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СЫРТҚЫ САУДА АЙМАҚТЫҢ КӨЛІК-ЛОГИСТИКАЛЫҚ ЖҮЙЕСІН ДАМЫТУДЫҢ ФАКТОРЫ РЕТІНДЕ *(Шығыс Қазақстан облысының мысалында)*

Аңдатпа. Сыртқы сауда қатынастары жаһандық әлемде макроэкономикалық және аймақтық экономикалық қызметтің маңызды құрамдас бөлігі болып табылады. Сыртқы сауда көлікпен тығыз байланысты. Көлік-логистикалық жүйесінің қалыпты қызметі тараптардың сату-сатып алу бойынша міндеттемелерінің орындалуын қамтамасыз ете отырып, халықаралық мәмілелердің тиімділігіне едәуір ықпал етеді. Қазіргі таңда Қазақстан және оның аймақтары үшін, экономикалық қызмет түрлерінің тар шеңберінен шығуға бағытталған, ұлттық және аймақтық экономиканы әртараптандыру мен модернизациялау бойынша мемлекеттік саясаттың стратегиялық маңызы зор. Оның ішінде, қазіргі төртінші өнеркәсіптік төңкеріс шарттарында, экспорттық-импорттық қызметті дамыту ерекше рөл атқарады. Мақаланың мақсаты Шығыс Қазақстан облысының (ШҚО) сыртқы сауда әлеуетін және осыған байланысты аймақтың көлік-логистикалық жүйесінің мүмкіндіктерін анықтау болып табылады.

Түйін сөздер: *сыртқы сауда, экспорт, импорт, тауар айналымы, Шығыс Қазақстан, аймақ, материалдық ағын, көлік, логистика.*

Лаззат Габдуллина, Бауыржан Толысбаев, Борис Лавровский
ВНЕШНЯЯ ТОРГОВЛЯ КАК ФАКТОР РАЗВИТИЯ
ТРАНСПОРТНО-ЛОГИСТИЧЕСКОЙ СИСТЕМЫ РЕГИОНА
(на примере Восточно-Казахстанской области)

Аннотация. В данной статье исследуется современное состояние внешней торговли Восточно-Казахстанской области и возможности транспортного обслуживания внешнеторгового оборота региона. Приводится анализ показателей внешнеторгового оборота региона: объем экспорта и импорта, доля региона в экспорте страны; товарная структура экспорта и импорта и структура внешнеторгового оборота в разрезе стран за последние пять лет. В статье рассмотрены программные документы и выделены ключевые организации по развитию внешней торговли и экспорта в стране. Выявлены основные факторы сдерживающие развитие внешней торговли, в том числе объемов экспорта региона и сформулированы предложения для решения данных проблем. Нормальное функционирование транспортно-логистической системы, обеспечивая выполнение обязательств сторонами по купле-продаже, оказывает значительное влияние на эффективность международных сделок. По этой причине, в данной статье так же рассмотрены возможности и основные проблемы транспортно-логистической системы региона.

Ключевые слова: *внешняя торговля, экспорт, импорт, товарооборот, Восточный Казахстан, материальные потоки, транспорт, логистика.*

Lazzat Gabdullina, Baurzhan Tolyssbayev, Boris Lavrovskiy
FOREIGN TRADE AS A FACTOR IN THE DEVELOPMENT OF
THE TRANSPORT AND LOGISTICS SYSTEM OF THE REGION
(the Case of the East Kazakhstan Region)

Abstract. This article examines the current state of foreign trade of the East Kazakhstan region and the possibilities of transport services for the region's foreign trade turnover. The article contains the analysis of indicators of the region's foreign trade turnover, the volume of exports and imports, the region's share in the country's exports, commodity structure of exports and imports and the structure of foreign trade turnover by country over the past five years. The article examines the policy

documents and highlights the key organizations for the development of foreign trade and export in the country. It identifies the main factors restraining the development of foreign trade, including the volume of exports of the region and forms the proposals for solving these issues. The normal functioning of the transport and logistics system, ensuring the fulfillment of obligations by the parties to the sale and purchase, has a significant impact on the efficiency of international transactions. For this reason, this article also discusses the possibilities and main issues of the transport and logistics system of the region.

