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## Transport logistics as a driver of business development

### Abstract

**Object:** The purpose of the study is to create an open and self-sufficient market economy, where one of the main drivers should be the development of business in the formation of transport logistics. The research methodology is based on presenting the role of business in the innovative development of logistics and analyzing the dynamics of the main indicators of its development.

**Methods:** General scientific, statistical, correlation, retrospective methods of analysis.

**Findings:** States are counting on business as a new driver of the economy. Currently, there are many factors hindering business development. One of the most difficult problems is that most logistics enterprises do not have sufficient financial resources to meet their own investment and contractual needs. At the same time, the tendency to copy the experience of developed countries in supporting business without adapting to local conditions continues. The author has proposed a number of areas, work in which can help improve the effectiveness of business support programs in Kazakhstan. Logistics special economic zones are primarily important for the state as the basis for generating cargo flows within the country, as well as for creating an integrated network of transport and logistics complexes.

**Conclusions:** In the context of the formation of economic growth, a model of interaction between stakeholders of a regional digital technology platform is proposed to enhance the innovative activities of businesses. The results can be used by government agencies, representatives of higher education, and the public to ensure the transition from a resource-based to an innovation-oriented economy.

**Keywords:** financing, business, World Bank of Kazakhstan, entrepreneurship, performance indicator, economic drivers, innovation economy, transport system, logistics.

### Introduction

The whole population of Kazakhstan is impacted by the logistics industry, which serves as the hub of social care in the nation. The material and technical foundation of the transport infrastructure is substantially behind international standards, according to an analysis of the state of the economy's transport sector. Inequalities also exist in the development of the various components of the regional transport system as a whole as well as regional complexes. A set of transportation points, primarily local and conventional, containers, and cargo are all included in the transport and logistics infrastructure from a systematic approach perspective. These services are used to coordinate the movement of goods and the provision of logistics services. (Bolodurina & Mishurova, 2019).

A never-ending supply of goods and services is necessary for the operation of most industries. Most notably, his method encourages rationality and innovation, and small businesses rather than big ones are the primary sources of ideas and innovations. Contrary to popular assumption, little businesses prosper when big firms cast a shadow over them.

The State will create a long-term policy to integrate the most acceptable portion of the people in this sector in the sector that is being developed in the business sector in order to fulfill the strategic goals of social and socio-economic development. Economic well-being is based on business development.

Out of 190 nations, Kazakhstan has risen to 36th position in the World Bank's business statistics. To modernize the nation, the requisite program efforts have been proposed in this respect. Their application has grown to be essential to development success. 2050 is the target year for our strategy. We are one of the world's thirty developed nations.

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In 2007, the Republic of Kazakhstan was putting its 2007 vision of sustainable development into practice 2024 as well. Specifically, new economic connections, especially those with other countries, the growth and stability of small businesses, and the promotion of innovation and production are all crucial. This is because there must be initial investments made and around 70,000 small businesses are founded annually. Long-term investments and working cash are also necessary for expanding, established, and medium-sized businesses. Corporate initiatives were quite risky, thus second-tier banks were not very interested in funding them. Therefore, financial assistance from the state is thought to be the best course of action in this case. The Damo Foundation reports that 81% of respondents to a survey of 10,000 current and prospective small- and medium-sized business representatives residing in all 14 regions of Kazakhstan felt that financial support is essential for the growth of small and medium-sized businesses (Gorfinkel, 2011).

### ***Literature Review***

The historical mechanism of scientific literature on the formation of business in the fundamental works of A. Smith, K. Kejns (Kejns, 2007; Smith, 2016). Entrepreneurship as a phenomenon is the object of close attention of domestic and objective researchers. Issues of formation, infrastructure support, efficiency and the role of entrepreneurship in the works of researchers E. M. Bukhvaldy, A. V. Vilensky, L. A. Kolesnikova, A. Yu. Chepureno, L. G. Rudenko, V. M. Karaulova (Chepureno, 2012; Vilensky, 2013; Buhval'd, 2016). The transformation of entrepreneurship as a phenomenon in Kazakhstan is presented in the works of A. Toksanova, G. Ukubasova, A. Asenova (Toksanova, 2019; Asenova, 2023; Kulbatyrov, 2023). Trends in the development of Kazakhstani entrepreneurship are reflected in the works of N. Kulbatyrov, A. A. Tulpebekova (Kulbatyrov, 2016). Access to innovation has always been a universally recognized axiom for ensuring national competitiveness. A dynamic feature of Kazakhstan's global innovation ranking is its low volatility: in 2019, it took 79th place, 81 years old the place is in 2023. For years, Switzerland, Sweden and the G7 countries have been leading the way. The main engines of economic growth are resources (labor, material, economic), legal framework, infrastructure and institutional environment.

