

*Блеутаева Кульжамал Бегимбаевна, доктор экономических наук,
профессор Жетысуский государственный университет им. И.*

Жансугурова

город Талдыкорган, Республика Казахстан.

Бастаубаев Аслан Куандыкович, магистр наук

Старший преподаватель кафедры учета и финансов

Жетысуский государственный университет им. И. Жансугурова

город Талдыкорган, Республика Казахстан.

КЛАСТЕРИЗАЦИЯ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА РЕСПУБЛИКИ КАЗАХСТАН В КОНТЕКСТЕ КОНКУРЕНТОСПОСОБНОСТИ

Аннотация. В статье рассматриваются теоретико – методологические основы кластеризации экономики Республики Казахстан, основные направления развития агропромышленного комплекса в рамках программы модернизации экономической политики современного Казахстана, основные пути повышения конкурентоспособности посредством кластерных инициатив.

Ключевые слова: кластер, сельское хозяйство, экономика, модернизация, агропромышленный комплекс, региональная экономика, конкурентоспособность.

Bleutaeva Kulzhamal Begimbaevna, doctor of economic sciences, Professor

Zhetysu State University n.a. I. Zhansugurov

the city of Taldykorgan, Republic of Kazakhstan.

Bastaubayev Aslan Kuandykovich, master of science

*Senior lecturer, Department of accounting and Finance
Zhetysu State University n.a. I. Zhansugurov
the city of Taldykorgan, Republic of Kazakhstan.*

CLUSTERING OF AGROINDUSTRIAL COMPLEX OF THE REPUBLIC OF KAZAKHSTAN IN THE CONTEXT OF COMPETITIVENESS

***Abstract.** The article considers theoretic – methodological basis of a clustering of economy of the Republic of Kazakhstan, the basic directions of development of agroindustrial complex under the program of modernization of economic policy of modern Kazakhstan, the main ways of enhancing competitiveness through cluster initiatives.*

***Key words:** clustering, agriculture, economy, modernization, agro-industrial complex, regional economy, competitiveness.*

In the framework of the program of modernization of economic policy of modern Kazakhstan the main ways of enhancing competitiveness through cluster initiatives focused on the creation of a favorable macro environment, including the investment climate, measures to improve productivity and competitiveness of the national economy. Competitiveness is defined as a property of objects that characterizes the degree of satisfaction of specific needs in comparison with the best similar objects represented in this market [1].

Enhancing competitiveness through cluster initiatives is becoming a basic element of development strategies of most countries [2]. The analysis of more than 500 cluster initiatives implemented over the past 10 years, in 20 countries, confirmed a significant increase in their competitiveness. This effect was achieved due to investment growth and formation of new companies, strengthening of export potential, increase of employment, development of new

technologies, strengthening competitiveness and productivity of corporations that are members of the cluster, development of close ties between science and production.

The development of infrastructure, improve the educational level and competencies of employees of corporations. Competitive relationships are forcing businesses and entire Corporation to evolve and improve. Given a reasonable shift of focus of public policy from macro - to micro-level and the presence of certain territories as an important factor in the development of clusters in the process of developing the strategy significantly increases the role of regional administrations [3].

Analysis of the global economic practice shows that the most cost-effective, competitive and promising direction of development of business is industrial cooperation, which involves small, medium and large businesses, which ultimately leads to the establishment of industrial units called clusters [4].

M. Porter identifies the most important features of the category: "a cluster is a group of geographically neighboring interconnected companies and related organizations operating in a certain area, characterized by common activities and complementary to each other." These enterprises form the production chain for specific product [5].

Important for the process of intensive growth of cluster in the agriculture of Kazakhstan has a state policy at macro and meso level. Porter noted a special role in the economic development of the region and the Executive authorities. This:

- improve the macroeconomic, political, legislative and social background;*
- improvement of social conditions for citizens;*
- improving conditions for doing business [6];*
- improving the accessibility, quality and efficiency of infrastructure and educational institutions;*

- the promotion of education and development cluster (identification of existing and emerging clusters, as well as participation in the definition of the cluster barriers and developing plans to eliminate them) [7];

- "institutes of improvement of competitiveness", which citizens were informed and mobilized the private sector, governments at all levels, educational and other institutions and all civil society [8].

Despite the fact that the global statistics indicate that the role of individual firms in the creation of clusters, however, the value of the regulatory functions of the state in the economy, agriculture can hardly be overestimated. Given that innovation management in the global economy is based on the implementation of the basic provisions of the theory of organizational behavior and implementation of integration processes, the specifics of agricultural production shows that the first direction in agriculture difficult to implement [9]. Therefore, in the process of agricultural production the priority of the creation of innovative management remains for methods of strengthening of integration processes in this field.

Integration processes in agricultural production cannot develop by themselves. Otherwise these processes can be fairly slow. Therefore, the state should encourage these processes, including the creation of clusters, which are all available in its disposal [10]. But this should be preceded by certain calculations and to determine the possible effectiveness of clustering on the territory of the Republic of Kazakhstan.