Key words: *foreign trade, export, import, turnover, East Kazakhstan, product flow, transport, logistics.*

Introduction

At present, a purposeful state policy of diversification and modernization of the national and regional economy, aimed at overcoming its dependence on a narrow range of economic activities, is of strategic importance for Kazakhstan and its regions. International commodity exchange and international transport in the process of circulation affect each other, being in a close organic relationship. The development of international trade contributes to the development of transport and the improvement of its technical means; in turn, scientific and technological progress in transport contributes to the development of international commodity exchange, involving all new commodity markets in its sphere. It is impossible to imagine a single foreign trade transaction without the participation of transport - in any case, the goods must be delivered from the seller to the buyer. Therefore, the level of transport support of foreign economic relations has a significant impact on the efficiency of foreign trade, manifested in the price of goods as a transport component. In addition, transport is an important additional source of foreign exchange earnings for the state. These circumstances determine the relevance of the study of this issue.

The East Kazakhstan region (EKR) is one of the leading industrial and agricultural regions of Kazakhstan with a considerable economic potential, in the North it shares borders with the Altai Krai and Altai Republic of the Russian Federation (RF), in the East with the Xinjiang Uyghur Autonomous region of the People's Republic of China (XUAR of the PRC). Due to its unique geostrategic and geopolitical location the region has a high foreign trade and transport and transit potential. Product and transport flows from Europe and Russia to China, and back across the region allow us to open up this potential. The purpose of the study is to

assess the potential of foreign trade in the East Kazakhstan region (EKR) and in this regard identify opportunities for the transport and logistics system of the region.

Methods and sources

The sources of information are statistical data contained in official printed sources, reports, projects, state programs, messages, concepts, legislative documents of the Republic of Kazakhstan, Internet resources, etc. To achieve the goals, an abstract-logistic method, methods of generalization, analysis and comparisons, economic and statistical research methods were used.

Outcomes and discussions

The foreign trade turnover of the East Kazakhstan region, as an economic indicator, is equal to the sum of the values of exports and imports. It is measured in monetary terms and it characterizes the volume of foreign trade in the region for a certain period of time: month, quarter, year. Let's consider the change in the region's foreign trade turnover over the past five years (table 1). According to preliminary data of the Statistics Committee of the Ministry of National Economy (CS MNE) [1] and the State Revenue Committee of the Ministry of Finance of the Republic of Kazakhstan (SRC MOF RoK) [2], the foreign trade turnover of East Kazakhstan region in 2019 amounted to 4511.3 million USD compared to 2015 (4 026.5 million USD) the growth is 12%. The highest level of this indicator over the past five years was reached in 2017 (4723.7 million USD). In 2019, the volume of exports increased by 10% compared to 2015 and amounted to 2399.9 million USD (53% of the region's trade turnover). The volume of imports in the region increased by 14% and in 2019 amounted to 2111.4 million USD (47% of the total turnover). Compared to 2015, there is a growing trend in foreign trade in the region. The balance of foreign trade turnover is positive and amounted to 288.6 million USD.

Table 1. Foreign trade turnover of the East Kazakhstan region for 2015-2019, in million USD

Indicators	2015	2016	2017	2018	2019	Growth 2019 /2015	Share for 2019
Foreign trade turnover, total	4 026,5	3 728,7	4 723,7	4 048,1	4511,3	12%	100%
including: export	2 175,4	2 160,2	2 640,2	1 846,9	2399,9	10%	53%

Indicators	2015	2016	2017	2018	2019	Growth 2019 /2015	Share for 2019
import	1 851,1	1 568,5	2 083,5	2 201,2	2111,4	14%	47%

Source: preliminary data of the SC of the MNE RoK, SRC of the MF RoK

According to preliminary indicators of foreign trade of the region, the region is on the 7th place among the regions of the Republic, the share is 4.7% of the total foreign trade of the country (57,722. 9 million USD). According to the volume of imports, the region is on the 5th place among the regions and occupies 5.5% of the total volume of imports of the country (38,356. 7 million USD). In terms of exports of manufacturing industry in the Republic, the region ranks 4th (after Karaganda and Aktobe regions and Almaty city) with a volume of 1454.7 million USD and a share of 10% of total exports. It should be noted that in recent years, the region has seen a falling trend in export indicators (figure 1).