In particular, transport infrastructure and logistics are important factors in the transportation of goods abroad and the search for intermediaries. The results obtained may correspond to alternative indicators and several alternative specifications for the quality of transport infrastructure. Although the country samples vary, the quality of transport and logistics infrastructure is still an important factor in determining relative benefits. These results show that transport policies aimed at improving the quality of transport infrastructure and logistics services have comparative advantages.

The attractiveness of the business sector means an increase in the number of entrepreneurs, the production of goods and services, and consequently, the share of the sector in the country's GDP increases. Innovation and the development of regional penetration into the region are the driving force of the economic development of the whole country. The problems of innovation and transformation in Kazakhstan are solved at the workplace of O. Sabden, F. Dnishev, N. Nurlanova, F. Alzhanova and others (Sabden, 2008; Alimbaev, 2010; Dnishev, 2013; Nurlanova, 2023).

In the "Concept of Innovative Development of the Republic of Kazakhstan until 2020", an important task is to stimulate innovative business activity and develop regional innovation systems (Kontsepsiia innovatsionnogo razvitiia Respubliki Kazakhstan do 2020 goda). The heterogeneity of legislative regulation of businesses is presented in the work of A. Chepureno (Chepureno, 2012) the relationship between regional growth and entrepreneurship in the work of foreign researchers M. Fritsch, P. Muller (Foray, 2009). The model of network interaction by E. Karayannis and D. Campbell (Carayannis, 2010) is aimed at intensifying cooperation between the structures "state-society-business-science". Its use within the framework of partnership interaction will make it possible to intensify the process of transition to an innovation-oriented economy of businesses (Carayannis, 2009).

### ***Methods***

The authors examined the main indicators of the development of businesses according to the Bureau of National Statistics of the Republic of Kazakhstan, the Global Innovation Index (Kazakhstan ranking in the Global Innovation Index 2023). Monitoring the degree of innovative development of Kazakhstan on a global scale showed the presence of feedback between innovative inputs and results. An assessment of the indicators of innovative activity of enterprises of the Republic of Kazakhstan for 2013–2022 was carried out, a negative relationship was determined between investments in R&D and the resulting innovative products, as well as the average transformation relationship between the level of activity in the field of innovations and the share of innovative products in Kazakhstan's GDP. The authors proposed a model of interaction between

stakeholders of a regional digital technology platform. In preparing the article, general scientific, statistical, correlation and retrospective analysis methods were used.

### Results

The main direction for improving the interaction of various modes of transport in these processes may be the creation of a network of automated control centers in order to compile and coordinate schedules for the use of mutual modes of transport.

However, there are doubts about the assessment of the company's contribution. Subsequently, the share of small and medium-sized businesses in the country's economy has significantly tripled. In all these cases, the revival of entrepreneurship is not the main reason. The year is 2008. This year, medium-sized enterprises accounted for 10.2% of GDP, although the share of this sector in the region has varied by 2% over the past three years. This sudden jump occurred with the suspension of trade inspections.

The next jump was recorded five years later. The share of small and medium-sized businesses has increased by almost 10 percentage points in just one year: finally 16.7% 2013 at 25.9% of GDP in 2014, as of December 2013. Government statistics began to use only the average number of employees per year. A year later, the admission criteria for small businesses were expanded from 50 to 100 people. Thus, the threshold for medium-sized enterprises was lowered from 50–250 to 100–250.

