

THEORETICAL APPROACHES TO THE STUDY OF THE EXPORT-IMPORT POTENTIAL OF THE CARPET INDUSTRY IN FOREIGN COUNTRIES

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Abstract: the analysis of the carpet industry development in various countries of the world is given. Based on the results obtained, it is necessary to conclude the importance of conducting comprehensive scientific research in order to increase the export-import potential of the carpet industry of Turkmenistan.

Keywords: hand-made carpet weaving, economic potential, export and import/

ТЕОРЕТИЧЕСКИЕ ПОДХОДЫ К ИЗУЧЕНИЮ ЭКСПОРТНО-ИМПОРТНОГО ПОТЕНЦИАЛА КОВРОВОЙ ПРОМЫШЛЕННОСТИ ЗАРУБЕЖНЫХ СТРАН

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Аннотация: дан анализ развития ковровой промышленности в различных странах мира. На основании полученных результатов необходимо сделать вывод о важности проведения комплексных научных исследований в целях повышения экспортно-импортного потенциала ковровой отрасли Туркменистана.

Ключевые слова: ручное ковроткачество, экономический потенциал, экспорт и импорт.

The innovative nature of the economic policy of independent and neutral Turkmenistan conducted under the leadership of respected President Serdar Berdimuhamedov is an important factor in the steady strengthening of the country's international authority and the growth of its role in global economic relations. A significant impetus in the further successful realization of the economic potential of our state was the adoption in May 2015 of State programs to increase exports and import substitution [1]. The complex of measures provided for by these programs is aimed at the formation of highly modernized import-substituting industries in the country, strengthening the positive balance of foreign trade turnover, creating additional jobs, significantly increasing the monetary income of the population, as well as systematically increasing the share of the private business sector.

Within the framework of solving the tasks set, one of the priority directions of the development of national economic science is a comprehensive study of the possibilities of increasing the export-import potential of hand-made carpet products. It should be noted that Turkmen carpets have unique qualities, which distinguishes them from other handmade carpets. These are durability and strength, high artistic and technical qualities, geometricity and schematic patterns.

A comprehensive assessment of the current state of the carpet and carpet products market is necessary to develop methodological approaches to the development of research on increasing the production of carpets and promising expansion of export opportunities. In order to make objective recommendations, in order to form an increased export-import potential of the carpet industry, it is considered advisable to conduct the following stages of research:

- analysis of the historical and economic prerequisites for the development of the production of carpets and handmade carpets in the country;
- comprehensive study of the basic principles, taking into account national characteristics, organizational and managerial structures of the production of carpets and handmade carpets, both in the public and private sectors;
- assessment of the main components affecting production efficiency through analysis, using computer programs, of long-term data on qualitative and quantitative indicators of the production of carpets and handmade carpets;
- conducting a comparative study on the gender working capacity of the population and factors influencing the increase in labor productivity in the production processes of carpet and handmade carpet products in both the public and private sectors;
- development of practical recommendations to increase the volume of sales of carpets and handmade carpets in the domestic and foreign markets.

Decorative and applied art, which is closely connected with the economic, cultural and socio-political life of the people, is one of the indicators that determine the level of development of society. For the people, objects of decorative and applied art are a means of revealing their spiritual world, worldview, and ethnic traditions. Over the centuries, due

to changes in the forms of management of the economy, new types of activities arose in handicrafts, some crafts, having lost their importance, were forgotten by the people. However, there are eternal crafts that originate from the depths of millennia, polished to our time, combining sophistication and beauty of the highest degree. One of these eternal crafts is hand-made carpet making [2, 3]. The geography of handmade carpet making covers such countries as Iran, India, Pakistan, Turkey, Afghanistan, China, Nepal, Azerbaijan, and many African countries. The main importers of handmade carpets are the developed countries of Europe and America. In addition, the traditional market is the rich Arab countries, and the new growing market is China.

The English language uses two terms “carpet” and “rug”. The word “carpet” refers to both rolled synthetic coatings that are glued to the concrete floor in offices, and hand-knitted knotted carpets ranging in size from 5-6 sq.m. The term “rug” is more specific: in the minds of most Europeans and Americans, it is a small-sized handmade carpet. In recent years, much attention has been paid to the factor of determining the cost of carpet products. Many people do not distinguish machine-made carpets from carpets woven manually on a device made of two parallel shafts, which, ironically, is also called a "machine tool".

The division of the carpet market into machine carpets and handmade carpets dates back to 1839, when the American engineer Erastus Bigelow invented a steam loom that could weave the simplest carpets four times faster than a human did. Over the years, the industrial production of carpets has been constantly improved and replaced handmade carpets in a separate segment.