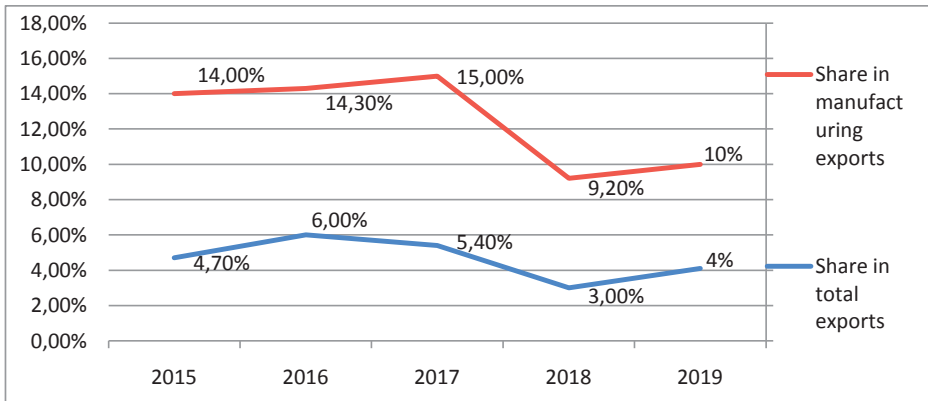


Figure 1. Share of EKR in the country's exports

Note: compiled by the authors according to preliminary data of the SC MNE RK, "Kazakhstan Center for Industry and Export "QazIndustry" JSC

In the commodity structure of exports, the largest share is made up of metals and metal products (49%), mineral products (28.6%) and products of animal and plant origin (13%), followed by other goods (6%), chemical products (1%), machinery , equipment, vehicles (2.4%) (Figure 2).

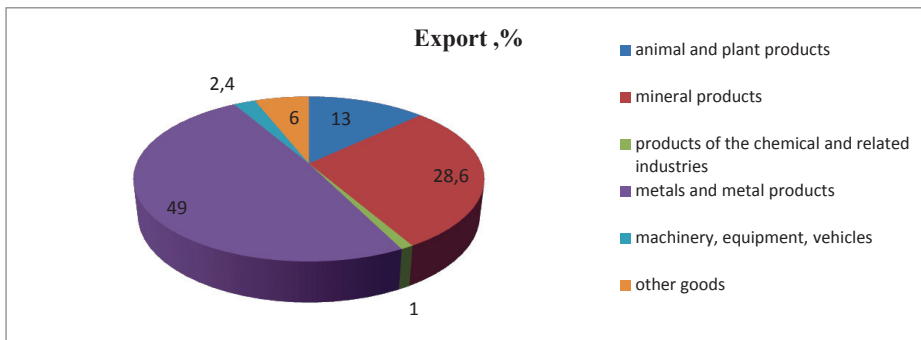


Figure 2. Commodity structure of exports of the East Kazakhstan region in 2019, in % of the total

Note: compiled by the authors based on preliminary data from the SC of the MNE RoK

As part of export of other goods, raw leather, natural fur and products made from them, haberdashery occupies 0.01%, wood, timber and pulp and paper products 0.56%, textiles and textile products -0.1%, construction materials 0.22%, shoes, hats, etc. 0.07 %, various industrial goods 4.9%.

In terms of the metals and metal products group the following products are mainly exported: zinc, unprocessed, unalloyed, silver in ingots; refined, unprocessed copper, unrefined copper, copper anodes; unprocessed titanium and products; refined, unprocessed lead. For the extraction of metal ores, the following are exported: zinc ores and concentrates, copper ores and concentrates, lead ores and concentrates, Portland cement. By animal and plant product group the following products are exported: sunflower seeds, wheat, seed wheat, durum wheat, barley, flax seeds, rapeseed or colza seeds. The main types of non-primary exports were wheat flour, buckwheat groats, vegetable oils, poultry meat, fish and fish products, sausages and canned food, butter, cheese. For the production of chemical industry products, the following products are exported: uranium enriched in uranium-235 and its compounds: plutonium and its compounds.

