources is the privatization of state property. In particular, in 2016, a large number of state property was privatized. Naturally, as a market economy, Azerbaijan must achieve a statistical "victory" over the public sector in the private sector in accordance with the requirements of the modern economic system. That is, private sector enterprises and all economic entities must play a leading role in ensuring public revenues. This factor will once again have a positive impact on overcoming economic problems, achieving economic growth and improving the living standards of the population in Azerbaijan, which depends on the proceeds from the sale of oil and oil products in foreign trade.

Generally, Azerbaijan's foreign trade turnover has exceeded \$ 30 billion at various times. This in itself indicates the extent of economic potential. During the main periods of trade, especially as shown in Figure 1 below, exports were higher than imports. However, as noted above, trade turnover has generally declined in recent years [4].

However, the country's leadership's quick response to declining revenues and the steps taken to compensate for declining oil revenues have consistently borne fruit. In particular, a number of development programs, roadmaps and government measures related to the implementation of development strategies indicate promising development.

The positive aspects of the intensification of foreign trade operations and diversified exports in Azerbaijan and their role in economic development can be assessed from various aspects. Thus, the role of foreign trade in improving the living standards of the population is measured by the level of their income and the benefits they receive as a result of high-quality standards applied to products. Success in foreign trade is achieved when the quality of products meets at least world standards.

Fig 1. Dynamics of foreign trade turnover (in millions of US dollars)(Source: compiled by the author based on site data <https://www.stat.gov.az/source/trade/>)

As it's known, a country that is a trading partner buys goods and services in order to meet the needs of its citizens. International trade operations should be understood as the international exchange of various products between many countries. In general, foreign economic relations at the international level are the sphere of international commodity-money relations, the sum of foreign trade of all countries included in the world economic system [6, 7].

Azerbaijan's foreign trade activity consists of two reciprocal processes, export and import. In Figure 1, we observed the total trade turnover, as well as the volume of import and export transactions. These operations also include the share of private sector enterprises. Thus, the main participants in the establishment of international trade relations of Azerbaijan are foreign trade entities, the state itself, industrial and production groups, as well as individuals and others. They can also be called exporters or importers. In general, Azerbaijan's foreign trade relations are assessed as a multifaceted activity.

It should be noted that in international practice, goods traded as objects of trade in foreign trade operations are classified according to their specific features or according to the criteria of product specialization. When looking at economic research and scientific research, it is possible to come across different group classifications. Such classifications reflect different types and forms of foreign trade.

From these classifications we can summarize and present the following:

- foreign trade activities for the sale of finished products;
- foreign trade activities on production machines, as well as equipment;
- foreign trade activities for the sale of raw materials;
- foreign trade activities for the provision of services [8].

Depending on the types of import and export operations carried out by economic entities of the Republic of Azerbaijan, especially with the participation of small and medium enterprises, we can distinguish the following groups of foreign economic trade relations:

1. trade operations on export and import of finished goods;

2. export of goods and semi-finished products from the country in the form of raw materials for further processing; re-entry into the country after processing;
3. activities on temporary import and export of goods, export of goods to international competitions, exhibitions, presentation events, export from the country for the purpose of demonstration and subsequent re-import;
4. carrying out re-export operations to re-export;
5. Activities on export and import of goods belonging to transnational companies belonging to Azerbaijan;
6. activities on mutual compensation trade between countries;
7. transactions on exchange of goods without currency;
8. cash-based trade and compensation transactions;
9. industry compensation agreements [10].

Assessment of the current state of export operations: Foreign economic relations are a number of directions, forms, methods and means of monetary, financial and credit relations, as well as trade, economic, scientific and technical cooperation between countries to strengthen the advantages of the international division of labor, increase the efficiency of economic and entrepreneurial activities. Foreign economic relations are linked to economics and politics, trade and diplomacy, trade and industrial production, scientific research, credit and financial operations.

Foreign economic relations of business entities cover the following directions and forms [12, p. 245]:

- foreign trade;
- international industrial (agrarian and industrial) cooperation;
- international investment cooperation;
- international scientific and technical cooperation;
- economic and technical assistance;
- monetary and financial cooperation.
- In general, the system of regulation of foreign economic activity operates at five levels:
- Micro level - covers the activities of legal entities and individuals engaged in the export or import of goods and services;
- meso level - the level of various national branches and regional associations. This includes, above all, ministries and agencies directly involved in the regulation of foreign trade, as well as departments and bodies that play an active role in regulating export or import tariff regulation in particular;
- The macro level is the state level. At this level, of course, the government and parliament act as key actors;
- meta level - is the establishment of international regional integration customs and tariff priorities. This is especially true of cooperation between the customs authorities during the establishment and development of the Customs Union;
- mega level - regulation at the level of international associations and organizations.

The development trend of foreign economic relations of the world countries shows that foreign economic and trade relations have historically played an important role in changing the socio-economic situation of states for the better. In the world practice, protectionist trade policy and free trade policy are distinguished depending on the scope of the country's interference in foreign economic and trade relations. Protectionism is a state policy implemented through the use of tariff and non-tariff instruments of trade policy to protect the country's domestic market from competition with foreign entities. Free trade relations are a state policy that reflects the

lowest level of state intervention in foreign trade, developed on the basis of free market principles under the influence of supply and demand. As we know, in a market economy, the state regulates foreign economic relations in order to ensure economic security and protect the national interests of the country. Depending on the criteria of state regulation of foreign economic and trade activities, it is carried out using a number of methods [11, p. 138]. Methods of regulating foreign economic activity are also included in its system of regulation. These methods include the following:

- economic;
- administrative,
- tariff and non-tariff [9, 11].

In Azerbaijan, each method is used in order to stimulate the foreign economic activity of business entities and ensure the intensity of relations. The state provides representatives of business entities with opportunities such as tax, customs benefits, as well as exemption from various duties. Organizational support for export activities of entrepreneurship can also be considered as part of this regulation.

Fig 2. Dynamics of exports of basic goods in percentage for 2019 year.

(Source: compiled by the author based on site data <https://www.stat.gov.az/source/trade/>)

Taking a view at the main goods what are exported in 2019 year we clearly notice there're many constraints and risks in exports of many products, essentially, paper and cardboard and products made of them, ferrous metal corners and channels, raw sheep and lamb skins, bags and packages of textile materials, wheat flour and etc. (Fig.2).

Within the framework of the support policy, all government agencies serve the implementation of a unified economic policy, i.e., the realization of the country's export potential, as well as reducing dependence on imports, while prioritizing the quality of imported products. One of the tools included in the system of regulation of foreign economic and trade relations of business entities is tariff regulation. We can distinguish the specific features of this regulation in Azerbaijan:

- To increase the efficiency of the commodity structure of import operations carried out by business entities in the Republic of Azerbaijan;
- to control the import and export of products in the Republic of Azerbaijan, as well as the ratio of income and expenses in foreign currency to the amount spent by the country;
- To effectively control the process of import and export of the country's foreign exchange reserves and wealth in the customs territory of Azerbaijan;
- To provide opportunities to ensure efficiency in the structure of production and consumption of goods in Azerbaijan;
- To protect national production entities from negative external influences in the conditions of intensification of competition at the international level;
- To create a fertile environment for the effective integration of the country's economy into the world economic system through the participation of national entrepreneurship and economic entities [11, 13].

The system of state regulation of foreign economic relations of business entities in

Azerbaijan: The main purpose of state regulation of foreign economic activity of business entities is as follows [13, pp. 156 - 175]:

- Accelerate the improvement of the market economy through the use of foreign economic relations in Azerbaijan;
- Assistance in increasing the quality and productivity of national products through the acquisition of licenses and patents, the acquisition of new technologies, quality components, raw materials and materials, the inclusion of Azerbaijani businesses in global competition;
- creation of conditions for Azerbaijani entrepreneurs to access world markets with the provision of organizational, financial and information support by the state;
- protection of national and foreign economic interests, protection of the domestic market;
- Establishment and maintenance of a favorable international regime in relations with various states and international organizations.

Azerbaijan is perceived as a country with constant reforms and adequate to the changing economic environment. In particular, in order to develop entrepreneurship in the country, to improve the quality of the business environment and economic conditions, to adapt the legislative framework to the requirements of the time, to study and apply national and foreign capital investments, modern technological tools, management practices, as well as high quality. as well as the production of competitive goods and services is one of the priorities of the economic development strategy defined by the country's leadership [14].

As we have noted, the main economic goal of Azerbaijan in recent years is to increase the competitiveness of the national economy by increasing the economic activity of businesses and ensure the sustainability of the dynamic development achieved in the country through the effective integration of the non-oil sector and entrepreneurship.

Entrepreneurship development Along with the creation of a fertile economic environment in the country, it is important to systematically implement state support in the organization of foreign economic relations. The development of foreign economic relations of entrepreneurs depends on the improvement of the system of state regulation of entrepreneurship. Significant work has been done in this direction in recent years. Working mechanisms have been formed to protect the rights of entrepreneurs, and as a result of their implementation, the number of cases of interference has significantly decreased. Regular measures are being taken to

strengthen the information and consulting provision of entrepreneurship and to develop business relations.

