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DEVELOPMENT OF TRANSPORT AND LOGISTICS POTENTIAL OF THE REPUBLIC OF KAZAKHSTAN

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Abstract: In modern economic conditions, the transport and logistics complex of the Republic of Kazakhstan lags far behind the level of development of the developing economy and does not fully satisfy the growing consumer demand for high quality transport services, accordingly, it urgently needs a number of significant organizational, structural, technological, scientific, technical and commercial and legal improvement. and reconstruction. In addition, the integrated approach itself in the provision of integrated logistics services in the country is not sufficiently developed. Therefore, the problem of developing and improving the transport and logistics system of Kazakhstan, which would meet the high requirements of various international standards of this sector of the economy, is very relevant today and will fully contribute to the full-fledged entry of the Republic of Kazakhstan into the world economic community as an equal partner.

Keywords: transport and logistics complex, transport and logistics potential, market relations, cargo transportation, transport, logistics, development, international transport potential.

One of the competitive advantages of the Republic of Kazakhstan is the transport and logistics potential, which is inextricably linked, on the one hand, with the peculiarities of the geographical location, on the other hand, with the level of development of the market of transport and logistics services, with the peculiarities of supply chain management in the customs territory of the Eurasian Economic Union.

Potential - the degree of power in some respect, the totality of the means necessary for something. The transport and logistics potential should be considered as a competitive advantage of a country or an integration association of countries, since it is a unique system consisting of interrelated and interdependent factors (geographical, climatic, mental), resources (natural resources, transport network, logistics infrastructure, human resources, production capacity, financial, economic), mechanisms (public administration and regulation, customs administration, public-private partnership, taxation, training of logistics personnel), conditions (doing business in the country, developing logistics, security), market participants (manufacturers, shippers, logistics operators, recipients), united by a network of business relations and built in a specific economic environment through and with the help of information and communication technologies in a single legal space.

The market of transport and logistics services is part of the transport and logistics potential. The modern transport and logistics system of the Republic of Kazakhstan is characterized by a high level of logistics costs. The total internal and external costs of logistics are about 20% of the gross domestic product, while in China 15%, in Europe 7-8%.

There are two opposite trends in the Kazakh market: the struggle for the level of quality of operations and innovation, the struggle for a low price, when quality and long-term relationships begin to fade into the background. This happens depending on the market situation and logistics companies need to find balance, make compromises to balance short and medium term goals. To determine the level of development of the market for transport and logistics services, you can use the LPI (Logistics Performance Index), which is calculated by the World Bank based on surveys of international, national or regional logistics and warehouse operators, transport and forwarding companies.

The main indicators of logistics efficiency are:

- efficiency of customs and border clearance;
- quality of trade and transport infrastructure;

- ease of organizing international transport at competitive prices;
- quality and competence of logistics services;
- tracking the passage of goods;
- timeliness of cargo deliveries.

Kazakhstan is a rapidly developing state. That is why the country's leadership is setting all new tasks the development of the Republic of Kazakhstan, including the entry of the state into the number of thirty developed countries of the world. Exactly this goal was designated as a key one in the Development Strategy of the Republic of Kazakhstan until 2050, voiced by the President of the country K. Tokayev in the framework of the annual message to the people of Kazakhstan.

It should be noted that transport transportation is quite profitable business. No one will also dispute the fact that Kazakhstan is in an advantageous geographical position for the development of the transport and logistics infrastructure demanded by business.

The increasingly developing integration processes create an attractive prospect for Kazakhstan to make logistics a completely profitable sector for the country's economy in the context of increasing foreign economic interactions with countries of the near and far abroad, including with the European Union.

It should be noted that foreign partners are also particularly interested in the development of transport and logistics potential in Kazakhstan, as for them this has a number of benefits, both in terms of transport cargo tiering and in terms of expansion sales markets, increasing their profits companies. In addition, Kazakhstan, occupying a leading position in development in the Central Asian region, is of key importance in the development of the direction of the New Silk Road.

The potential of the Republic is seen by European partners in the political stability of the state and the possibility of connecting Kazakhstan and China with the states of Northern Europe.

That is why the expansion and development of transport and logistics potential as a separate segment of the economy itself can provide an inflow of significant resources to the country's budget. The second side, which ensures the need and attractiveness of potential development in this area, is the creation of the necessary conditions on the part of the state, the production of competitive export-oriented products in the Republic of Kazakhstan. The Development Strategy of Kazakhstan until 2050 draws attention to the need to create industrial transport and logistics facilities outside Kazakhstan. Taking into account the careful calculation of the benefits from the implementation of such projects for the Republic. Kazakhstan sets the goal of economic development through the creation of joint ventures in the region and all over the world - Europe, Asia, America, such as, for example, ports in countries with direct access to the sea, transport and logistics hubs at nodal transit points of the world, and so on. Developing the transit potential, the state plans to increase transit traffic through the Republic by 10 times in 2050. These measures should contribute to solving the problem of promoting the export of Kazakhstani goods to world markets, in which there will be a steady demand for them.

