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**Обзор научного издания**  
**Book Review**

***HOW TO EXPORT TO THE EUROPEAN MARKET?***

This collective monograph “How to Export to the European Market” was prepared mainly by scientists from the University of World Economy and Diplomacy under the auspices of the project "Tashkent Jean Monnet Centre of Excellence for European studies" (№620528-EPP-1-2020-1-UZ-EPPJMO-CoE)” supported by the EU ERASMUS + Programme.

The purpose of the book is to present the reader, to the best extent possible, with a broad overview of Uzbekistan's international trade and the possibilities of entering the markets of Europe, as well as the opportunities and conditions for imports in European markets. The book is intended not only for entrepreneurs and international trade professionals but also for anyone studying the discipline of international trade. The fact that the book is written for individuals without specialized education is not a serious obstacle, as our experience shows that businesspeople engaged in foreign trade can grasp the principles of trade and the materials presented in this monograph.

The monograph is designed for producers and exporters wishing to enter the markets of European Union countries. It was developed to diversify the geography of supplies and utilize Uzbekistan's status under the GSP+ system of preferences, which came into effect by the decision of the European Commission on January 27, 2016.

International trade and its component, export, encompass an extraordinarily wide range of business activities, which is reflected in the structure of this work. In its six sections with 22 chapters, the monograph discusses international buying and selling of goods, opportunities for organizing and promoting products in the European market, tax and transportation issues of exports, legal aspects of organizing international trade in Uzbekistan, import policies of European countries, the role and place of economic diplomacy in promoting trade to international markets, issues of transporting export goods, and more.

***The first section*** of the monograph, consisting of four chapters, examines the development of international trade and increasing the competitiveness of exports of the Republic of Uzbekistan in the context of globalization. In the first chapter "International trade in the context of globalization" the following issues are considered: Trends in the development of the global economy at the time of

uncertainty in world markets; Norms and rules of international trade and the EU in the context of globalization; and a new dimension of sustainable development. In the second chapter "General concepts of export policy in international trade" the following issues are considered: the nature of export policy of the states; features and instruments of the state export policy; and legal framework and trade regimes. In the third chapter "Foreign Economic and Trade Policy of Uzbekistan" the following issues are considered: modern trends in the development of Uzbekistan's foreign economic relations; the main directions and development trends of Uzbekistan's foreign trade policy; and the role of customs and customs brokers in the foreign economic activities of Uzbekistan. In the fourth chapter "Strategy for Increasing the Export Competitiveness of Uzbekistan" the following issues are considered: Micro, macro and international factors affecting export competitiveness; The main criteria for increasing the competitiveness of exports at the stage of modern economic development of Uzbekistan; Improvement of the application possibilities and methodology of international trade practice in export promotion; and Strategy for increasing export competitiveness in the process of Uzbekistan becoming a member of the WTO.

***The second section*** of the monograph, consisting of two chapters, analyzes Uzbekistan's export policy tools with some EU countries. In the fifth chapter "The Potential for Growth and Enhancement of Uzbekistan's Export Policy" the following issues are considered: General overview of Uzbekistan's trade dynamics: in particular export sphere; Important requirements and legislation to promote export processes; and Improving transportation and logistics infrastructure between Uzbekistan and its partners. In the sixth chapter "The Important Concepts of Export Policy for Uzbekistan and European Union Countries" the following issues are considered: The evolution of international trade between Uzbekistan and EU; Opportunities for the development of Uzbekistan's exports to the EU market in the framework of GSP+; The Partnership and Cooperation Agreement (PCA) and Enhanced Partnership and Cooperation Agreement (EPCA), Special incentive arrangement for Sustainable Development and Good Governance (GSP+); and Potential to promote Uzbekistan export policy to the European Union countries.

***The third section*** of the monograph consists of two subsections and six chapters. *The first subsection* reveals in detail the modern means of import policy of the European Union and some EU countries concerning Uzbekistan. Here in the seventh chapter "Rules and regulations of European Union countries in trade, in particular the import policy" the following issues are considered: Trade documentation and customs of the European Union Market; Import requirements

and

documentations to enter the European market; and GSP+ opportunities and challenges. In the eighth chapter "EU countries' import areas and relations with Uzbekistan in the example of Germany and France" the following issues are considered: Germany's demand areas for import and Uzbekistan's capacity for the German market, and France's demand areas for import and Uzbekistan's capacity for the French market. In the ninth chapter "Obstacles and opportunities of strengthening EU and Uzbekistan trade relations," the following issues are considered: Problems and prospects for the development of Uzbekistan's transit potential; and Analysis of additional freight transport options for Uzbekistan to EU countries. In the tenth chapter, the issues of the requirements of the European Union market are considered. *The second subsection* is devoted to issues of tax policy and experience in the digitalization of the customs affairs of the European Union. In this subsection in the eleventh chapter "Tax policy of the European Union," the following issues are considered: Tax policy as part of economic policy; International cooperation in the field of taxes: goals and stages; and value-added tax in the European Union. In the twelfth chapter, the experience of the digitalization of customs in the EU and the possibilities of its implementation in Uzbekistan are considered.