The region mainly imports mineral products (33.1%), machinery, equipment, vehicles (28.2%), chemical products (15.7%), metals and metal products (8.6%), animal and plant products (6.4%), wood, timber and pulp and paper products (2.8%), and other goods (5.2%) (figure 3). As part of imports of other goods, raw leather, natural fur and products made from them, haberdashery occupies -0.1%, textiles and textile products -1%, construction materials - 1.4%, shoes, hats, etc. -0.65%, various industrial goods-2%.

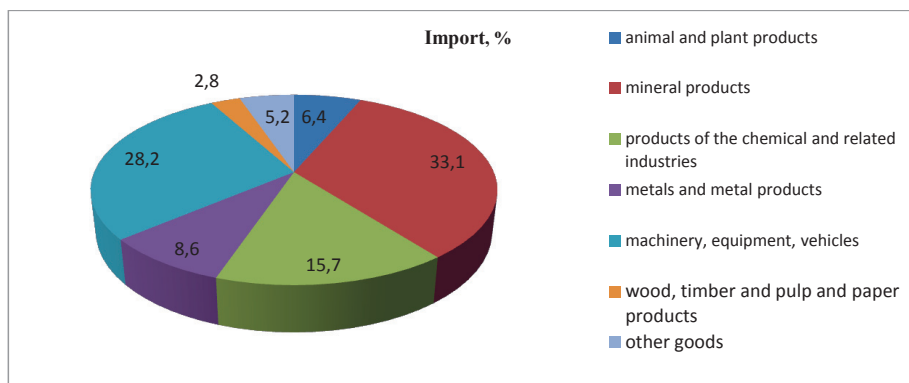


Figure 3. Commodity structure of imports of the East Kazakhstan region in 2019, as a percentage of the total

Note: compiled by the authors based on preliminary data of the SC of the MNE RoK

As can be seen from Figure 4, in the context of countries in the external trade turnover of East Kazakhstan region, the largest share is 46.3% or 2089.3 million USD accounts for the countries of the Eurasian Economic Union (EAEU). The share of non-CIS countries is 45.2% or 2038.2 million USD. The CIS countries occupy only 8.5% or 383.8 million USD. In the export of goods, the share of non-CIS countries is high - 61.6% or 1477.9 million USD, and in the import of goods, the EAEU countries occupy the largest share - 63.7% or 1344.2 million USD.

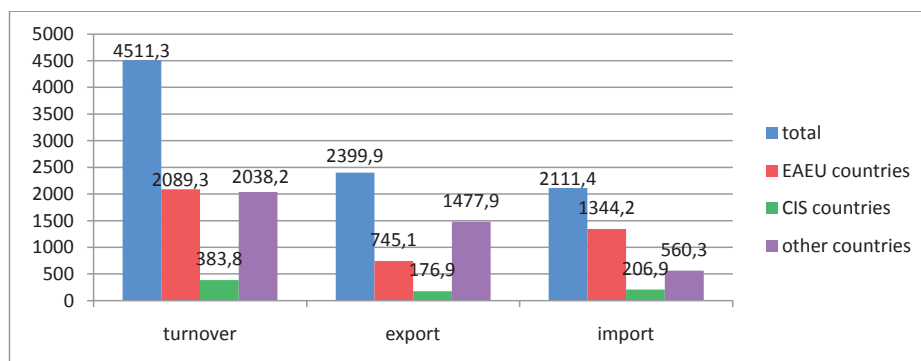


Figure 4. A country-specific structure of foreign trade turnover

Note: compiled by the authors based on preliminary data of the SC of the MNE RoK

The share of the EKR in mutual trade of Kazakhstan with countries of the Eurasian Economic Union is the following: export 4.8%, import 7.8%, in terms of export among the regions of the country the region ranks

6th after Karaganda region (9.7%), Pavlodar region (20.8%), Kostanay region (10.1%), Aktobe region (9.9%) and Almaty city (9.7%); in terms of import it ranks 3rd among the regions and cities of Kazakhstan after Almaty city (35.2%) and Nur-Sultan city (14.7%) [1].