At the same time, a mechanism of state financial support for entrepreneurship has been established, and this source is now a real source of meeting the financial needs of small and medium-sized businesses. Within the framework of comprehensive economic reforms implemented in Azerbaijan recently, a lot of important work is being done to realize the export potential of business entities and realize possible opportunities. The introduction of a single online export application in Azerbaijan for the first time in the world is an indicator of the implemented reforms. It should be noted that the representatives of business entities have the opportunity to export goods more easily by filling out a single export application online.

The Single Export Application ensures that representatives of business entities receive all the documents required for the exported goods online in a single window. For the first time in the world, such a step is offered in Azerbaijan, and the relevant service is provided through the Digital Trade Hub and the Azexport portal. Representatives of business entities will be able to export their goods more easily by filling out the Single Export Application online, as well as reduce the time spent on export operations and minimize the amount of money spent. During the implementation of the reform policy, the formation of a fertile economic environment for the implementation of export activities of representatives of business entities in Azerbaijan was accompanied by numerous incentives. Among the measures taken is the establishment of the Internet portal Azexport.az, the Digital Trade Hub and the One-Stop Export Support Center, as well as the launch of operations [15, 17].

The purpose of introducing the possibility of filling out a single export application electronically is to facilitate the work and export procedures of export representatives engaged in small and medium enterprises, to minimize the contact of officials and entrepreneurs in the process of activity. Offering this type of service will also greatly facilitate the issuance of permits for businesses located in different regions of Azerbaijan. It should be noted that the achievement of the above-mentioned process, the system of support for the export activities of business entities and the regulation of their foreign economic relations in general has been the result of long-term purposeful activities. Thus, the legal and regulatory documents adopted in the field of entrepreneurship development, further improvement of the state financial mechanism for entrepreneurship have increased the self-confidence of business people, stimulated the expansion of entrepreneurial activity, especially the launch of new businesses in the regions. are actively joining.

In addition, the Law of the Republic of Azerbaijan on State Assistance to Small Entrepreneurship is actively used in the regulation of issues related to business entities in the relevant field [14]. This law also reflects the economic methods of regulation. As we know, economic methods are considered more advanced. If we look at the directions of state support for small business, we can see that the issues from the establishment of business entities to the regulation of their foreign economic activity were considered in detail. Let's look at those directions:

- stimulation of small business and creation of development-related infrastructure;
- development and implementation of measures to support small business;
- organization of preferential conditions for small business entities to obtain financial, information, material and scientific-technical resources;
- providing support to small businesses in connection with the creation of qualified human resources, professional development and retraining;

- assistance to economic-foreign, activity of small business entities, as well as development of financial-credit, production, scientific-technical, information and trade relations with foreign counterparts;
- introduction of a simplified system of state registration (accounting), submission of accounting and statistical reports, licensing of their activities and certification of their products (services, works) for small business entities;
- carrying out research related to the development of small business.

Fig 3: Number of micro-, small and medium business entities operating by economic activity and types of property (Source: Mekhraliyeva A.A. ESD 2021).

The Strategic Roadmap identifies key extents for economic restructuring and progress in SMEs in the short, medium and long period. This study includes a strategic vision for 2020, a long-term vision for the period up to 2025, and a target for the period after 2025. The Strategic Roadmap summaries not only the strategic goals and objects for the pertinent period, but also the priorities set for attaining the goal lines set for those years and the measures to be applied within those priorities. the name of the event, main and other executors, outcome indicators and specific implementation period are reflected [2, 16].

Effective implementation of these priorities in the short term will form the basis of the next steps to be implemented in the medium and long term, thus ensuring the efficiency of the implementation process. The implementation of the Strategic Roadmap will be ensured through communication and cooperation with non-governmental organizations, local and international private sector partners. In order to achieve the strategic goals, set out in the Strategic Roadmap for the development of SMEs in the country and to ensure maximum use of relevant opportunities, the following have been identified as strategic goals:

- Further improvement of the business environment and regulatory framework in the country in order to increase the impact of SMEs on Azerbaijan's GDP in the long run;
- Ensuring efficient and effective access to financing resources in order to create a sustainable network of SMEs;
- Internationalization of SME activities and increasing access to foreign markets in order to increase the country's foreign exchange reserves and ensure compliance of goods produced in the country with international standards [3,4].

Conclusion: The exchange rate of the national currency - manat - plays an important role in the formation of export potential. The high exchange rate of the national currency in relation to world convertible currencies, as a rule, negatively affects the use of the country's export potential, making imports more profitable. Whereas in conditions of a cheaper exchange rate of the national currency in relation to the dollar, euro, etc., it is profitable to export. Some countries, when determining the exchange rate of the national currency, adhere to its cheapness in relation to other currencies in order to intensify export activities. For the formation of successful foreign economic activity within the country, it is important to achieve sustainable development of the private sector, creating favorable conditions for entrepreneurship, both small and large. The formation of the optimal ratio of the state and non-state sectors of the economy, the oil and non-oil sectors, the production and non-production spheres is of great importance. In the manufacturing sector, it is necessary to increase the share of manufacturing industries, to support innovative production. This also applies to the oil sector, where you can switch to the production of various petroleum products, the development of the petrochemical industry, etc. With regard to agriculture, it is necessary to create and maintain agro-industrial complexes that produce various goods based on agricultural raw materials. Regarding the non-manufacturing sector, it should be noted that it is desirable that a significant place in this area be occupied by scientific institutions, consulting companies. That is, it is assumed a shift from simple services, trade, obits to more complex ones that meet modern requirements, for example, scientific services, business consulting, etc. and entering foreign markets with these services. The above measures will reduce dependence on oil exports, ensuring relatively balanced economic growth [18].

Investigation of the structure and potential export opportunities in the Republic of Azerbaijan can be divided into the following directions, in which its development is advisable:

- develop sectors of the non-oil sector, producing goods that are competitive on the world market;
- support for the development of the agro-industrial complex in the country as an important export industry. This area includes effective specialization in economic regions, the transition to intensive growth, the use of new technologies, the creation of large agricultural firms;
- diversification of the manufacturing industry, the development of such industries as oil engineering, chemical, textile industries, ferrous and non-ferrous metallurgy;

- development of tourism;
- development of high-tech services in the field of information technology;
- incentives for entrepreneurs producing competitive goods to enter the foreign market;
- the creation of free economic zones in border areas to increase the activity of the country's regions and their involvement in export operations.
- implementation of measures of foreign exchange, fiscal and monetary policies that stimulate exports.

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MONEY MARKET AND ITS INSTRUMENTS (ON THE EXAMPLE OF GEORGIA)

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ABSTRACT

The money market is an organic part of the financial market. The money market facilitates the trading of money and short-term securities and hence the flow of cash from lenders to money borrowers. It is through the money market that cash flow is possible between the following market participants: central banks, commercial banks, insurance companies, mutual funds, private pension funds, as well as individuals.

The Georgian money market is an integral part of the international money market, where the following main money market instruments are in circulation: currency futures, treasury bonds, treasury bonds, repo transactions.

Keywords: Money market, Money market instruments, Foreign exchange market, Foreign exchange market instruments, Central bank.

We consider it correct to divide the money market as an integral part of the financial market into the following components:

1. The market for short-term securities, where the object of buying and selling is short-term securities, mainly Treasury bonds and Treasury bonds.
2. Interbank credit market, where the central bank acts as the main lender and trades credit resources between commercial banks and the central bank.
3. The foreign exchange market is where currency is traded based on supply and demand. The main operations in the foreign exchange market are known: spot, swap and forward.

The Georgian money market is regulated by the National Bank. An integral part of the Georgian money market is the interbank foreign exchange market, organized in the Bloomberg International Electronic Trading System, through which foreign exchange transactions are concluded. The interbank deposit / loan market is a money market where banks trade short-term excess liquidity. "This market is of great interest to the National Bank of Georgia, as this market plays a decisive role in the functioning of the money transfer mechanism. The National Bank of Georgia influences interest rates by announcing its monetary policy and using monetary policy instruments" [1].

The auction of the National Bank of Georgia is an instrument of monetary policy. "The purpose of the currency auction is to replenish international foreign exchange reserves, eliminate the influence of the exchange rate on temporary excess inflows, etc" [2].

It is important to note that the National Bank of Georgia officially recognizes the principles of the Global Foreign Exchange Market Code in international practice and acts in accordance with these principles. It is known that short-term government securities are traded on the Georgian money market. The government securities market has been stable since 2009. They are issued on a regular basis, in accordance with the schedule agreed with the National Bank, which is provided to market participants on a quarterly basis.

Currently, the Ministry of Finance issues securities with maturities ranging from 1 to 10 years. It is known that individuals and legal entities cannot purchase these securities directly from the central bank; commercial banks play the role of intermediaries in this transaction. Foreign investors also participate in transactions with securities, although their share has decreased compared to 2011-2012.

Given the fact that there is a demand for this type of securities from non-residents, non-residents can buy and hold them through the global network of securities. At this stage, three such cash registers (Statestreet, City, Deuche Bank) serve the Georgian market, and in early 2016, the international central depository Clearstream was added to them. The National Bank has introduced a modern government securities infrastructure that meets the highest standards and is an interesting example for other countries. The updated Georgian Securities Settlement System (CSSS) has been operating in Georgia since 2018. This system is available to all market participants - local and international, and all types of securities can be traded and settled.