*The fourth section* of the monograph is devoted to the practice of increasing the export potential of the Republic of Uzbekistan. Here, in the thirteenth chapter, the following issues are explored: The development of the export potential of the fruit and vegetable sector of the Republic of Uzbekistan and the Exporting of agricultural products to the European markets. In the fourteenth chapter, clusters are studied as a tool to increase the export potential of Uzbekistan. In the fifteenth chapter "Foreign experience in promoting intellectual property to the world market" the following issues are considered: Switzerland as the most innovative economy in the world, and Finland as the world leader in the protection of intellectual property rights. The sixteenth chapter "Development of the Sphere of Intellectual Property in Uzbekistan" examines the following issues: Analysis of the current intellectual property regulation strategy in Uzbekistan; and Creating new opportunities through the application of foreign experience.

*The fifth section* of the monograph is devoted to the development of economic diplomacy in Uzbekistan and foreign countries. The seventeenth chapter "International Experience of Economic Diplomacy" studied the following issues: Functions and tasks of modern economic diplomacy; Directions and forms of modern bilateral economic diplomacy; Economic diplomacy in supporting national interests in the international market; Modern institutions of economic diplomacy; and Private business as a subject and object of economic

diplomacy. In the eighteenth chapter "Practice of Economic Diplomacy in European Countries" studied the following issues: Economic diplomacy of Germany: formation and development; Experience and development of economic diplomacy in France; and Experience in the development of UK economic diplomacy. And chapter nineteen examines the transformation of the economic diplomacy of New Uzbekistan.

*The sixth section* of the monograph is devoted to the development of transport corridors for the export of goods from Uzbekistan to Europe. Here, the twentieth chapter examines the issues of Conceptualization of Uzbekistan's strategy in the field of transport corridors. And the twenty-first chapter explores the legal issues of harmonization of the transport complex of the Republic of Uzbekistan with the international transport system (using the example of cooperation between Uzbekistan and European countries in the field of international transport). In the twenty-second chapter of the monograph "Transportation of Goods from Uzbekistan to the European Union Markets" studied the following issues: Contemporary Transportation Support for Uzbekistan's Exports to European Union Countries; Transport Corridors from Uzbekistan to Europe; and Exploring new routes for transporting goods from Uzbekistan to the markets of the European Union.

The monograph represents significant scientific and practical interest. It is one of the first works in Uzbekistan that thoroughly explores the main modern trends in the development of Uzbekistan's exports to European and international markets. The monograph is rich in information-analytical examples as well as literary sources.

This monograph explores potential approaches and opportunities for realizing the set tasks in increasing Uzbekistan's product exports to the European market and the conditions for importing foreign goods into European countries. The study primarily considers international trade or trade deals from the perspective of exporting goods or services from one country to another, serving as the importing country. The authors focus on two main ways these export operations or deals are conducted: selling goods directly to the importer abroad or establishing a presence abroad through representatives, agents, subsidiaries, or branch offices.

To prepare some sections of the manual, scientists and specialists from ministries and departments of the Republic of Uzbekistan were invited. Scientists from the Department of International Finance and Investment and the Department of International Economics of the University of World Economy and Diplomacy made an important contribution to the preparation of some sections of the

monograph. Scientists from the Center for Economic Diplomacy and the Center for Sustainable Development of the Institute for Advanced International Studies at the University of World Economy and Diplomacy, as well as scientists from the Diplomatic Academy at the University of World Economy and Diplomacy, also made a significant contribution to the preparation of some chapters of the monograph. The preparation of the monograph was based on the theoretical research of the authors of the project, which was systematically described in their published books and methodological manuals.

It is important to note that the leadership of the University of World Economy and Diplomacy, headed by Rector S.Safaev, has created all the necessary conditions for scientific, academic and creative work on this research project, writing a monograph, its completion and publication.

The publication outlines theoretical, practical, and legal instruments for entering foreign markets. The book will be useful primarily for small and medium-sized enterprises, and novice exporters planning their export strategy. The authors have attempted to make the book understandable and interesting to a wide range of entrepreneurs involved in foreign trade. Although the book is primarily written from a practical standpoint, it undoubtedly holds equal value for any scholar and researcher, as the analysis of many aspects of trade transactions is universal.

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