Antique carpets are usually called handmade (machine coverings are not listed here at all) aged from 70 years. Orthodox antiquarians believe that carpets produced before 1856 are truly antique. The fact is that in 1856 chemists William Perkin and Jakob Natanson synthesized aniline dyes. Before that, only natural substances were used for dyeing yarn – decoctions from the roots and leaves of plants, solutions of minerals, etc. By the beginning of the 20th century, half, and nowadays almost 100% of handmade carpets are made from yarn dyed with synthetic dyes. The carpet trade is organized almost all over the world as a small and medium-sized family business, where the store owner himself forms an assortment according to the taste of local customers and in proportion to his capital. The exceptions are large retail chains in the USA, Japan, Germany like IKEA or WALMART. Chains buy carpets in bulk almost by weight, then clean, sort, label and sell them in self-service supermarkets at fixed prices. Of course, the networks prefer cheap coarse-knit carpets, rather than exclusive copies.

Sales of carpets via the Internet are increasing every year. The activity in online sales in the United States was due to the provision to buyers of the right to freely return the carpet on time if they did not like it. The buyer chooses a carpet based on the photo, pays its cost and delivery. He tries it on, watches it for a week or two and can return it. The loss of the buyer is in the cost of round-trip delivery. Online stores place warehouses in cheap areas, unlike boutiques and supermarkets. Prices for the same carpets in American online stores are often much cheaper than in the bazaars of Iran, the United Arab Emirates, and Turkey.

Iran produces the most extensive range of carpets - from cheap wool to exclusive silk. The main centers of trade in high-quality Persian carpets are Hamburg, London, Zurich, Geneva, New York, Atlanta, Los Angeles, and only then the Iranian cities of Qom, Isfahan, Tehran, Shiraz. Traditionally, carpet production in Iran is focused on both regular customers and the free market. But in recent years, there has been a clear shortage of high-class craftsmen in Iran. The rural population is migrating to cities, and the construction boom is diverting labor resources from the carpet industry. In 2010 UNESCO has added Persian carpets to the list of endangered human art.

Ancient Indian carpets are in high demand on the world antique market. Silk carpets from Kashmir province are inferior in quality and prices to Persian ones, but occupy a worthy niche in the luxury segment. Wool carpets are in steady demand due to their good quality, harmonious design and reasonable prices. The Indian government actively helps the development of the industry, finances the participation of small and medium-sized Indian firms in international exhibitions in the USA, Germany, China, and also attracts foreign importers to carpet exhibitions in India, partially paying off their flight and accommodation costs. Individual guests were provided with air ticket compensation from 550 to 1,150 dollars, depending on the continent from where they came, free two-night accommodation in a hotel with breakfast, meeting at the airport and seeing off to the airport, excursions at the expense of the organizers of the exhibition. Pakistan is striving to increase carpet production, the government sponsors the participation of Pakistani companies in world carpet exhibitions. The design of Pakistani carpets for the most part is a product of studying global demand. There are no classical canons. The main center of the carpet business is Lahore.

Carpets from Afghanistan are predominantly woolen, with a predominance of red and cherry shades. Carpet production in Afghanistan has been funded by the United Nations since 2001. About a million Afghans are employed in carpet production [4]. The Turkish government actively encourages Turkish exports in general and carpet in particular by restricting imports. The majority of Turkish exports are wool carpets of high quality and predominantly geometric design. Exports are almost entirely focused on the USA, Germany, Great Britain, Italy, and France. The cost of Turkish carpets is high, and the volume of handmade carpets is steadily decreasing. Turkish antique carpets are highly appreciated in the world. Nepal has no historical carpet weaving traditions [5]. The industry began to develop as a result of financial support from the United Nations and non-governmental funds for the employment of Tibetan refugees. The Nepalese model is indicative: only from the USA, more than a hundred design studios place orders in Nepal for the production of carpet collections under their own brands. The manufacturer has no right to arbitrarily replicate such designs and independently sell carpets. One manufacturer can simultaneously work for several competing customers. The raw materials come mainly from New Zealand. The density of carpets is low, about 70 thousand knots per square meter, which allows you to quickly knit carpets and switch to new collections. The cost of production is cheap, designs

are more often abstract. China has a thousand-year history of carpet weaving. China still produces carpets of traditional national designs mainly for the domestic market and exports.

Thus, scientific research on the production of handmade carpets and carpet products in the public and private sectors is aimed at improving export opportunities and the commodity structure of imports, significantly increasing the export-import potential of the country's carpet industry, which is especially important in the context of economic globalization and increasing competition in the world.

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