East Kazakhstan region is actively engaged in trade with the countries of near and far abroad. There are about 30 large export-oriented industries in the region. Products are supplied to more than 90 countries of the world and the export geography is expanding every year. In trade with the EAEU countries, the largest share in the structure of exports falls on Russia-94.5% (70.1 million USD), the share of Kyrgyzstan is 4.8% (3.5 million USD), the share of Belarus -0.7% (0.5 million USD). In trade with the EAEU countries, the largest share in the structure of imports also falls on Russia-91.5% (125.0 million USD), the share of Kyrgyzstan is 7.4% (10.1 million USD), the specific weight Belarus -1.1% (1.4 million USD).

As for the East Kazakhstan region's trade with non-CIS countries, in terms of the main partner countries, the largest share in the export structure falls on China - 50.9% (841.9 million USD) followed by Turkey -13.4% (221.4 million USD), Great Britain - 5.8% (96.5 million USD), Vietnam - 4.1% (67.5 million USD), Belgium -2.7% (44.2 million USD), USA-2.9% (48.0 million USD), Iran and the Republic of Korea -1.9% (30.9 million USD and 30.6 million USD, respectively), Netherlands -1.8% (30.2 million USD). In trade with the CIS countries, the largest share in the export structure falls on Uzbekistan -8.2% (134.8 million USD), followed by Ukraine - 1.3% (22.3 million USD) and the smallest share falls on Turkmenistan -0.3% (4.6 million USD). As for the trade of East Kazakhstan region with non-CIS countries, in the context of the main partner countries, the largest share in the structure of import also falls on China - 24% (184.4 million USD) followed by the Republic of Korea -8.3% (64.0 million USD), the USA -6.8% (52.4 million USD), Germany-6.3% (48.4 million USD), Norway -2.9% (22.1 million USD), Czech Republic-2.7% (20.6 million USD), Sweden-1.7% (12.2 million USD), Poland- 1.6% (12.3 million USD), Israel - 1.5% (11.2 million USD). As for trade with the CIS countries, the largest share in the structure of imports also falls on Uzbekistan -12.8% (98.2 million USD) followed by Tajikistan-11.4% (87.6 million USD), the smallest the share falls on Ukraine-1.1% (21.0 million USD) [1].

Despite the positive trends in the region's foreign trade, export of Kazakhstan in 2019 decreased by 4.5% and amounted to 57722.9 million USD, it accounted for 60.0% of the trade turnover (a year earlier - 61111.2

million USD or 64.5%). Today, only about 400 Kazakhstani companies regularly provide domestic products abroad, which is only 2.5% of active enterprises. In this regard, the share of export of Kazakhstan's non-primary goods in the global trade chain remains low[3].

Accompanying activities for the development of exports are carried out within the framework of the following program documents: Concept of Foreign Policy of the Republic of Kazakhstan for 2014-2020; National Export Strategy of the Republic of Kazakhstan until 2022; Program for the development of the service sector in the Republic of Kazakhstan until 2020; Exporter-2020 State Program for Assistance to Exporters; Strategic Development Plan of the Republic of Kazakhstan until 2025; Concept of the state program for the development of trade of the Republic of Kazakhstan for 2021-2025; State program for the development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2021; State program of industrial and innovative development of the Republic of Kazakhstan for 2020-2025; State program "Business Roadmap 2025". In addition, for the development of regional and border trade, corresponding programs were signed with the governments of China and Russia.

In Kazakhstan, the key institutions for the development of foreign trade and non-resource export are the following: National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken", "Kazakhstan Center for Industry and Export" QazIndustry" JSC, "KazakhExport" Export Insurance Company JSC, QazTrade Trade Policy Development Center JSC, Foreign Trade Chamber of Kazakhstan LLP, FRP Damu JSC.

