



"INNOVATIVE ACHIEVEMENTS IN SCIENCE 2022"

INCREASING THE EXPORT COMPETENCE OF BUSINESS SUBJECTS ON THE BASIS OF INTERNATIONAL QUALITY STANDARDS

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Abstract: *This article analyzes the possibilities of introducing international quality standards in increasing the export potential of textile and sewing-knitting enterprises, which are business entities that are one of the important drivers of the economy. Perfect knowledge of international quality standards, introducing them and obtaining international certificates is the main factor in increasing the export potential and competitiveness of sewing and knitting enterprises. We believe that the information, analysis, conclusions and proposals presented in this article will serve to increase the export potential of sewing and knitting enterprises, their stable operation in both domestic and foreign markets, and increase their competitiveness.*

As a result of consistent reforms implemented in Uzbekistan, drastic changes occurred in the development of the textile, sewing and knitting industry, and as a result, this sector became one of the strategically important industries. This includes a number of achievements in the field in recent years, the fundamental reform of textile and sewing-knitting industrial enterprises, the increase in the growth of production and export indicators, the establishment of addressable textile and sewing-knitting enterprises in all regions of the republic, and this the main reason was the estimation of employment of the population in the regions.

In 2020, despite the situation related to the current pandemic in the world, textile, sewing and knitting products by enterprises of this sector will be exported to more than 60 countries by more than 1200 enterprises worth 1.9 billion. dollar exports were made. In the segment of exported textiles and sewing-knitting products, the export of products with additional and high added value made up 50.2 percent[1].

It should be emphasized that production of products based on international standards, quality improvement and international certification are important factors in increasing the export potential of textile and sewing-knitting enterprises.

On September 28, 2021, President Shavkat Mirziyoyev said at a meeting dedicated to discussing the effectiveness of reforms in the technical regulation, standardization, certification and metrology system that "if a product does not have an international certificate, it will never be competitive. Every businessman in the



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country should know and familiarize himself with the standard, it is necessary to create such an environment," he said [2].

Today, textile industry enterprises are leading in the implementation of international standards in the republic, and various foreign standards have been introduced in about 1,300 enterprises. This indicator was 1086 in 2019, 1296 in 2020, 1400 in 2021, and 1650 in 2022. Currently, 1,100 textile and sewing-knitting enterprises belonging to the "Uztoqiliksanoat" association have ISO 9001:2015, 45 OEKO TEX, 12 BSCI, 6 GOTS, and 7 SEDEX international standards have been introduced and internationally certified[1].

ISO 9001 is the world's most popular quality management system standard, which has certified more than a million organizations in 180 countries around the world. The 9001 standard is the only standard of the 9000 series of standards promulgated by the International Organization for Standardization (ISO) that can be used for conformity assessment.

ISO 9001 Quality Management System is a globally accepted quality management system that aims to improve customer satisfaction by meeting customer requirements, needs and regulatory requirements. It covers the state of the quality management system in many ways, from the organizational structure of the organization to the level of customer satisfaction, from the analysis of collected data to the effective management of processes, from internal audit to product design, from purchase to sale. The ISO 9001 standard is primarily a management mechanism. The purpose of this standard is to reduce, eliminate and prevent errors and defects. The standard is not directly related to the quality of products and services, but to the quality of the management system. The basic assumption is that if an effective quality management system is created and implemented, quality products and services will be produced to meet customer needs[3].

OEKO-TEX® standard is an independent international certification system at all stages of the production of textile products (from raw materials to finished products), which consists in checking the presence of harmful substances in products. The founders of the OEKO-TEX® 100 standard are the German Hohenstein Institute and the Austrian Textile Research Institute (OETI). Currently, the Oeko-Tex Association includes 8 independent partner testing and research institutes in Europe and Japan and has offices in more than 70 countries of the world[4]. The OEKO-TEX® international certificate is also important for entering the European market. Currently, this certificate is also recognized in the USA and China.



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BSCI (Business Social Compliance Initiative) is an initiative developed by the non-profit organization Foreign Trade Association (FTA) based in Brussels. BSCI's goal is to create a basis for sustainable improvement in the performance of supplier countries by introducing social responsibility monitoring in world trade. BSCI is focused on continuous improvement of the social activities of suppliers, leading to the introduction of best practices in this field.

Based on the objectives of the International Corporate Social Responsibility Initiative (BSCI), all suppliers must be assessed to some extent for compliance with the requirements of this Code. Successful assessment by a recognized certification body is a prerequisite for working with BSCI's more than 500 members [5]. BSCI supports more than 1,500 FTA member companies to integrate social compliance at the heart of their global supply chains.

Global Organic Textile Standard (GOTS) - this is a standard created by independent certification of all textile chains around the world for "compliance with the ecological structure, social criteria, compliance with the organic fibers used in textile products and the processing conditions of these fibers". The purpose of this standard is a structure aimed at showing the consumer that the product has a reliable production process, including the fact that the product is produced with organic raw materials, the production conditions, the place of production and the labeling stage. If textile manufacturers comply with these GOTS standards, they can export fabrics and garments with products to all major markets in the world with the certificate obtained.

The Global Organic Textile Standard is an important standard for the processing of textile materials made from organic fibers. GOTS is an organization that takes into account environmental factors, from the collection of raw materials to production and labeling, in order to ensure consumer confidence by internationally competent companies. Auditing and certification of trading organizations in this field is carried out by independent organizations based on the GOTS system. This standard also covers all textile products made of at least 70 percent certified natural fiber, product processing and packaging, their branding, trade and product distribution to the market.

In today's conditions, when the competition in the world markets is intensifying, we consider it important to increase the volume of export of sewing and knitting products and to introduce international quality standards and international certification when entering new markets:

- To train and improve the skills of sewing and knitting enterprises on the basis of short-term trainings by specialists of the field, on the basis of their perfect



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knowledge, familiarity, and application of international quality standards related to the field, as well as their possibilities and conveniences;

- to support the introduction and certification of international standards, to further expand the financial support provided by the government for obtaining international quality certificates;

- based on the export possibilities of sewing and knitting enterprises, to determine the countries and markets with the possibility of exporting, to study the requirements set by them;

- estimation of sewing and knitting enterprises with international quality standards and technical regulations related to the field;

- organization of testing laboratories depending on the level of specialization of the regions;

- *development of a control mechanism (introduction, assessment, elimination, development) of international quality standards introduced to industry enterprises;*

We believe that the information, analyses, conclusions and proposals recommended above will help to increase the export potential of sewing and knitting enterprises, their stable operation in both domestic and foreign markets, and increase their competitiveness.

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