In fact, it is obvious that the regulatory framework of the state, the process of formation of human potential and many other processes take place in a specific territory and they need to differentiate on how the creation of certain clusters in the state. Therefore, the range of issues that should be solved by public authorities must be in the field:

1. The use of subsidies and concessional lending to create initial capital, i.e. to purchase the latest technological lines. The necessity of these measures is

dictated by the fact that when you create the cluster as one of its main purposes should be as broad as possible involvement of representatives of small and medium business and the purchase of new technological equipment of the best foreign analogues, which they can't implement fully because of lack of funds.

2. An active fiscal policy aimed at production of quality consumer goods of daily demand on-site clusters. This set of measures, on the one hand, may include: gradual reduction of tax rates in direct taxation and the abolition of specific socially needed public goods, rates of indirect taxes, including VAT, to hold the address of the imported policy in gradual increase of import duties up to 300% on selected products [11].

3. The introduction of new technologies, which involves the relevant skills of the labour force. Preparation of qualified personnel for the cluster is impossible without financial participation of the state structures, then into the tasks of the scientific-production center, organized on the basis of local universities, should include feasibility study of projects. The analysis of these projects are the questions:

- the demand for a particular product on the market in the short and long term and the scale of its market;

- choice of technologies corresponding to the best foreign analogues; - the availability of necessary materials and raw materials of local production;

-the impact on the production of the product of internal and external factors; - determination of the effect of the animations generated by the functioning of the cluster.

An important role in the formation and development of agricultural clusters must play an adequate support from the regional authorities in the direction of facilitating the formation of cluster system; the organization of information support of cluster development; ensure the implementation of cluster programmes to improve the competitiveness of products; promote

formation of favorable economic conditions for further development of the cluster.

The result is due to the synergy effect and economies of scale of production, expand the range of products, primarily in the form of regional brands, and a comprehensive clustering will be able to optimize all of the organizational and economic processes in the way agricultural and food products from field to consumer. In addition, by expanding the scale of production would lead to expansion of the area "coverage" of a regional cluster that will enable us to reach new markets, and this will lead to significant economic development of the region, and further to transformation of existing clusters in new, more sophisticated clusters.

In agriculture of Kazakhstan, which until 1990 produced 22% of the national GDP, and now only 5.5% (in 2017 – 6%) from 2010 began a slow rise, as shown by table 1. So, in general, the gross output in 2017 in comparison with 2010 increased in 2,6 times (in current prices), including crop production – 2.34 times and animal breeding 3.0 times (stat.gov.kz).

Table 1 - Dynamics of development of gross output of agriculture of Kazakhstan (in current prices, billion tenge).

<i>Year</i>	<i>Total</i>	<i>Including</i>	
		<i>crop</i>	<i>animal</i>
<i>2010</i>	<i>533,6</i>	<i>325,8</i>	<i>207,8</i>
<i>2011</i>	<i>557,4</i>	<i>325,3</i>	<i>232,1</i>
<i>2012</i>	<i>615,4</i>	<i>355,7</i>	<i>259,7</i>
<i>2013</i>	<i>698,8</i>	<i>391,2</i>	<i>307,6</i>
<i>2014</i>	<i>763,8</i>	<i>400,2</i>	<i>363,6</i>
<i>2015</i>	<i>853,3</i>	<i>432,5</i>	<i>420,8</i>
<i>2016</i>	<i>1121,8</i>	<i>630,8</i>	<i>491,0</i>
<i>2017</i>	<i>1384,2</i>	<i>761,1</i>	<i>623,1</i>

A result of the reforms in the agricultural sector was the fragmentation of large state-owned estates in favor of small farms as indicated in table 2 (stat.gov.kz).

Table 2 -The structure of ownership in agriculture of Kazakhstan.

Form of ownership	Number, thousand units		Share different shapes, %		Deviation 2017 from 2010	
	2010	2017	2010	2017	quantity in %	according to the specific weight in the structure, %
<i>all agricultural units</i>	131,3	201,17	100	100	159,6	-
<i>including:</i>						
<i>state (public)</i>	0,12	0,11	0,1	0,01	91,7	-0,09
<i>business partnership</i>	4,8	5,3	3,6	2,53	110,4	-1,07
<i>joint stock company</i>	0,3	0,06	0,2	0,02	73,3	-0,09
<i>production cooperatives</i>	2,88	1,2	2,2	0,6	41,7	-1,6
<i>peasant (farmer's) economy</i>	123,3	194,5	293,9	96,0	163,2	+2,1

From table 2 it can be seen that currently the share of private (peasant) farms in Kazakhstan accounts for 96% of ownership. However, the small agricultural production is often not competitive market in a dispute over income from large estates [12].

In Kazakhstan there are potential conditions for the development of cluster production and processing of milk; traditional livestock management; large areas of grassland; high rural population; availability of free capacities for processing milk; modernization of processing industry with the involvement of new technologies of milk processing; the growth of effective management and support for government to primary sector and processing industries.

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