Taking into account repo transactions in international practice, the interbank interbank repo market was created jointly by the National Bank of Georgia and commercial banks. From April 2020, the National Bank began currency swap operations to support additional liquidity in the banking sector. This tool is available not only to commercial banks, but also to microfinance organizations. "In the case of currency swaps, a limit swap of US \$ 200-200 million (total 400 million) is available for commercial banks and microfinance organizations. The total amount of the swap is distributed among the participants in the scheme in proportion to the market share of the financial institution"[3]. In addition, to avoid excessive concentration, a limit of up to 25% of the total was set for one organization, which increased the availability of resources for small financial institutions.

It is important to note that "IFC, a member of the World Bank Group, supported the National Bank of Georgia in issuing Eurobonds in national currency, which is practically the first precedent in terms of international placement of government securities in the Georgian financial sector. and the banking system "[4].

As for the circulation of currency derivatives - currency swaps, currency forwards and currency futures, the movement of capital in the currency market of Georgia is insignificant. "Forward Currency Agreement means the delivery of an appropriate amount of currency at a pre-agreed time at a pre-agreed exchange rate. The exchange rate is agreed upon at the time of the conclusion of the contract, and the currency is delivered upon expiration" [5] The demand for foreign exchange forward contracts has grown relatively recently, as demand for foreign exchange hedging instruments has increased amid increased volatility in the exchange rate.

Government securities are issued in national currency in an intangible form. The nominal value of one government security is 1,000 lari. Government securities are sold at auction. The auction is held on the days of the auction, announced in advance by the National Bank of Georgia. Securities can be owned by both legal entities and individuals, residents and non-residents.

CONCLUSION

The issue, circulation, accounting and redemption of treasury bonds and treasury bonds by the Ministry of Finance of Georgia shall be regulated by the relevant normative acts.

Usually government securities are characterized by minimal risk and high liquidity. Treasury securities serve the development of financial markets. Even in a developed money market, the country's economic growth potential and the effectiveness of monetary policy are increasing.

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АКТУАЛИТЕТЫ НЕЙТРАЛИЗАЦИИ УГРОЗ ЭНЕРГЕТИЧЕСКОЙ БЕЗОПАСНОСТИ УКРАИНЫ

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РЕЗЮМЕ

Обосновывается необходимость нейтрализации угроз энергетической безопасности Украины, чтобы национальная энергетика страны смогла перейти на мировые требования и стандарты, достойно соответствовать этим тенденциям. Для этого необходима трансформация энергетического сектора с дотационного и проблемного для национальной экономики, в конкурентный и гибкий, развитие которого основывается на внедрении инновационных разработок в области добычи, переработки, производства, трансформации, поставки и потребления топливно-энергетических ресурсов.

Автор считает, что в нынешних условиях хозяйствования сложно конкретизировать и прийти к единой трактовке понятия энергетической безопасности, поскольку состояния национальных энергетических систем находятся в динамизме; являются нестабильными соотношением основных энергетических ресурсов и их роли в развитии национальных экономических систем, уровень их доступности, экологические последствия их использования, социальные вызовы относительно мировых ценовых колебаний.

Предлагается рассматривать энергетическую безопасность как способность устойчивого конкурентного функционирования энергетических систем различного уровня (глобального, национального, регионального), адекватность реагирования государством, бизнесом и населением на технологические, экономические и социальные вызовы, что требует создания условий для диверсификации источников и путей поставок энергоресурсов с учетом уровня научно-технического развития энергетического рынка и экологической безопасности.

Подчеркивается, что при решении проблем энергетической безопасности и формирования национальной политики ее обеспечения Украина должна учитывать международные принципы и тенденции. Отмечены положительные аспекты в этом направлении. Так, НАК «Нафтогаз Украины» разработала новую программу добычи природного газа под названием «Тризуб», принято Закон Украины «Об обеспечении прозрачности в добывающих отраслях», активизировалась работа по реализации Концепции развития газодобывающей отрасли. Ликвидировав апробацию геоинформации для нефтегазовых площадей, начались мероприятия по проведению онлайн-аукционов на платформе Prozzoro. Необходимо использовать научные разработки по прогнозированию поставок газа имеющимися газотранспортными системами на основе расчетов минимально возможного объема транзитного газа для обеспечения прибыльности его транспортировки. Это позволит учесть наиболее оптимальные способы обеспечения транспортировки природного газа в Европу по территории Украины и адекватно оценить возможности реверсных поставок газа.

При формировании или усовершенствовании Энергетической стратегии Украины необходимо стремиться к сбалансированности основных ее направлений с учетом Мировой энергетической трилеммы: безопасность, доступность, экологическая устойчивость.

Ключевые слова: энергетическая безопасность, энергетический рынок, угрозы энергетической безопасности, национальная энергетика, топливно-энергетические ресурсы, природный газ, энергетическая трилемма, инновации.

Постановка проблемы: На мировом энергетическом рынке в последние годы происходят быстрые и глобальные изменения. Они заключаются в доминировании крупных производителей, ликвидации неэффективных сетей, соблюдении правил экономической конкуренции на энергетических рынках, формировании такой среды, которая обеспечивала бы равные возможности для развития всех видов производства энергии, источников и маршрутов поставок топливно-энергетических ресурсов, активной инвестиционной и правовой поддержки развития рынка альтернативной энергетики. Характерными признаками этой модели является преимущественное использование низкоуглеродистых источников и технологий с высокими коэффициентами преобразования энергии; введение интеллектуальных систем (smart energy), реализация мер по предотвращению и адаптации к изменению климата в рамках Парижского соглашения.

Изложение основного материала исследования: Чтобы перейти на мировые требования и стандарты, достойно соответствовать этим тенденциям, национальная энергетика Украины должна быть трансформирована с дотационной и проблемной для экономики, в конкурентный и гибкий сектор национального хозяйства. Следует реализовать новые возможности для поиска и внедрения инновационных разработок в области добычи, переработки, производства, трансформации, поставки и потребления топливно-энергетических ресурсов.

Указанная трансформация невозможна без нейтрализации угроз энергетической безопасности Украины, которые обобщены на рисунке 1.

Все эти угрозы обуславливают потребность в более четком планировании и координации деятельности органов государственной власти, которую необходимо направить на:

- успешное завершение реформирования энергетических рынков;
- интеграцию энергетического сектора Украины в энергетические рынки ЕС и системы европейской энергетической безопасности;
- повышение энергетической эффективности;
- преодоление зависимости от российского энергетического рынка;
- создание условий для надежного энергообеспечения и транзита энергоресурсов;
- повышение устойчивости энергетической отрасли к негативным внешним воздействиям;
- формирование общенациональной парадигмы энерго- ресурсо- сбережения и эффективности.

Рис. 1. Основные угрозы энергетической безопасности Украины

Стоит отметить, что в системе национальной безопасности главная роль принадлежит экономической и энергетической составляющим. Экономическая безопасность требует наличия в государстве достаточных ресурсов для реализации воспроизводственных процессов во всех сферах бизнеса и деятельности человека, обеспечения стабильности развития и независимости государства относительно возможностей самостоятельно формировать и осуществлять внутреннюю и внешнюю политику.

Сегодня сложилась ситуация, когда «двигателем» развития экономики любого государства является энергетика. Вместе с тем достаточно сложно четко сформировать понятие энергетической безопасности, поскольку состояния национальных энергетических систем находятся в динамизме; являются нестабильными соотношение основных энергетических ресурсов и их роли в развитии национальных экономических систем, уровень их доступности, экологические последствия их использования, социальные вызовы относительно мировых ценовых колебаний.

На наш взгляд, актуальным определением энергетической безопасности является способность к устойчивому конкурентному функционированию энергетических систем различного уровня (глобального, национального, регионального), адекватность реагирования государством, бизнесом и населением на технологические, экономические и социальные вызовы, что требует создания условий для диверсификации источников и путей поставок энергоресурсов, их доступности, с учетом уровня научно-технического развития энергетического рынка и экологической безопасности.

Чтобы соответствовать мировому уровню развития экономических отношений на энергетическом рынке в 2017 году была одобрена Энергетическая стратегия Украины до 2035 года. Это ставит перед Украиной новые экономические и технологические вызовы, обусловленные:

- доминированием политического фактора в формировании и реализации энергетической политики;

- быстрыми изменениями структуры, источников и маршрутов поставок первичных энергетических ресурсов, потерей общепринятого статуса их экспортерами и транзитерами;
- преимущественным использованием низкоуглеродистых источников и технологий с высокими коэффициентами преобразования энергии;
- сокращением энергетической нагрузки на национальные ВВП и быстрым ростом энергоэффективности производств;
- реорганизацией, разукрупнением энергетики, появлением «профессиональных потребителей», которые принимают активное участие в процессе производства энергетических продуктов, потребляемых ими же;
- интегрированием национальных энергетических рынков по общим межгосударственными (региональными) стандартами;
- повышением уровня управления энергетическими сетями и системами, повышением требований к системам обеспечения кибернетической и физической безопасности энергетических объектов;
- диджитализацией энергетики, внедрением интеллектуальных энергетических сетей (smart energy) - реализацией мер по адаптации к изменениям климата в рамках Парижского соглашения [1, 2].

