

SERVICES FIELD DIVERSIFICATION NATIONAL OF THE ECONOMY HIGH GROWTH PACE OF PROVIDING IMPORTANT FACTOR

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World in the economy services in the last 10-15 years the most high pictures with developed to the field is spinning . This reason of course this to the direction being introduced investments as a result network efficiency exceed progress and being shown services increasingly progress with explanation possible.

KEYWORDS:

repeat working output , employment landscape , trade policy , services diversification

Services field diversification to do current on the day time demand to be remains , only one direction , product , service type and from it coming to income leaning without leaving other sale channels create and marketing again one there is seeing exit competition in the market living to stay ground " Diversification creates strong and working side in numbers seeing In other words ; the American company McKinsey & Company spent in research diversification made companies activity other partners behind leaving , 3.6% surplus income take Diversification doer enterprises one coming money to the source looking at without leaving one how many income to the types entrance and fast growth opportunity "gives birth ."

Current on the day the economy promotion problems solution in the process of goods and services market separately place holds . Namely , the goods and services market , their effective activity to show , one from the side consumers , that is population marriage level and quality increase important tool if , the second from the side this goods and services working issuer of subjects continuous , uninterrupted activity conduct , extended repetition working to release done increase for all necessary conditions creating gives . The population various goods and to services was and increasingly growing and expanding going needs opportunity until full satisfaction in our country consistency with take

going socio-economic politics priority task is considered ⁶⁶. Services market distinguishable main aspects the following :

1. Services placement existence and ease ;
2. Developed market requirements answer to give and separately services economic activity and prophecy to do complexity ;
3. Modernization and to services was attention expansion ;
4. Population groups to activity fast flexibility ;
5. High benefit to take opportunity .

World services field forward take outgoing structural changes from the head is forgiving . Last ten in years services various development at the levels economies working release and employment in the landscape advantage can They also started international trade and in investments increasingly more attention worthy happening : services field international of trade the most dynamic structural part of the global economy basis organization They do . added value point of view from the point of view world of trade about 50 % and straight away foreign investments three two from the part more organization does .

Service show of the field trade and economic in development role increased and as a result services to trade impact doer government of the policy impact and relevance " The border is getting stronger ." " wide " inside extensive measures cover recipient services trade policy foreign straight away investments , economy along fertility and export indicators important determinant factor is considered . Services trade policy , as well as the country's contribution to the global economy integration in formation is ⁶⁷an important element .

This point of view in terms of services trade and services trade policy economic in diversification central role to play possible . Sustainable diversification of services whole economy along efficiency and fertility to increase added to the extent related . Services trade according to solid politics policy politics circle and business environment main structural parts is , it is competitive and new to activity investments facilitates , private sector expansion encourages and resources high fertility to the activity again to distribute opportunity gives , as a result economic of activity wider base creates .

Services trade policy trade also encourages diversification , because they often new or modernization made products export and new to the markets exit makes it easier . For example , more , higher good quality and cheaper service show to the sources access , also more efficient infrastructure services (e.g. , transportation, logistics , distribution , payment services) goods export diversification to do opportunity gives . From this besides , effective and cheap telecommunications services To ICT based of services wide circle for export from the possibilities use for very important .

⁶⁶ Christopher Lovelock . Marketing style: Personnel, technology, strategy, 4th izd.:per . English - M.: Izdatelsky dom "Williams", 2005. - p. 34

⁶⁷https://www.wto.org/english/tratop_e/serv_e/trade_services_economic_diversification_e.pdf

Services also work release firms by value add and customers with far term relationships installation strategy as increasingly more export This is being done . strategies economic diversification source to the countries there is working release to their experiences relying on , value in the chain up rise and new activity with to engage in opportunity gives .

The role of services in the global economy role and services trade of the policy to the extent despite , trade and to services investments for obstacles preserved remains and transparency and prophecy to do opportunity goods to trade relatively international trade obligations relatively low level with limited . This sector last in years In the WTO negotiations take on the way limited opportunities created and in general when you get it , trade to the policy less attention For example , services trade general in trade to the weight suitable accordingly To trade assistance according to in agreements not visible .

Services of the field future development prospects future years stable growth providing main factors as the following showing transition possible :

1. Industry state by support – services business develop for economic and financial benefits tax , credit subsidies and simplified procedures current to be
2. To the industry digital technologies current to do – online services , fintech , IT sector intense development .
3. Consumers demand increase – population of income increase as a result naturally people brand new to services necessity appearance will be .
4. Infrastructure new business centers , start -ups and transport, communication , road infrastructure development

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