According to the definition of export-oriented enterprises, the most frequent issues are the following: the complexity of logistics and the high transport costs, non-compliance of products with international standards, lack of awareness of the conditions for entering the markets of foreign countries, as well as the buyers of products [3]. Also, the following factors can be attributed to the main reasons restraining the development of foreign trade, including a decrease in export volumes: - raw materials orientation of exports of the region and the country as a whole, non-diversification of exports; -insufficiency of production capacity; -significant wear and tear and obsolescence of fixed assets, low internal competitiveness of commodity producers; -variations in prices for raw materials; decrease in demand for raw materials, drop in sales for traditionally main export items; - lack of innovative technologies in the extraction, processing and transportation of raw materials; failure to master new sales markets; - presence of barriers in mutual trade; insufficient financial support for

exporters and high cost of credit resources; -and insufficient effectiveness of instruments of non-financial support measures, etc.

In our opinion the following activities are required to solve these issues: - improvement of the structure of export and import towards the prevalence of goods with high added value in the export; - increase of the competitiveness of domestic goods and services; - development and improvement of export industries; - provision of financial, informational and analytical support to exporters; -improvement of legislation mechanisms of state support for exporters; - training of a qualified personnel; - improvement of transport infrastructure and logistics services; - extensive use of advanced innovative technologies in cargo transportation, etc.

The transport complex of East Kazakhstan, which serves foreign trade, is represented by all main types of transport: railway, aviation, water and road. A road transport plays an important role in the development of market infrastructure and the expansion of domestic and foreign trade, and this type of transport has the status of the main carrier. The expanded length of the main railway tracks in the region is 1.209 km, which is 7.3 % of the total length of the railways of the Republic of Kazakhstan. The density of railways in the region is 4.1 km per 1,000 km², which is 1.4 km lower than the national average (for the Republic of Kazakhstan - 5.5 km per 1,000 km²). The main transit corridor passing through the territory of the East Kazakhstan region is the M-38 Omsk – Maikapchagai highway of national significance, with access to the 2nd trans-European corridor (including the PRC), the total length of the road is 1099 km. There are 4 airports in the region, of which: 2 are allowed to serve international flights (Ust-Kamenogorsk, Semey), 2 serve local airlines (Zaisan, Urjar). The airport of Ust-Kamenogorsk is categorized according to ICAO standards in category I. The main navigable highway of the internal waterways of the East Kazakhstan region is the Irtysh river, which flows from the border of the People's Republic of China to the border of the Russian Federation. The length of the river across the territory of the Republic of Kazakhstan is 1.698 km, including through the territory of the region – 1.116 km. The largest volume of cargo and passenger traffic falls on road and rail transport. 89.9% of cargo is transported by road, and 10% by rail. The volume of passenger traffic by road is 96.2%, by rail - 2.5%, by air - 1.3% [4].

There are «Bakhty» and «Maikapchagai» customs posts located on the territory of the East Kazakhstan region. They are the largest and key international checkpoints in the east of the Republic of Kazakhstan. The

main passenger and transit transport flows are carried out through them. According to the results of a study carried out by the “KAZLOGISTICS” corporate fund in 2017, the most effective route for road transportation of goods from China to Kazakhstan and through Kazakhstan to the Altai and Western Siberia regions of Russia was through the “Maikapchagai” and the “Bakhty” checkpoints. The following freight routes have also been identified for road transport between the PRC and the RoK through the territory of East Kazakhstan region: “Urumchi-Zimunai (Tachen)-Ust-Kamenogorsk”, “Urumchi-Bakhty-Semey”, “Altai-Zimunai-Semey”, “Zimunai-Zaisan”. In addition, transit through the territory of East Kazakhstan is the shortest route from China to Russia [6].

Currently, the transportation of goods from China to Russia in transit through the territory of East Kazakhstan, by rail, takes place through the following routes: “Bakhty-Mashtakova (Syrym)-Moscow” and “Bakhty-Kairak-Troitsk”. In 2014 the Regional Center for Public-Private Partnership of the East Kazakhstan region JSC developed a project for the construction of a new railway line “Zyryanovsk-Maykapchagai” on a concession basis in order to effectively use the transit potential of the region. At the same time, alternative options for the construction and operation of the “Ayagoz-Maykapchagai”, “Shar-Maykapchagai” and “Zhangiztobe-Maykapchagai” railway lines were considered. Information was presented on the benefits of the future transport corridor for the economy of East Kazakhstan, the development of remote areas and the development of reserves of mineral deposits. In addition, in connection with the construction of the “Karamay-Chuguchak” railway in the Tarbagatai region of the XUAR of the PRC, the Chinese side proposed to consider the construction of the “Ayagoz-Bakhty” railway [7]. In order to develop the river communication, the East Kazakhstan Shipbuilding and Ship Repair Plant LLP provided a project to create a full-fledged river port and a logistics center on the basis of the existing enterprise for organizing one of the options for the direction of the Silk Way along the transboundary Irtysh river. (<http://www.spkertis.kz/ru/project7.htm>) But for various reasons, the most important of which is the lack of funding and investors, all these current projects were not implemented.