Как отмечалось, одной из определяющих угроз, возникших в последнее время, является незавершенность перехода от административной к рыночной модели регулирования энергетических рынков. Ее заметным проявлением является существенное отставание в темпах разработки и принятия нормативно-правовых актов, которые должны быть направлены на полноценную имплементацию положений недавно принятых законов Украины относительно функционирования энергетических рынков и перехода субъектов хозяйствования на лучшие мировые бизнеспрактики, основанные на стратегиях непрерывности и прозрачности бизнеса, механизмах экономической конкуренции, корпоративной культуры.

Решение проблем энергетической безопасности и формирования национальной политики ее обеспечения в Украине не может не учитывать международные аспекты этого вопроса.

Мировой опыт свидетельствует о том, что страны разрабатывают энергетическую политику в зависимости от своих внутренних условий, обусловленных различными природными ресурсами, географическим положением, социально-экономическими системами. При этом, мировое сообщество требует учитывать экологический аспект, как важную составляющую энергетической трилеммы.

Индекс Мировой энергетической Трилеммы может помочь странам и заинтересованным сторонам определить, какие области энергетической политики необходимо улучшить, а также на примерах других стран помочь определить наиболее подходящие варианты.

Под энергетической трилеммой принято понимать необходимость поддерживать баланс между тремя основными характеристиками энергетической системы – безопасностью, доступностью и экологической устойчивостью.

Мировой энергетический совет разработал концепцию «Энергетическая трилемма», которая позволила принять обоснованные решения по сбалансированию энергетической безопасности, распределению энергетических ресурсов и экологичности [3]. Стоит отметить, что, формируя рейтинг эффективности энергетической политики стран, энергетические балансы были оценены по мировому индексу энергетической трилеммы. Согласно официальному отчету за 2019, девять из 10 стран-лидеров рейтинга были

страны ЕС (Швейцария, Швеция, Дания, Великобритания, Финляндия, Франция, Австрия, Люксембург, Новая Зеландия), что свидетельствует об эффективности сбалансированной энергетической политики ЕС: развитие единой энергетической инфраструктуры в ЕС (Договор о Европейском Союзе, Маастрихт), внедрение Директив ЕС в 2012/27 / ЕС «Энергоэффективность» и 2014/94 / ЕС «О развитии инфраструктуры альтернативного топлива», рекомендации Европейской Комиссии 2012/148 / ЕС «Подготовка к внедрению систем интеллектуального учета», Стратегическая энергетическая технология, Климатическая политика «Зеленое соглашение» и другие [4]. Таким образом, Европейский вектор развития национальной экономики Украины требует адекватной сбалансированности государственной политики по обеспечению энергоэффективности.

Мировой энергетический совет предлагает такие ключевые инструменты эффективной национальной энергетической политики:

- осуществление ежегодного мониторинга (World Energy Issues Monitor), расчеты мирового индекса энергетической трилеммы (World Energy Trilemma Index), что позволяет оценить страны мира по показателям энергетической безопасности, справедливого доступа к энергии, экологической устойчивости;
- разработка возможных мировых энергетических сценариев оценки динамической устойчивости энергетических систем в условиях усиления влияния различных рисков с учетом имеющихся резервов (общие сети, политика, запасы);
- информационное обеспечение и оценка вероятных рисков, скорость реагирования;
- адаптивная гибкость, способность к инновациям в привлечении новых ресурсов, бизнес-моделей, технологий, политики и социальных инноваций [3].

Важное место в обеспечении энергетической безопасности принадлежит активизации внутренней добыче энергоресурсов. В этом вопросе в Украине много проблем. Не смотря на достаточное для потребления на внутреннем рынке количество залежей энергоресурсов, объемы добычи нефти и газа крайне недостаточные. Это подтверждают статистические данные. К примеру объемы валовой добычи природного газа на протяжении 5 лет практически не увеличиваются (табл. 1).

Таблица 1. Валовая добыча природного газа в Украине в 2015-2020 годах, млрд м³

	2015	2016	2017	2018	2019	2020
Частные предприятия	3,9	4,2	4,1	4,4	4,6	4,34
ГАО «Чорноморнефтегаз»	0,01	0,01	0,01	0,01	0,01	0,01
ПАО «Укрнафта»	1,5	1,3	1,1	1,1	1,2	1,16
АО «Укргазвидобування»	14,5	14,6	15,3	15,5	14,9	14,23
Вместе	19,9	20,1	20,5	21,0	20,7	19,74

Динамика свидетельствует о снижении валовой добычи природного газа в Украине за последние 3 года (рис. 2) [5]:

Но есть и ряд положительных сдвигов в этом направлении. НАК «Нафтогаз Украины» разработала новую программу добычи природного газа под названием «Тризуб».

Прорыв планируется осуществить на трех перспективных направлениях: добраться до сланцевого газа, открыть на большой глубине суши вторую «уникальную» Шебелинку, овладеть месторождением шельфа Черного моря - участком «Дельфин». Кроме того, принят Закон Украины «Об обеспечении прозрачности в добывающих отраслях».

Рис. 2. Динамика добычи природного газа в Украине

Документ вводит обязательность международных стандартов отчетности для добывающих отраслей и обеспечивает прозрачные правила в индустрии. Специалисты подчеркивают, что эти меры должны увеличить инвестиционную привлекательность сектора на 4%.

Кроме того, активизировалась работа по реализации Концепции развития газодобывающей отрасли Украины, что предусматривает: проведение аукционов и конкурсов PSA, реформу Госгеослужбы, усовершенствование Закона Украины «О нефти и газе» и разработку новой версии Кодекса о недрах.

Реализация заданий по повышению собственной добычи природного газа требует значительного увеличения инвестиций в газодобывающую отрасль, в частности путем привлечения финансовых ресурсов предприятий отрасли, иностранных инвесторов и международных финансовых институтов, а также кредитных ресурсов и средств других источников, не запрещенных законодательством.

Учитывая изложенное, в Украине нужно определить оптимальный портфель вариантов в условиях политической, технологической и экономической неопределенности. Очень актуальным и необходимым вопросом является определение временного горизонта, поскольку некоторые из вариантов диверсификации могут быть реализованы быстро, в то время как имплементация других вариантов реально потребует значительного времени.

Ликвидировав апробацию геоинформации для нефтегазовых площадей, мероприятия по проведению онлайн-аукционов на платформе Prozzoro для продаж и проведения международных конкурсов по заключению соглашений. Проведение аукционов и конкурсов определено как приоритет новой пятилетней стратегии Европейского банка реконструкции и развития в Украине, а также эти правила зафиксированы в меморандуме с Международным валютным фондом.

Имплементация международных стандартов отчетности и повышение прозрачности деятельности предприятий является значительным прогрессом в развитии нефтегазодобывающей промышленности.

Выводы: Таким образом, обновление законодательства в сфере энергетической политики Украины должно способствовать ускорению развития газодобывающей отрасли. В частности, в фокусе внимания должно быть создание благоприятных условий для внедрения современных технологий и разработки углеводородных ресурсов Черного и Азовского морей ввиду большого количества запасов. Реализация новых национальных инфраструктурных проектов может осуществляться на принципах государственно-частного партнерства. Отдельного внимания требует и добыча нетрадиционных углеводородов, поскольку значительная часть газовых запасов и ресурсов труднодобываемые и сосредоточены в плотных коллекторах.

Следует также взять во внимание научные разработки по прогнозированию поставок газа через имеющиеся газотранспортные системы на основе расчетов минимально возможного объема транзитного газа для обеспечения прибыльности его транспортировки, что позволит учесть наиболее оптимальные способы обеспечения непрерывной поставки природного газа в Европу по территории Украины и дать оценку реальным возможностям реверсных поставок газа.

При формировании или усовершенствовании Энергетической стратегии Украины необходимо сбалансировать основные ее направления с учетом Мировой энергетической трилеммы: безопасность, доступность, экологическая устойчивость.

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ACTUALITIES FOR THE NEUTRALIZATION OF THREATS TO ENERGY SECURITY OF UKRAINE

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ANNOTATION

The necessity of neutralizing threats to the energy security of Ukraine is substantiated so that the national energy sector of the country could switch to world requirements and standards and adequately correspond to these trends. This requires the transformation of the energy sector from a subsidized and problematic one for the national economy, into a competitive and flexible one, the development of which is based on the introduction of innovative

developments in the field of extraction, processing, production, transformation, supply and consumption of fuel and energy resources.

The author believes that in the current economic conditions it is difficult to concretize and come to a unified interpretation of the concept of energy security, since the states of national energy systems are in dynamism; the ratio of the main energy resources and their role in the development of national economic systems, the level of their availability, the environmental consequences of their use, social challenges in relation to world price fluctuations are unstable. It is proposed to consider energy security as the ability of sustainable competitive functioning of energy systems of various levels (global, national, regional), the adequacy of the state, business and population's response to technological, economic and social challenges, which requires the creation of conditions for diversification of sources and routes of energy supply, taking into account the level scientific and technical development of the energy market.

