

ANALYSIS OF THE COMPETITIVE AND EXPORT POTENTIAL OF MACHINE-BUILDING OF THE REPUBLIC OF BELARUS

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In modern conditions, ensuring the sustainable functioning of the machine-building complex of the Republic of Belarus is one of the most important tasks of economic development. This article is devoted to the assessment of the possibilities of developing the competitive and export potential of the machine-building industry of the Republic of Belarus on the basis of data on the results of the machine-building complex in general, as well as export statistics in particular.

Keywords: machine-building complex; competitive potential; export potential; export of mechanical engineering of the Republic of Belarus; «competitiveness of the machine-building».

АНАЛИЗ КОНКУРЕНТНОГО И ЭКСПОРТНОГО ПОТЕНЦИАЛА МАШИНОСТРОЕНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ

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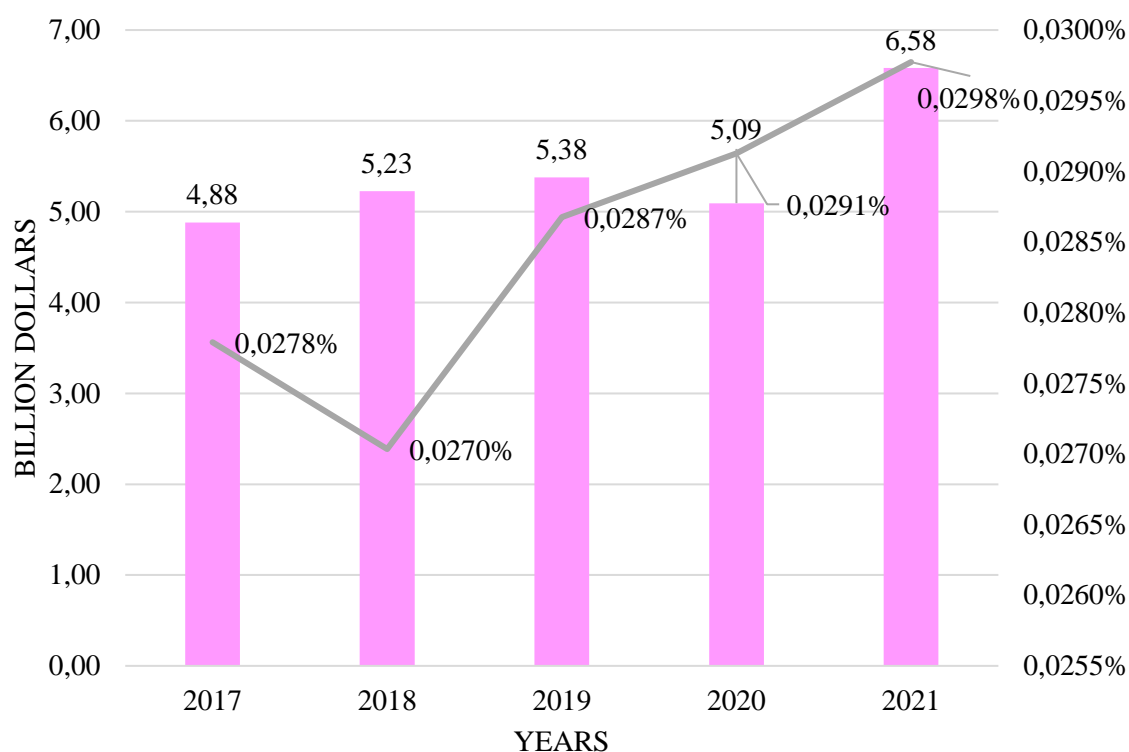
В современных условиях обеспечение устойчивого функционирования машиностроительного комплекса Республики Беларусь является одной из важнейших задач экономического развития. Данная статья посвящена оценке возможностей развития конкурентного и экспортного потенциала машиностроения Республики Беларусь на основании данных о результатах деятельности машиностроительного комплекса в целом, а также данных экспортной статистики в частности.

Ключевые слова: машиностроительный комплекс; конкурентный потенциал; экспортный потенциал; экспорт машиностроения Республики Беларусь; «конкурентоспособность машиностроительного комплекса».

Introduction. Modern conditions have created new challenges for the economy of the Republic of Belarus, which could not but affect the changing conditions of the functioning of the national machine-building complex. Thus, the issues of increasing competitiveness and ensuring the smooth functioning of domestic engineering are becoming the most urgent. To begin with, the article considered the issue of the difference between the categories of export and competitive potential, and also defined the «competitiveness of the machine-building complex».

Materials and methods. When writing the article, the method of analogies, analysis, and synthesis were used.

Results and discussion. It should be noted that despite the growth of machine-building exports of the Republic of Belarus in billions of dollars for the period from 2017–2021 by \$ 1.7 billion, the share of machine-building exports of the Republic of Belarus does not exceed 0.03% in total world exports of goods (figure).



— MACHINE-BUILDING EXPORT OF THE REPUBLIC OF BELARUS, BILLION DOLLARS.

— THE SHARE OF MACHINE-BUILDING EXPORTS OF THE REPUBLIC OF BELARUS IN TOTAL WORLD EXPORTS, %

Dynamics of exports and the share of machine-building exports of the Republic of Belarus in total world exports, billions of dollars, % from 2017–2021
The author's self-development based on [4; 5].

Thus, the issues of studying the export and competitive potential of mechanical engineering have been still relevant.

To accurately understand the similarities and differences between the export and competitive potential categories, a table was compiled showing the correlation of the concepts of «export» potential and «competitive» potential.

Conclusion. As follows from the contents of the table, the concepts of «export potential» and «competitive potential» are not identical. The export potential, in general, allows us to characterize the prospects for the production of export-oriented products and an increase in the export of industrial goods.

Competitive potential mainly reflects the availability and opportunities for the realization of competitive advantages, both in the domestic and foreign markets, taking into account the ability of economic entities to adapt to the market environment.

Export potential	Competitive potential
1. Export potential is the ability of subjects determined by the totality of capabilities and resources (production, financial, intellectual) for the production and sale of export-oriented products	1. Competitive potential is considered as a set (set, combination) of success factors that make it possible to realize competitive advantages in the target commodity markets (internal and external) and ensure the ability of economic entities to adapt to market conditions
2. Export potential at the level of the national economy implies prospects for export expansion	2. The competitive potential of a country is determined based on the available natural, labor, financial, material and other resources for the development of the national economy, allowing the formation of strategic factors to increase competitiveness
3. The export potential of industry is determined based on the stability of the positions of industrial organizations in foreign commodity export markets and the prospects for its increase	3. With regard to industry, competitive potential is interpreted as a structural element of competitive relations, determined on the basis of a set of resources and competitive advantages of industrial organizations for the purposes of ensuring sustainable development

The author's self-development based on [1; 3].

References

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