But at the same time, as the analysis of studies shows, today there are a number of problems in the development of the country's transport and logistics potential:

1. Poorly developed common transport and logistics space. The presence of disagreements, administrative barriers, a different procedure for the application of international law in the field of transport and logistics services, non-conjugation of modes of transport.

2. Low level of provision of transport and logistics services. Low level of business culture, non-binding execution of the contract, failure to comply with the basic rules of logistics.

3. Changes in world traffic flows, uneven development of transport and logistics infrastructure in the country, non-conjugation of transport systems and modes of transport. Aggravation of internal contradictions in an unfavorable geopolitical environment.

4. The problem of professional training of specialists in the field of transport and logistics services, personnel aging, lack of opportunities for exchange of experience between specialists, uncoordinated training programs.

Based on the above, we have formulated a number of proposals aimed at developing the market of transport and logistics services:

1. Expansion and deepening of economic integration in the territory of the Eurasian Economic Union, reduction of logistics costs within supply chains. 2. Increasing the level of professional competence of personnel in the field of logistics, the transition to understanding and subsequent implementation of the integrating functions of logistics in commodity, information, service and financial flows. 3. Formation of specialized training programs for specialists in the field of logistics, the creation of uniform professional standards and training programs for specialists in the field of logistics. 4. Integration of business processes of transport and logistics companies in the Eurasian Economic Union, simplification, harmonization, standardization of logistics operations, integration of software products, integration of business processes both within the company and in the external environment.

Objectively, the following promising directions of development of the transport and logistics potential of the Republic of Kazakhstan are emerging today: the first vector, the development and implementation of modern logistics technologies; the second vector, modernization of logistics, taking into account integration into the system of international transport corridors; the third vector, the creation of a system of interconnected terminal complexes and logistics centers in the space of the Eurasian Economic Union.

Thus, the development of the transport and logistics potential of the Republic of Kazakhstan will have a direct development on the economic growth of Kazakhstan, as it will provide opportunities for increasing profitability from the transportation of goods through the Republic, and will also contribute to the development of trade with various countries of the world and the export of products of its own production.

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Түйін: Заманауи экономикалық жағдайларда Қазақстан Республикасының көліктік-логистикалық кешені дамушы экономиканың даму деңгейінен көп қалып келеді және күн сайын дерлік өсіп отырған жоғары сапалы көліктік қызметтерге деген сұраныстарды толығымен қанағаттандыра алмауда, тиісінше бірқатар ауқымды ұйымдық, құрылымдық, технологиялық, ғылыми-техникалық және коммерциялық құқықтық тұрғыдағы жетілдірулерді және қайта құруды аса қажет етеді. Сонымен қатар, мемлекеттегі кешендік логистикалық қызметтерді көрсету ісіндегі кешендік тәсілдеменің өзі де жеткілікті деңгейде дамымаған. Сондықтан да, Қазақстанның көліктік-логистикалық жүйесінің, экономиканың осы саласында белгіленген әртүрлі халықаралық стандарттардың жоғарғы талаптарына сәйкес даму мен жетілдіру мәселелері бүгінгі таңда өте өзекті мәселе болып табылады және Қазақстан Республикасының әлемдік экономикалық қауымдастыққа, теңқұқылы серіктес ретінде, толыққанды енуін толықтай қамтамасыз етуге ықпал етеді.

Аннотация: В современных экономических условиях транспортно-логистический комплекс Республики Казахстан намного отстает от уровня развития развивающейся экономики и не полностью удовлетворяет растущий потребительский спрос на транспортные услуги высокого качества, соответственно остро нуждается в ряде существенных организационном, структурном, технологическом, научно-техническом и коммерческо-правовом совершенствовании и реконструкции. Кроме этого недостаточно развит и сам комплексный подход в деле оказания услуг комплексной логистики в стране. Следовательно, проблема развития и совершенствования транспортно-логистической системы Казахстана, которая соответствовала бы высоким требованиям различных международных стандартов этой отрасли экономики, является на сегодняшний день очень актуальным и в полной мере будет способствовать полноценному обеспечению вхождению Республики Казахстан в мировое экономическое сообщество в качестве равноправного партнера.