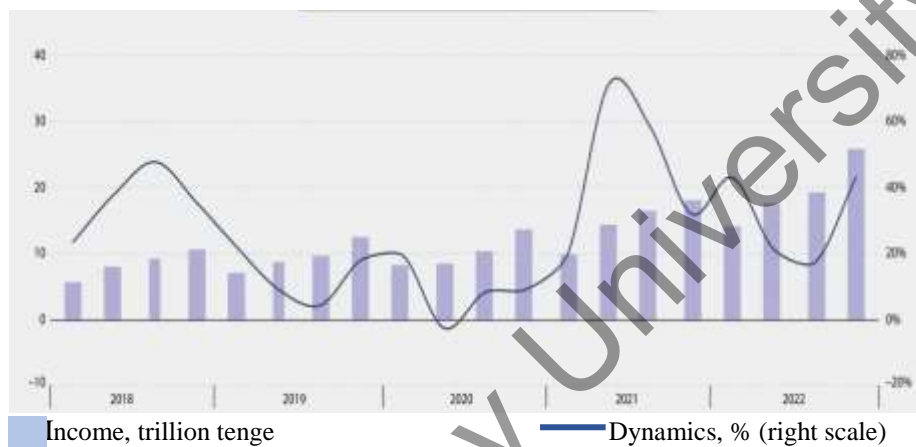


Figure 1. Income from sales of products and services of small companies and their dynamics

Note – source: CC MNE RK

The new method is shown in Figure 1. In the small and medium-sized business sector, most of which belongs to small businesses, the final growth was 6.4% 2013. In 2014, it was 16.1%. The average share of businesses began to decline: if in 2013, in 2009, this figure was 10.3%, and two years later — 4.9%. In other words, there has been a statistical redistribution of GDP in favor of small businesses.

The third jump was recorded in 2018, when calculations began due to the shadow economy. According to the results of the reporting year, the share of small and medium-sized businesses increased to 28.4%, although over the past two years, in 2016 and 2017. This year, it remained at the level of 26.8%. If the method is changed again (the classification criteria are the average annual income and interests of the founders of legal entities), this may lead to a redistribution of GDP in favor of medium-sized enterprises.

The authorities expect medium-sized enterprises to achieve high-quality economic growth. But now this part of the business is more like a large employer. In 2021, about 4.1 million people were employed in the small and medium-sized business sector, which is 18% more than in 2021. Thus, companies employ 36% of the economically active population.

In addition to enterprises, government statistics also include individual entrepreneurs, farmers, gardeners and medium-sized enterprises in agricultural enterprises. The total number of employees, which is at the end of 2022. The annual population is 4.1 million people, almost half of the population are individual entrepreneurs and farmers. In fact, we are talking about forced entrepreneurship — people are forced to open their own businesses because there are no other employment opportunities. And only 9% of employees and medium-sized enterprises work in medium-sized enterprises.

Industry analysis shows that most employees work in inefficient industries. Approximately 44% of retail workers are sole proprietors, and 26% are representatives of small businesses. On the contrary, most em-

ployees of medium-sized enterprises belong to the processing industry, which requires a certain level of experience and knowledge.

The level of investment activity of small businesses is very high. Let's take 2022 as an example. The total volume of investments in shares over these years amounted to almost 15.1 trillion tenge, of which more than half was invested by small businesses. But the problem is that investing in small businesses is characterized by low efficiency — about 74% of all small business investments are used for the construction of buildings and utilities. Only 22% of investments are accounted for by factors of production — equipment and technology. Knowing that most small businesses are engaged in trade and services, we are talking about the construction of shops, boutiques, car service stations, etc.

At first glance, the economic indicators of the small and medium-sized business sector have grown significantly. In recent years, small and medium-sized enterprises have achieved record profits. The incomes of small enterprises amount to 76.8 trillion tenge, while the incomes of medium-sized enterprises amount to about 16.4 trillion tenge. Compared to the results of 2021, increase of 30% in two parts.

The January events did not prevent the growth of economic indicators, business losses in Almaty alone amounted to 92 billion tenge (according to estimates of the Prosecutor General's Office of the Republic of Kazakhstan). In the field of small business, revenue from the sale of goods and services reached 14.2 trillion tenge, which was 43% higher than profit for the same period in 2021. The positive dynamics is also evident in the segmentation of medium-sized businesses enterprises: The company received 3.3 trillion tenge (+34%) in the first quarter of 2022.

A five-year retrospective audit showed that the profitability of small and medium-sized businesses (the ratio of net profit before tax and the ratio of sales of goods and services) has improved significantly. This number of small businesses increased by 12.1% compared to last year to 30% in 2018. A similar growth occurred in the intermediate business unit. At the end of last year, this figure was 10%, and at the end of last year it was 24%.