Currently, there are no enterprises in the region that provide a full range of high-quality services related to transport and logistics activities. At the moment, the first stage of construction of the “Severny” transport and logistics center (TLC) in Semey, which has an exit to the “Omsk-Maykapchagai” international highway, has been completed. A shopping center for agricultural producers is operating here. In order to develop

the network of transport and logistics centers in Kazakhstan, the national multimodal operator KTZ Express JSC planned to implement projects for the construction of modern TLC in the country, including in the East Kazakhstan region[8]. According to the project, the TLC in the city of Ust-Kamenogorsk will be located along the Republican highway “Ust-Kamenogorsk-Almaty”. It is expected that this TLC will be developing as the center of a local transport and logistics corridor between Western China and the Eastern regions of Russia and it has every chance to become the transport and logistics gateway of Kazakhstan to Siberia.

The key issues of the transport and logistics system serving the region’s foreign trade are the following: high level of wear and tear of transport infrastructure; low throughput of the railway line; underdevelopment of river and air traffic in the region; underdevelopment of terminal and warehouse infrastructure and modern logistics services, low capacity of border checkpoints; insufficient number of qualified personnel, insufficient financial resources, low level of innovative activity, etc. As for the state regulation, the main issues are high duties and payments for commercial vehicles, excessive bureaucracy, and the lack of a single base of players operating in the transport and logistics market.

The most important tools for the development of the transport and logistics system are the use of innovative technologies: technologies related to the movement of goods (digitalization, electronic identification of packages, satellite tracking of the location of goods, etc.); development of automated control systems and improvement of information and telecommunications support; robotization of production, autopilots, etc. The issue of shortening delivery times is becoming more and more relevant for international transit cargo. Therefore, the key task now is to jointly develop and implement technologies with border and customs authorities that will significantly reduce downtime at checkpoints and at interstate transfer stations.

In addition, to develop the transport infrastructure and increase the innovative activity of enterprises in the transport and logistics industry, it is necessary to provide financial support in the form of direct investment, tax incentives, loans at preferential interest rates, and financial subsidies. It is also necessary to adopt a program for the development of the transport and logistics system at the state level, taking into account the peculiarities of international trade and innovative development of the country and its regions; develop a program for the development of new, alternative transit transport corridors through the country; consider customs tariffs and duties for commercial cargo; build transport and logistics centers,

modern retail premises and warehouses of class A; create a single database of all operators and intermediaries operating in the country's transport and logistics system.

Conclusion

According to the study of the statistical database, the East Kazakhstan region is actively developing trade relations with countries of the near and far abroad, including the countries of the EAEU, CIS, European Union, Asia, China, the United States, and others. These indicators contain significant reserves for the development of the region's transport and logistics system. Russia (the country's share in the total volume of trade – 43.2%) and China (the country's share in the total volume of trade -22.7%), being the main trading partners, will become the main consumers of the transport and logistics system of the region and Kazakhstan as a whole. Close proximity to two great powers at the same time means that there is a large and very capacious market, which opens up opportunities for partnership and mutually beneficial accelerated economic development. The dynamics and annual increase in trade turnover of East Kazakhstan region with foreign countries (including in the regional aspect) sets the task of researching and evaluating the potential of the transport and logistics system and modern infrastructure of the region for servicing this trade turnover and cargo transit. In general, it is necessary to understand the advantages of Kazakhstan in foreign trade and domestic competitiveness, what goods and services should be in the priority of the national trade policy with reference to sales markets and taking into account the transport and logistics capabilities of the country. The importance of regional transport and logistics systems in strengthening the national market for transport and logistics services should be emphasized.

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