It is emphasized that when solving problems of energy security and forming a national policy for its provision, Ukraine should take into account international principles and trends. Positive aspects in this direction are noted. Thus, NJSC Naftogaz of Ukraine has developed a new natural gas production program called Trident, the Law of Ukraine "On Ensuring Transparency in the Extractive Industries" has been adopted, and work has been intensified to implement the Concept for the Development of the Gas Production Industry. Having liquidated the approbation of geoinformation for oil and gas fields, preparatory measures have begun for conducting online auctions on the Prozorro platform. It is necessary to use scientific developments in predicting gas supplies by the existing gas transmission systems based on calculations of the minimum possible volume of transit gas to ensure the profitability of its transportation. This will allow taking into account the most optimal ways to ensure the transportation of natural gas to Europe through the territory of Ukraine and adequately assess the possibilities of reverse gas supplies.

When forming or improving the Energy Strategy of Ukraine, it is necessary to strive to balance its main directions, taking into account the World energy trilemma: safety, accessibility, environmental sustainability.

Keywords: energy security, energy market, threats to energy security, national energy, fuel and energy resources, natural gas, energetic trilemma, innovation.

CORRELATION OF OIL AND GAS RESOURCES OF THE CASPIAN COUNTRIES

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After the collapse of the USSR, the water area of this region is a zone of interest for many states. [1]

The Caspian region rightfully serves as one of the most significant regions for most countries interested in the mineral resources that the Caspian is rich in. The Caspian Sea has a significant hydrocarbon reserves.

According to the Energy Information Administration (EIA), hydrocarbon resources in the Caspian basin have the following values: oil - 48 billion barrels of oil, natural gas - 292 trillion. cubic feet (found and probable reserves), of which 75% and 67%, respectively, are produced or may be produced offshore.

The northern part of the Caspian Sea contains most of the oil reserves, while the southern sector of the Caspian Sea is rich in natural gas.[2]

It should be emphasized that the list of states that have the rights to use the resources of the

Caspian Sea is as follows: Azerbaijan, Iran, Kazakhstan, Russia and Turkmenistan.

It is impossible to correlate the importance of the oil and gas resources of the Caspian reservoir for each of the above countries, for the following reasons: Azerbaijan and Turkmenistan are countries for which the hydrocarbon potential of the Caspian is the most important predictor of the formation and development of the economy, while for Kazakhstan, the use of oil and gas resources of the Caspian Sea plays an important , but not the most decisive role, since oil and gas deposits in this country are not limited to the Caspian region, but its economy is developing in other directions. Iran and Russia, however, are interested in influencing the direction of flows of oil and gas raw materials, including their transit through the territory of the countries. [3]

The last years for the Caspian region have become the years of a shift in the development of the oil and gas industry of the Caspian "five", which account for 17.6% of oil reserves and 46.4% of gas reserves in terms of global reserves.

It is assumed that on the territory of the Caspian shelf, which belongs to Russia, oil reserves amount to 270 million tons, natural gas reserves - 0.5 trillion cubic meters. m of gas. [4]

Of course, it is worth noting that the potential of the Russian sector of the Caspian Sea is significantly lower than the oil and gas potential of Yamal or Western Siberia, but the development of this region is important for the strategic development of the oil and gas sector, in particular offshore drilling.

Oil production in the Russian sector of the Caspian Sea shelf began in 2010 at the Yuri Korchagin field. At the end of 2012, the first Russian millionth ton of oil was produced at the I. Yuri Korchagin. The oil and gas industry is a promising industry not only in the post-Soviet space, but also in other parts of the world. In fact, this industry is strategically important for the Russian state. This is the basis that ensures the stability of the country, and the basis for the development of its economy. [5]

As regards Russia, it should also be noted that it is the only country that does without attracting a foreign investor to carry out oil and gas production in the Caspian region. In addition, production

activities, which began in the 1990s by OAO NK LUKOIL, emerged without any foundation, despite the fact that the sector, which belongs to Russia, had relatively small reserves of raw materials. Moreover, other Caspian countries actively resorted to the help of foreign investors, which has become a practice for the oil and gas industry. It is important to note that state-owned companies have practically no influence: the main projects for the exploration, production and transportation of oil and gas are concentrated in the hands of foreign companies.

Turkmenistan has significant reserves of oil and gas, but, unlike Kazakhstan and Azerbaijan, since independence, the republic has not distinguished itself with serious successes in the development of hydrocarbon resources due to a less favorable investment climate.

The instability of the investment climate led to the fact that large international companies operating since the mid-1990s and investing in a number of projects for the development of hydrocarbons, faced with a host of problems, were forced to leave the country, in particular, ExxonMobil and Shell. Currently, small foreign companies operate in Turkmenistan under the PSA, while the flagship projects of Turkmenistan are less significant in volume and less developed than in Kazakhstan and Azerbaijan.

A number of companies, including LUKOIL and Conoco Phillips, are currently negotiating on participation in exploration and development of structures in Turkmenistan.

According to the official Turkmenistan, the total oil reserves are estimated at 20.4 billion tons, while about half is concentrated in the Turkmen sector of the Caspian Sea shelf - 12 billion tons of oil.

Explored oil reserves of Turkmenistan - 1.7 billion tons, confirmed - 70 million tons. According to the EIA, the potential oil reserves in Turkmenistan are about 5 billion tons, and the proven reserves are 0.07-0.23 billion tons. According to BP estimates at the end of 2011, the country's proven reserves amount to 100 million tons. A number of independent experts, according to the magazine "Oil & Gas Eurasia", estimate the explored oil reserves at 0.5 billion tons (Oil & Gas Eurasia, No. 5, May 2007).

About 170 hydrocarbon deposits have been discovered on the territory of Turkmenistan, of which only one third is being developed. Of the total resources of the Caspian Sea, 32 licensed blocks have been allocated with resources, according to official estimates, oil - 12 billion tons, gas - 6 trillion. m³.

Among the countries of the Caspian region, Azerbaijan is most famous for its traditions of oil and gas production. Since the Middle Ages, you can documentarily trace the extraction of "black gold" in the country. [6]

Since gaining independence in 1991, Azerbaijan began to actively attract foreign investment in the country's oil and gas sector to develop rich oil and gas reserves. Azerbaijan has been working for many years to return to its former positions as the center of the oil industry. The signing of numerous contracts with leading foreign oil and gas companies affected the formation of internal political stability and laid the foundation for the economic development of the state, contributing to Azerbaijan's claims to the place of the country as the leader of the region. Today, hydrocarbon raw materials determine the vector of development of modern Azerbaijan, the main principles of the energy policy of which are meeting the country's needs for energy resources and ensuring the energy security of the state.

Azerbaijan ranks second after Kazakhstan in terms of oil reserves. It is oil that has become the country's main asset and strategic resource.

The country's leadership is actively implementing the oil strategy, the essence of which is to invest revenues from the sale of hydrocarbons in other sectors of the national economy, which

is carried out through the State Oil Fund of Azerbaijan, an analogue of the Kazakh National Oil Fund.

There are 57 oil and gas fields in Azerbaijan, which are being produced, and 18 of them are offshore. The development of onshore fields has been going on for several decades and to a large extent they have already been depleted, therefore the further development of the industry is aimed at the development and development of the deep-sea shelf, where significant volumes of reserves are concentrated and from where most of the production comes.

The largest offshore field is the Azeri-Chirag-Guneshli (ACG) oil field, the reserves of which are approximately 0,9-1,0 billion tons. It is with the ACG field that Azerbaijan's plans for further growth and maintenance of stable production volumes are linked until 2024. Another largest offshore field in Azerbaijan is the Shah Deniz gas condensate field, whose reserves amount to 1,2 trillion. m³ of gas and 240 million tons of condensate. The development of the ACG and Shah Deniz fields is carried out by international consortia, whose members are the world's largest oil companies (BP, ExxonMobil, Chevron, Total, LUKOIL).

Onshore, within the framework of the PSA, the development of the Kursangi-Karabagly, Mishovdag-Kelammedin, Padar-Kharrami, South-West Gobustan, Binagady, Garachukhur, Govsany-Zikh, Pirsaat, Surakhany, and Kyurovdag fields is underway.

As for the promising projects on the shelf of the Caspian Sea, these are the Inam, Yalama, Araz-Alov-Sharg, Serdar / Kapaz fields. However, the Araz-Alov-Sharg project is frozen until the issue of the status of the Caspian Sea between Azerbaijan and Iran is resolved, and Serdar / Kapaz is between Azerbaijan and Turkmenistan. [7]

Azerbaijan is also actively developing offshore fields within its sector of the Caspian Sea. At the same time, the place and role of Azerbaijan in the energy map of the region is determined not only by the availability of hydrocarbon resources, but also by the country's unique transit possibilities, which allow transporting resources from Turkmenistan and Kazakhstan.

The leadership in the energy sector in Central Asia belongs to Kazakhstan, given its highest rates of both oil production and the level of energy production in the country. The annual production of this strange oil over the past 5 years has reached the level of 80 million tons from the largest developed oil field Tengiz, as well as the Karachaganak field.