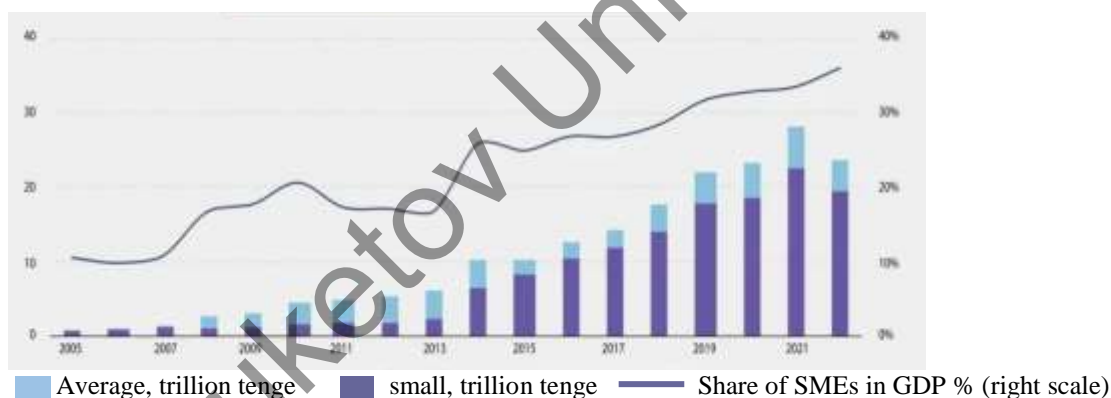


Figure 2. GVA of businesses

Note – source: CC MNE RK

But further analysis shows that so-called zombie companies are growing in the corporate sector. These are unprofitable companies that will not leave the market due to acquisitions or bankruptcies and will continue their activities. The secret of their flexibility lies in negative credit rates and excessive government support, which allow them to survive.

The National Bureau of Statistics publishes quarterly the number of unprofitable medium-sized enterprises (there is no such data in the small business sector). In 2022, during the year, there was an average of 783 non-profit organizations. A year ago, this number was even lower — 718 companies. The most profitable industries are manufacturing (accounting for 48% of the total manufacturing industry), science (46%), trade (41%), construction (40%) and logistics (39%).

The results of 2020. The Central Bank of the Republic of Kazakhstan has conducted an investigation into how many Kazakhstani companies have turned into zombies. The sample includes just over 3,000 large, medium and small enterprises, but it is assumed that their income from prepaid interest and taxes will not be zero by 2010 and 2020.

A comparison of the dynamics of production of small enterprises and loans issued to these enterprises showed that loans are not the main factor in the growth of production in this sector of the economy. From a logical point of view, the status of a company is influenced not by the amount of the loan, but by the effective demand for the goods and services that it produces. In addition, the lack of funds from consumers not only reduces the incomes of producers, but also reduces confidence in the latter. The demand for solvents can be provided by the economy in two ways: with the help of financial resources from abroad or by increasing the amount of value added generated by this economy. In addition, representatives of small and medium-sized businesses were asked if they would borrow money to start a business without a government program to support small and medium-sized businesses. The following answer is given (Fig. 3).

