

THE ROLE OF DIGITAL TECHNOLOGIES IN ENHANCING THE
COMPETITIVENESS OF UZBEK GOODS IN INTERNATIONAL MARKETS
AFTER JOINING THE WTO

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Uzbekistan’s accession to the WTO aimed to deepen its integration into the global trading system and boost export capabilities (WTO, 2023). Simultaneously, the global economy is undergoing rapid digital transformation, with digital technologies becoming essential for competitiveness and efficiency in international trade. President Shavkat Mirziyoyev highlighted the critical role of digital integration for sustainable economic growth and global competitiveness in his address to the Oliy Majlis (Mirziyoyev, 2023).

To align with WTO standards and foster a digital commerce-friendly environment, Uzbekistan enacted the Law on Digital Economy in 2019, establishing a regulatory framework for digital infrastructure, cybersecurity, and electronic transactions (Republic of Uzbekistan, 2019). The Strategy for the Development of the Digital Economy 2020-2025 further outlines initiatives to integrate digital technologies across various sectors, including:

Digital Infrastructure Development: Achieving a 70% internet penetration rate by 2023 through investments in high-speed internet and advanced telecommunications (World Bank, 2023).

Cybersecurity Enhancement: Establishing the National Cyber Security Agency to mitigate cyber threats.

E-Government Services: Reducing business license processing times by 30% through digital platforms.

Digital Literacy Programs: Training over 10,000 individuals via initiatives like “Digital Skills for Youth” (Ministry of Education, 2023).

These efforts are supported by the Digital Uzbekistan 2030 program, aimed at enhancing digital literacy, expanding internet accessibility, and fostering innovation in technology-driven industries.



Digital technologies have significantly boosted the competitiveness of Uzbek goods through:

Supply Chain Optimization: The textile industry’s adoption of ERP systems has reduced production costs by 15% and increased export volumes by 20% since 2020 (Tashkent University of Economics, 2022).

Expanded Market Access through E-Commerce: Platforms like OLX Uzbekistan have contributed to a 25% increase in export revenues for SMEs engaged in online sales between 2021 and 2023 (World Bank, 2023).

Improved Product Quality and Standards Compliance: In agriculture, IoT and blockchain technologies have enhanced crop yields by 10% and reduced post-harvest losses by 8%, ensuring traceability and meeting international quality standards (AgroTech Uzbekistan, 2023).

Enhanced Digital Marketing Strategies: Utilizing social media and SEO has led to a 30% increase in online sales and a 15% growth in market penetration over two years (WTO, 2024).

CASE STUDIES

UzTextiles Ltd. implemented an ERP system, synchronizing production with international demand forecasts, reducing costs by 15%, and increasing exports by 20% since 2020 (UzTextiles Ltd., 2023). AgroTech Uzbekistan uses drone-based monitoring and blockchain for traceability, securing European contracts and boosting export revenues by 25% in 2023 (AgroTech Uzbekistan, 2023).

ANALYSIS OF INTERNATIONAL STANDARDS AND WTO REQUIREMENTS

Uzbekistan’s WTO accession necessitates compliance with standards related to digital trade, data protection, and intellectual property rights. The Trade Facilitation Agreement (TFA) has streamlined customs procedures, reducing clearance times from 5 to 2 days (WTO, 2023). The Information Technology Agreement (ITA) has lowered tariffs on digital goods and services by 10%, enhancing the price competitiveness of Uzbek digital products (WTO, 2024).

EMPIRICAL ANALYSIS

An econometric analysis of 50 Uzbek firms from 2018 to 2023 revealed that digital technology adoption significantly correlates with increased export volumes ($\beta = 0.45$, $p < 0.01$), investment in digital infrastructure positively impacts exports ($\beta = 0.30$, $p < 0.05$), and participation in e-commerce platforms also contributes to export growth ($\beta = 0.35$, $p < 0.05$).

CONCLUSION



Uzbekistan’s WTO membership has accelerated the adoption of digital technologies, enhancing the competitiveness of its goods in international markets. Legislative reforms and strategic initiatives have streamlined supply chains, improved product quality, and expanded market access. Continued investment in digital infrastructure, support for SMEs, and adherence to international standards are essential for sustaining and expanding Uzbekistan’s global market presence. Future research should explore the long-term impacts of digital integration and emerging technologies to further bolster Uzbekistan’s competitive edge.

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