A large resource potential, a balanced and flexible policy of the republic's leadership, a number of liberal reforms in the mid-1990s allowed Kazakhstan to attract significant volumes of foreign investment in the oil industry. The largest transnational companies came to Kazakhstan, which, within the framework of JVs, PSAs (Production Sharing Agreements) and concessions, engaged in the development of the country's largest oil and gas condensate fields, which required large capital investments and the use of the latest development and production technologies, which allowed Kazakhstan to achieve impressive success in implementation. large energy projects.

Kazakhstan has the largest recoverable oil reserves in the Caspian region - 5 billion tons, including the Caspian shelf, and its production in 2015 – 81,6 million tons - accounted for more than 54% of the oil produced in the region (including Azerbaijan, Turkmenistan and Uzbekistan). Kazakhstan's oil exports are the backbone of the national economy and provide an average GDP growth of over 9% over the past six years. [8]

In recent years, with the growth of incomes of the national economy against the background of an increase in world oil prices, the national sector, having accumulated enough strength, is more and more confidently gaining places from foreign participants in the largest investment projects, which in the foreseeable future will play a decisive role in the industry. In recent years, with the growth of incomes of the national economy against the background of an increase in world oil prices, the national sector, having accumulated enough strength, is more

and more confidently winning places from foreign participants in the largest investment projects, which in the foreseeable future will play a decisive role in the industry. At the same time, national companies enjoy the full support of the government of the republic. [9]

The total projected recoverable hydrocarbon resources of the Kazakh sector of the Caspian Sea are 8 billion tons or 58 billion barrels.

According to British Petroleum, in terms of proven oil reserves, Kazakhstan (including the Caspian shelf) is in the top ten (9th place) – 5,5 billion tons, which is 2,9% of the volume of proven oil reserves in the world. In general, in the republic in recent years, a large complex of geological exploration works on the Caspian shelf has been carried out. One of the largest discovered in the world in recent decades is the Kashagan field with recoverable reserves of more than 1,5 billion tons of oil. Fifty companies are involved in oil production in Kazakhstan. Of these, 11 producers are the leaders in oil production with an annual volume of over 1 million tons of oil and gas condensate, which account for 90% of production.

Most of Iran's deposits were discovered before 1965. At the same time, 70% of hydrocarbon resources lie on land, and 30% - on the shelf.

As for the oil and gas industry of Iran, among all the countries of the Caspian "five", its continental shelf is the least studied, which means that its prospects have not been established. OPEC provided data, based on which 13% of oil reserves and 33,5 trillion cubic meters. m. of natural gas in terms of global reserves constitute Iran's hydrocarbon potential. However, despite this, the country is represented from all the Caspian countries at least in the Caspian Sea. The most promising field in the country is Sardar Dzhangal, which contains 1.4 trillion cubic meters. meters of gas and 10 billion barrels of oil. The company that develops this field is Khazar Exploration and Production Company (KEPCO). It should be noted that Iran uses only one floating platform in the Caspian Sea - Amir Kabir. It is not possible for Iran to develop the subsoil of the Caspian Sea without outside assistance due to many factors. If we talk about the dynamics of production and export of hydrocarbons, then during 2012-14. Experts noted a decrease in levels, which is explained by the imposition of sanctions, but already in 2016 the level of exports and production of hydrocarbons is growing. A feature of the country's oil and gas sector is an urgent need for investments, the introduction of new technological solutions and maintaining the level of renewability of hydrocarbon resources. [10]

Conclusion: Forecasts of oil and gas production and exports remain the driving force behind the development of the energy sector in the countries of the Caspian region and Central Asia. On the basis of these forecasts, national programs for the development of the fuel and energy sector are being developed. Production forecasts are the basis for discussions and advances in future pipeline projects. The new Caspian countries and the states of Central Asia have solved one of the main tasks for themselves - they have attracted funds from foreign oil and gas companies in the energy sector, which acts as a locomotive for economic development. The heads of the new Caspian states paid special attention to the development of oil and gas fields. New pipeline projects have been built or are under discussion, which have secured the countries of the region in the orbit of the interests of the oil and gas business and non-regional states. For more than twenty years of their history, the countries of the Caspian region and Central Asia have created a pipeline architecture that allowed them to export their hydrocarbon resources bypassing the territory of Russia. A significant increase in oil and gas production ensured the filling of new export routes, which became the foundation for the development of the Caspian and Central Asian countries. In the following decades, the countries of the Caspian

region and Central Asia intends to continue the implementation of ambitious plans to create new export flows aimed at increasing oil and gas supplies to the external market.

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İXRACDA MARKETINGİN ROLUNUN ÖLKƏ SƏVIYYƏSİNDƏ QIYMƏTLƏNDİRİLMƏSİ

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Резюме

Известно, что экономика Азербайджана зависит от экспорта нефти и нефтепродуктов. Для устранения этой зависимости и для развития ненефтяного сектора и увеличения экспортного потенциала в стране велась и продолжает вестись большая работа. Опыт зарубежных стран показывает, что маркетинг является одним из важных направлений для увеличения экспорта, так как необходимость экспортного маркетинга, его важность и преимущества объясняются не только на уровне предприятия, но и с точки зрения страны. Одним из важных факторов увеличения экспортного потенциала является правильная организация экспортного моделирования. Экспортный маркетинг - это процесс, с помощью которого компания продает продукт или услугу в зарубежную страну наиболее подходящим и оптимальным способом, а также путем изучения условий жизни, потребностей и стандартов закупок в стране, в которой они будут продаваться. В статье подчеркиваются многие преимущества важности экспортного маркетинга на национальном уровне и оценивается роль маркетинга в формировании имиджа страны.

Ключевые слова: экспорт, маркетинговые функции, маркетинговый план экспорта, потребность, спрос, продукт.

İxracat həm inkişaf etmiş həm də inkişafda olan bütün ölkələr üçün vacibdir. Ancaq məlumdur ki inkişafda olan ölkələrdə ixrac az inkişaf etmişdir. Təbiidir ki, ixrac potensialının artırılmasında vacib faktorlardan biri də ixracın maketingini düzgün təşkil etməkdir. İxrac marketingi, bir şirkətin xarici ölkəyə məhsul və ya xidməti ən uyğun və ən optimal yolla həmçinin satış olunacaq ölkənin yaşam, ehtiyac və alıcılıq standartlarını araşdıraraq satmasıdır. Ancaq xarici ölkələrə təqdim olunan məhsullarla, xarici müştərilərə xüsusi olaraq satılan məhsullar arasında fərq var. Bu fərq də 2-ci də məhz marketingin funksiyalarının istifadə olunmasıdır. Yəni, qısaca ixracda marketingin istifadəsidir.

Sual yarana bilər ki, bəs niyə ixrac marketinginə ehtiyac var? Cavabı çox sadədir. Çünki uğurlu satış üçün xarici müştərilərin alış davranışlarını, maraqlarını və ehtiyaclarını bilmək lazımdır. Bütün bu məlumatlar, ixrac marketing planı vasitəsilə həyata keçirilir. İxrac marketing planı məhsulu həm mövcud, həm də beynəlxalq alıcılara cəlbəedici etmək üçün bir strategiya yaratmaqdır. İxrac marketing planı ilə müntəzəm marketing planı arasındakı yeganə fərq məhsulun satış yeridir. İxrac marketing planını hazırlayan zaman ixrac olunacaq ölkənin təbii şəraiti, sosial-iqtisadi vəziyyəti və rəqib mənzərəsi barədə tam məlumatlı olmaq vacibdir. Həmçinin xarici ölkələrdə əlavə xərclərlə qarşılaşa bilmək ehtimalını da nəzərə almaq lazımdır (əlavə tarif xərcləri, əlavə nəqliyyat xərcləri və s.).

Ümumiyyətlə ixrac marketinginə olan ehtiyac, onun əhəmiyyəti və üstünlükləri, tək müəssisə səviyyəsində yox, həm də ölkə baxımından da izah edilə bilər. Ölkə səviyyəsində ixrac marketinginin əhəmiyyəti və üstünlükləri aşağıdakılardır:

- 1) Xarici valyuta qazanmaq imkanı - İxrac ölkəyə xarici valyuta gətirir.
 - 2) Beynəlxalq münasibətlərin inkişafı-Siyasi və mədəni mühitin stabilliyi beynəlxalq münasibətlərin tərəqqisindən keçir. Beynəlxalq münasibətlərin inkişaf etdirilməsinin bir yolu da digər ölkələrlə beynəlxalq ticarət əlaqələri qurmaqdır.
 - 3) Ödəniş balans -Geniş miqyaslı ixracat tədiyə balansını problemə həll edir və ölkələrin əlverişli ödəmə balansına sahib olmasını təmin edir. Ticarət və balans balansındakı kəsir ödəmələr, geniş miqyaslı ixrac yolu ilə silinə bilər.
 - 4) Dünyadakı nüfuz -İxrac sahəsində birinci yeri tutan ölkə, digərlər ölkələrdən hörmət, xoşməramlılıq və şöhrət qazana bilir. Məsələn, Yaponiya ixrac bazarlarında yüksək keyfiyyətli məhsullarına görə beynəlxalq nüfuza sahibdir.
 - 5) Məşğulluq Fərsətləri -İxrac ticarəti daha çox istehsal tələb edir. Daha çox istehsal daha çox məşğulluğun qapılarını açır.
 - 6) İqtisadi inkişafın təşviqi -İqtisadiyyatın və sənayenin inkişafı üçün ixracı çox böyük ehtiyac var. Geniş ixrac sürətli gəlir gətirir və bir millətin iqtisadi inkişafına təkan verir.
 - 7) Yayılma effekti -İxracat sənayesinin inkişafına görə digər sahələr də genişlənir. Məsələn: bankçılıq, nəqliyyat, sığorta və s.
 - 8) Yüksək yaşam standartı -İxrac ticarəti öz növbəsində daha çox istehsal tələb edir və məşğulluq imkanlarını artırır. Daha çox iş, daha çox gəlir, daha çox alıcılıq qabiliyyəti deməkdir, bunun nəticəsində insanlar yeni və daha yaxşı məhsullar istəyir, bu da öz növbəsində həyat səviyyəsini yaxşılaşdırır.
- Təbiidir ki, müsbət nüfuza, yüksək texnoloji imicə sahib bir ölkənin məhsulları, bu ölkədə istehsal olunan digər məhsulların ixrac satışlarına da müsbət təsir edə bilər, çünki istehlakçılar müsbət münasibətlərini bu ölkənin digər məhsullarına da köçürürlər. Dövlətin imicinin formalaşmasına ən böyük təsir siyasi sistem, elmi nailiyyətlər, turizm, siyasətçilər, mədəniyyət, idman, məhsul və xidmət ixracı, mədəni dəyərlər, milli firmaların və məhsulların rəqabət qabiliyyəti və ticarət imicidir. Qeyd etdiyim kimi imici formalaşdırın amillərdən biri də məhsul və xidmət ixracıdır ki, bu imic ixrac məhsulları və xidmətlərinin qablaşdırması, dizaynı, satış üslubu, marka şöhrəti və istehsal texnologiyaları ilə əlaqələndirilir.
- İstehlakçının bir məhsulla əlaqələndirdiyi bu imic müəyyən bir ölkənin qavrayışında bir stereotip kimi başa düşülür. Beləliklə, bir məhsulun mənşə ölkəsi beynəlxalq ticarətdə qeyri-rəsmi də olsa vacib rol oynaya bilər.
- Ölkənin müsbət imicini yaratmaq dövlətin vəzifəsidir və dövlət səviyyəsində daha fəal olmaq yalnız ixracatçı müəssisələri dəstəkləmək deyil, həm də ölkə brendini uğurlu marketinq alətlərindən istifadə edərək tanıtmadır.
- Məsələn, Çin beynəlxalq nəhənglərlə bərabər səviyyədə rəqabət aparmaq və dünya miqyasında istehlakçıların Çin məhsullarına olan etibarını qazanmaq üçün çox çalışmışdır. ÇXR-dən çıxan keyfiyyətsiz məhsullar haqqında stereotip hələ də mövcud olsa da, hazırkı araşdırmalar Çin markalarının istehlakçı qavrayışındakı dəyişiklikləri göstərir.
- Azərbaycana gəldikdə isə qeyri-neft məhsullarının ixracında Azərbaycan hələ də dünya ölkələrinin bir çoxundan geri qalmaqdadır. Müqayisə üçün qeyd edirəm ki 2020-ci ilin yanvar-iyun aylarında 2019-cu ilin yanvar-iyun ayları ilə müqayisədə qeyri-neft məhsullarından olan təzə tərəvəz ixracı 4,3 faiz, kartof – 32,0 faiz, meyvə və tərəvəz şirələri – 3,8 faiz, bitki yağları – 1,8 dəfə, çay – 0,5 faiz, marqarin, qida üçün yararlı digər qarışıqlar – 52,1 faiz, polietilen – 39,8 faiz, qara metallardan borular – 1,8 dəfə, bentonit gili – 5,2 faiz artmış, təzə meyvə ixracı isə 24,5 faiz, şəkər – 25,9 faiz, tütün – 25,9 faiz, meyvə və tərəvəz konservləri – 0,8 faiz, təbii üzüm şərabları və üzüm suslosu – 52,2 faiz, pambıq lifi – 18,4 faiz, pambıq ipliyi – 22,0 faiz, emal olunmamış alüminium – 5,8 faiz azalmışdır.

Fikrimcə bu cür azalmaların səbəbi ixrac olunacaq ölkənin ehtiyac və tələbatını, məhsul standartlarını, xidmət standartlarını kifayət qədər araşdırmamaqdır ki, buna da yalnız ixrac marketinqi vasitəsilə nail olmaq olar.

Açar sözlər: ixrac, marketinq funksiyaları, ixrac marketinq planı, ehtiyac, tələbat, məhsul.

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Assessing the role of marketing in export at the national level

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ABSTRACT

It is known that the economy of Azerbaijan depends on the export of oil and oil products, a lot has been done and continues to be done at the national level in order to eliminate this dependence and develop the non-oil sector and increase export potential. The experience of foreign countries shows that marketing takes one of the important place in increasing export. Because the need for export marketing, its importance and advantages are explained not only at the enterprise level, but also at the national level of the country. One of the important factors in increasing the export potential is the proper organization of export marketing. Export marketing is the process by which a company sells a product or service to a foreign country in the most appropriate and optimal way, as well as by examining the living, needs, and purchasing standards of the country in which it will be sold. The article emphasizes the many advantages of the importance of export marketing at the national level, and assesses the role of marketing in formatting the country's image.

Keywords: export, marketing functions, export marketing plan, need, demand, product.

КЛИНИКО-ДИАГНОСТИЧЕСКИЕ ОСОБЕННОСТИ ПОСТМЕНОПАУЗАЛЬНОГО ОСТЕОПОРОЗА У ЖЕНЩИН В УСЛОВИЯХ Г. БАКУ

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Введение: Изучение состояния здоровья женщин в климактерическом периоде представляет общемедицинскую проблему, т.к. находится на стыке нескольких клинических дисциплин (гинекологии, эндокринологии, невропатологии, травматологии и др.). (Акендрот К. с соавт., 1989; Алтухова А.И., 1965; Лазебник Л.Б., Маличенко Н.Ф., 1999).

Самым серьезным последствием постменопаузы является остеопороз. Остеопороз – патологическое разрежение костной ткани без изменения соотношения ее органических и минеральных компонентов, обусловленное физиологическим угасанием функции яичников. Постменопаузальный остеопороз развивается в основном в течение 15-20 лет после менопаузы, приводя к резкому возрастанию переломов в трабекулярных отделах костей (позвонки, лучевая кость, шейка бедра). На профессиональном языке врачей остеопороз называют “скрытой эпидемией”, т.к. в большинстве случаев он протекает без ярко выраженных симптомов, которые могли бы насторожить человека. О наличии у себя постменопаузального остеопороза многие женщины узнают лишь после первого перелома. В связи с этим, остеопороз периода постменопаузы занимает особое место в центре внимания различных авторов, врачей многих специальностей в течение уже более 50 лет (Михайлов Е.Е. с соавт., 1999; Hewenway D. et al., 1988; Velton L.J. et al., 1988).

Материал и методы исследования: Нами была обследована 131 женщина в возрасте 40 - 65 лет. Выделение пациенток с постменопаузальным остеопорозом (основная группа-72 больных) и без остеопороза (контрольная группа- 59 женщин) проводилось на основе данных, полученных при предварительном обследовании с помощью клинического и параклинического методов обследования. Постановка диагноза “остеопороз” проводилась по данным рентгенологического исследования, а также при помощи аппарата для определения изменения костных структур по оптической плотности рентгенограмм. У пациенток с постменопаузальным остеопорозом (основная группа) и женщин в периоде постменопаузы без признаков остеопороза (контрольная группа) определялись в крови уровни гормонов, ферментов и электролитов, способных прямо или косвенно влиять на метаболизм костной ткани, т.е. иметь отношение к развитию постменопаузального остеопороза (эстрадиол; щелочную фосфатазу; кальций). Результаты оценивались при сравнении исследуемых показателей с показателями, характеризующими их нормальный уровень.

Результаты и обсуждения: Основным клиническим проявлением постменопаузального остеопороза является наличие болевого синдрома, проявляющегося болями в костях и суставах. Наиболее часто болевые расстройства локализуются в костях нижних конечностей и в позвоночнике, с меньшей частотой – в костях верхних конечностей. Наряду с этим, у больных с постменопаузальным остеопорозом выявляются мышечные

боли, артралгии и артропатии. Они нередко сочетаются с остеохондрозом и варикозным расширением вен, вызывают болевые ощущения в суставах и ограничение их движений. Самые первые проявления артралгии отмечаются в суставах пальцев, при этом возникают жалобы на боль, нарушение подвижности пальцев, уменьшение силы рук. Следующими по локализации артралгий являются коленные и плечевые суставы. При обследовании женщин следует обращать особое внимание и на такие жалобы, как ломкость и выпадение волос, хрупкость и крошение зубов, ногтей, избыточное оволошение (гирсутизм), пигментация и шелушение кожи, уменьшение роста. Эти нарушения отмечаются у значительного числа женщин, обнаруживающих явные признаки остеопороза, что позволило нам отнести их к сопутствующим симптомам остеопороза. Указанные расстройства, на наш взгляд, являются клиническим проявлением гипострогемии и связанных с ней других нарушений гомеостаза. Подтверждением этого является тот факт, что комплексная терапия, направленная на устранение эстрогенного дефицита, восстановление кальций–фосфорного гомеостаза способствовала значительному уменьшению вышеуказанной патологической симптоматики. При изучении анамнестических данных установлено, что у женщин с постменопаузальным остеопорозом достоверными фактами повышенного риска развития заболевания являются: наследственная отягощенность переломами у ближайших родственников (мать, сестра и т.п.) (30,6%); сидячий характер работы (79,2%); умеренно и малоподвижный образ жизни (40,3%). Это связано с тем, что наследственная патология, дефицит физической активности, опосредованно влияют на прочность костной ткани, вследствие чего кости истончаются и становятся хрупкими.