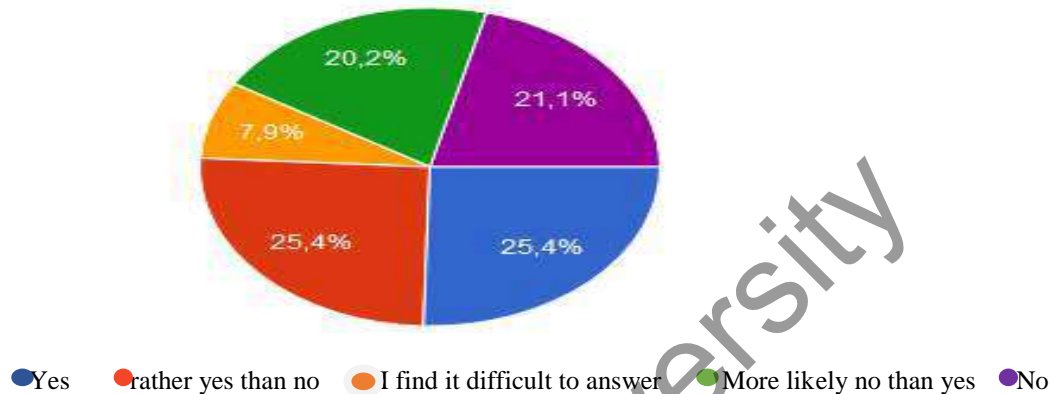


Figure 3. Demand for government programs to support SMEs

Note – compiled by the author

Even in the absence of such a program, more than half of the respondents would attribute business development, which is indicative of the program's ineffectiveness and potential for improvement (Fig. 3). Representatives of small and medium-sized firms who participated in the poll reported that 52.6 percent thought it was difficult to raise capital and 36 percent thought that loans to these types of businesses had higher interest rates. Nearly one-third of the respondents claimed that the impact of financial support for small and medium-sized businesses had been harmed by unfavorable occurrences including low funding, short loan periods, and corruption in financial institutions. More than 50% of respondents, in addition to the above-mentioned funds, noted improved financial support for small and medium-sized enterprises and lower interest rates on loans as possible and effective measures.

The decisions made by regional executive bodies will determine how successfully the strategy is carried out in Kazakhstan. This suggests that all authorities must be mobilized, particularly those in charge of carrying out the government's Business Roadmap 2020 strategy throughout various areas. Furthermore, it indicates that local leaders are unmotivated to assist government officials in carrying out national initiatives. According to this study, the existing system for supporting the work of local administrators who must carry out this strategy is ineffective at motivating people to take action and has little bearing on how well the state assists small and medium-sized businesses. Thus, field study findings are required to validate this theory (Moldagulova, 2017).

The Republic of Kazakhstan authorities (the Administration of the Entrepreneurial Zone), a sample of local administrative bodies in charge of carrying out national policy in the area of supporting small and medium-sized businesses, serve as the primary empirical foundation for our study. The survey was distributed in November 2016 to 158 representatives of local administrative bodies, as well as to 14 regions and two significant cities in the republic.

The study's findings allow for the following conclusions to be made. At the moment, government workers in charge of growing small and medium-sized businesses — particularly those in charge of developing lower-level businesses — are paid too little. A rise in the rate of financial contributions is required. The amount of the contribution fund for civil workers in charge of small- and medium-sized business growth can be determined by taking into account the pay scale of professionals who carry out comparable duties in prosperous non-governmental organizations. The amount of the fee should be decided individually based on each

employee's productivity and work pace. In our case, it depends on the effectiveness of the Business Roadmap 2020 implementation plan and the achievement of the set goals. The system of performance appraisal of personnel responsible for the development of small and medium-sized enterprises needs to be improved.

It is also advised that more employees be included in the public and local executive bodies' planning, coordinating, and adjusting of government plans. After all, they are more engaged in finding local solutions and have a deeper understanding of the requirements of the area.

Kazakhstan has nonetheless put in place a system of financial assistance for small and medium-sized businesses, which is made up of federations, state-owned companies, the parastatal sector, development agencies, foreign banks, mutual funds, and microfinance institutions. The creation of national plans, including the structures and instruments for financial assistance, has engaged prior national institutions as well as regional government players. At present, the nation is executing the second phase of collaboration, with the objective of guaranteeing the steady and equitable expansion of small and medium-sized businesses in the region and preserving both current and fresh long-term job prospects.

Modernizing the transportation and logistics infrastructure in the area is essential for Kazakhstan's processing and production development, since it is reliant on the transportation and logistics services' contribution to product selectivity and price. Taking into account the regional location, regional stations, warehouses, transport corridors, roads, railway stations, and airports, it is advised to apply Kazakhstan's experience in the field of transportation and logistics of new industrial facilities concurrently with the economy. The distance between factories and industrial facilities should not only meet the needs of the domestic market but also be export-oriented. Transport and logistics are used in the export of goods and products.

It should be mentioned that the "Business Roadmap 2020" is one of the initiatives to encourage and grow entrepreneurship through 2020. The growth of small and medium-sized businesses in certain cities and rural regions is the primary focus. The following forms of assistance are offered as part of industrial assistance to small and medium-sized businesses in high-priority economic sectors and the processing industry: long-term lease financing; partial loan guarantees from banks and development banks; interest subsidies on loans and financial leases from banks and leasing companies; development of industrial (production) infrastructure; and construction of industrial land.