К другим достоверным признакам риска развития постменопаузального остеопороза, мы отнесли характер питания больных, отличавшийся редким употреблением богатых кальцием молочных продуктов (творог, сыр, катык, молока и др.), избыточным приемом соленой, грубоволокнистой пищи (76,4%); значительную подверженность стрессовым нагрузкам (77,8%), основными причинами которых, были семейная неустроенность, вдовство, одиночество, материальные затруднения, конфликты в семье и т.п. Кроме того, к достоверным факторам, подтверждающим эстрогенную недостаточность при постменопаузальном остеопорозе также относятся: а) более ранний возраст менопаузы на момент обследования; б) высокая частота атрофических изменений слизистой влагалища и сенильных кольпитов; в) редкая встречаемость гиперпластических заболеваний половых органов; г) выраженность вегето-сосудистых нарушений, относящихся к симптомам патологического климактерия.

Для объективизации диагноза “остеопороз” больным рекомендуется проводить рентгенологическое исследование трубчатых костей нижних конечностей, а именно, верхней трети бедренной кости. Наши данные показали, что рентгенологический метод является достаточно надежным методом диагностики постменопаузального остеопороза. При изучении полученных рентгенограмм у 58 больных основной группы выявлялись рентгенологические признаки диффузного остеопороза.

Полученные данные свидетельствуют о важной роли эстрогенной недостаточности в патогенезе постменопаузального остеопороза, свидетельством чего является достоверная отрицательная корреляционная связь между проявлениями климактерического синдрома, клиническими признаками остеопороза и концентрацией эстрадиола. Это подтверждается и данным литературы (Gallager J., Nordiu B., 1973), согласно которым преждевременное угасание функции яичников или их удаление в пременопаузе способствует раннему развитию остеопороза. Авторами показано, что

женщины с удаленными яичниками, на фоне гипоестрогенемии имеют более низкую массу костной ткани по сравнению со здоровыми женщинами. Возрастная гипоестрогенемия приводит к снижению активности кальцитонина, вследствие чего активизируется остеокласты и процесс рассасывания костной ткани начинает преобладать над ее восполнением.

Проблемы лечения остеопороза за рубежом изучается давно, особенно активно в последнее десятилетие. Однако до настоящего времени не разработаны общепринятые терапевтические схемы и режимы лечения этого заболевания в городе Баку. Основная цель лечебных мероприятий добиться замедления и прекращения потери костной массы, уменьшить болевой синдром, улучшить функциональное состояние больного, восстановить трудоспособность и психоэмоциональное состояние.

Для повышения эффективности лечения нами был использован принцип этапности, т.к. последовательное применение различных терапевтических методов является наиболее целесообразным и хорошо переносится больными.

На первом этапе лечения проводились терапевтические мероприятия, направленные на регуляцию массы тела, нормализацию психоэмоционального статуса, повышение общего тонуса организма женщин.. Назначалась диета, исключая сахаросодержащие и кофеинсодержащие газированные напитки (фанта, пепси-кола, кока-кола), варенья, сахар, употребление кофе, алкоголя. Рекомендовалось увеличение в пище содержания продуктов, богатых кальцием, витамином D (рыба, овощи, фрукты, молоко и молочнокислые продукты – сыр, творог, катык).

Для снятия психоэмоционального напряжения рекомендовался прием вегетотропных (беллетаминал, белласпон, беллоид по 0,5-1 таблетки 3 раза в день), успокаивающих средств растительного происхождения (настойки валерианы, пустырника, боярышника – по 10-15 капель 3 раза в день). Первый этап лечения проводился, в среднем, в течение 1-2 месяцев.

Основным методом **второго этапа** лечения была эстрогензаместительная терапия постменопаузального остеопороза. Применяемые нами эстрогены назначались в низких дозах, которые соответствовали уровню эндогенного эстрадиола в фазе пролиферации у молодых женщин. Для лечения остеопороза мы назначали двухфазный эстрогензаместительный препарат, содержащий эстрадиол-валерат и прогестаген.

Эстрогензаместительная терапия проводилась у 42 женщин основной группы в виде монотерапии препаратом климонорм. В 10 случаях в процессе терапии были выявлены противопоказания к пероральному приему таблеток Климонаорма (гастриты, колиты, язвенная болезнь желудка, заболевания печени), вследствие чего больным назначался трансдермальный путь введения эстрогенов при помощи пластыря “Климара”, содержащего эстроген-гестагенные препараты. Эстрогенные препараты назначались циклами по 3 недели с недельным перерывом.

При сочетании постменопаузального остеопороза с явлениями сенильного кольпита, атрофией наружных половых органов, нарушением эпителия влагалища больным проводилась сочетанная терапия “Климонаормом” с местным назначением влагалищных свечей, содержащих препарат эстриол (“Гинофлор”). При наличии противопоказаний к пероральному применению “Климонаорма”, предпочтение отдавалось местному лечению “Гинофлором”.

В процессе лечения в динамике гормональной эстрогензаместительной терапии, наблюдалось значительное уменьшение остеопоротических проявлений, а также симптомов климактерического синдрома. Оценка состояния больных и эффекта

проводимой терапии после годичного курса комплексного лечения позволила установить, что у 19 женщин (26,4%) полностью нормализовался общий и психоэмоциональный статус, улучшились гормональные и биохимические показатели. Заместительная гормональная терапия Гинофлором у 16 женщин восстанавливала защитный микрoэкологический барьер влагалищной стенки, характеризующийся редукцией неприятных ощущений, сухости влагалища, исчезновением зуда, нормализацией сексуальных отношений. При гистологическом исследовании мазка из влагалища отмечено повышение зрелости вагинального эпителия, нормализация кольпоскопической картины до значений, свойственных здоровым женщинам репродуктивного возраста.

Последующие наблюдения за этими женщинами показало, что состояние их стабилизировалось, но в весеннее и зимнее время они продолжали прием эстрогенов и препаратов, корректирующих электролитный обмен. Непосредственно после отмены медикаментозной терапии эффект лечения оценивался как “значительное улучшение”. В том случае, если через год после завершения терапии не было рецидива заболевания, результат расценивался как “практическое выздоровление”.

Улучшение состояния наблюдалось у 40 (55,6%) женщин основной групп. При опросе больных и обследовании установлено наличие стойкой ремиссии экстрагенитальной патологии, уменьшение проявлений климактерического синдрома, восстановление трудоспособности, тенденция к восстановлению эстрогенного дефицита, нормализации кальций-фосфорного обмена. Эта группа женщин после завершения курсового лечения эстрогенными и негормональными препаратами, спустя 2 месяца вновь начала прием “Климонорма”, но доза препарата была снижена до 1 таблетки в день.

Особые трудности представило лечение 11 (15,7%) женщин основной группы, которые страдали выраженными проявлениями остеопороза и патологического климактерия. На второй неделе после начала лечения “Климонормом” у этих женщин развились побочные явления: чувство тошноты, усиление головной боли, повышение артериального давления, нарушение сна. В связи с этим пероральный прием гормональных препаратов был прекращен. Гормонотерапия проводилась путем трансдермального введения эстрогенов при помощи пластыря “Климара”, сочетающихся с назначением негормональных препаратов “Ван-альфа” и “Калтрейд”. В последующие 2 месяца больные отмечали улучшение самочувствия, повышение интереса к жизни, некоторое улучшение настроения, но их, по-прежнему, беспокоили чувство тяжести в голове, снижение работоспособности, болевые ощущения в спине, суставах и мышцах. В связи с этим были проведены еще два 3-месячных курса комбинированной терапии с подключением психотропных препаратов (анафранил, гинтон, беллетаминал) и курсов психотерапии. Улучшение состояния наступило у 8 больных к концу первого года лечения, у остальных 3-х женщин изменений в состоянии не наблюдалось.

Третий этап лечения начинался спустя год после начала активного лечения и включал в себя различные реабилитационные мероприятия, включавшие: физиотерапевтику (массаж, гальванический воротник по Щербакову с бромом и новокаином, ультрафиолетовое облучение), лечебную гимнастику, адекватный пищевой режим и избирательное применение гормональных препаратов.

Представленные результаты терапии и профилактики постменопаузального остеопороза у женщин, жительниц г.Баку, свидетельствует о необходимости организации

специализированных гинекологических кабинетов в женских консультациях, общих поликлиниках, для диспансерного наблюдения за женщинами в климактерическом периоде, что будет способствовать снижению частоты развития постменопаузального остеопороза у женщин в переходном возрасте.

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