Furthermore, in compliance with the December 29, 2016, decision of the Republic of Kazakhstan's Government, ESA 919 authorized a strategy for the growth of collective entrepreneurship and productive employment for the years 2017–2021. The program's objectives are to encourage citizens to participate in small- and medium-sized businesses' operations and to work in productive jobs. Offering microloans to urban and rural communities is one of the objectives. In order to encourage the growth of communal entrepreneurship, steps should be taken to expand the infrastructure, tools, and scope of microfinance through guarantees, microfinance, and seed funding. In the National Plan of Industrial and Innovative Development for 2015 and 2019. Innovative awards are given to innovative small and medium-sized businesses.

### *Discussions*

As a result, the government gives financial assistance for SMEs particular consideration since it recognizes its significance and has established clear regulations governing the instruments and procedures used to provide public financial support. Local executive entities (akimats of Astana, Almaty, cities, and districts) and representatives of the quasi-public sector (Damu Foundation, subsidiaries of KazAgro JSC, NATTR JSC, etc.) are the operators responsible for providing financial support.

Furthermore, the data analysis shows that Kazakhstan has established a financial assistance infrastructure for small and medium-sized enterprises. It demonstrates positive outcomes, for instance, in terms of development organizations, subjects and tools of government assistance for SMEs, employment generated, increase in the proportion of SMEs in GDP, output, and the amount of SMEs in the nation as well as tax revenues to the budget. It should be mentioned that, in spite of the various government initiatives created and implemented by the Government of the Republic of Kazakhstan to promote and grow SMEs, the primary source of funding remains their own resources, according to SMEs' representatives.

The following are the primary obstacles to SME development when it comes to getting funding from official sources:

- 1) Lack of access to credit and financial resources on terms that meet their needs. The financing of trade and procurement operations is the primary emphasis of the STB lending policy with regard to SMEs. Loans from BWI have hefty interest rates. Furthermore, most startup SMEs lack collateral as banks often need security with a value twice as high as the loan amount.

2) Inadequate growth of the most significant area of the global economic system, microfinance, a separate financial market segment.

To use transport and logistics services when exporting Kazakhstani goods, it is necessary to develop the connection of transport and logistics infrastructure with production and industrial facilities. It should be noted that to export Kazakhstani finished products it is necessary to use transport and logistics infrastructure and geographical opportunities.

### **Conclusions**

According to official statistics, medium-sized businesses far surpass the best indicators in recent years. In this case, official statistics are more reliable than small businesses. Perhaps the government should consider making business development a special priority and create subsidies for businesses. In addition, this support mechanism does not necessarily involve banking intermediation; in this case, since there is no need to pay for banking services, the final cost of the borrower's resources can be significantly reduced. At the same time, not many medium-sized companies can provide opportunities to save resources without using branch banking networks.

While some financial support outcomes have been attained, there are still reserves for growth and development, according to assessments and analyses of issues and development possibilities. Enhancing the productivity of small and medium-sized businesses in the industrial and agricultural sectors should receive particular attention because, as the analysis demonstrates, these businesses can be supported by a variety of tools and modules, and because the dynamic indicators of their development are declining annually, which surely points to institutional issues. However, to implement these plans, the country will have to forget about “feeding” the banking system, which is not easy, given the serious banking lobby.

Therefore, it is essential to make good use of economic and social resources and possibilities in order to improve the region's capacity for logistics and transportation. The establishment of a competitive transportation and logistics infrastructure throughout the nation will guarantee the nation's socioeconomic progress. Strengthening the nation's transport and logistics capabilities in terms of technical modernization of transport and enhancing the quality of logistics is imperative in light of global issues including digitalization, epidemics, and geopolitical crises. The aim of this work is to carry out a comprehensive analysis to evaluate the region's potential for transportation and logistics while accounting for Kazakhstan's environmental development and digitalization indices.

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### **Көлік логистикасы бизнесті дамытудың драйвері ретінде**

**Аңдатпа:**

**Мақсаты:** Зерттеудің мақсаты ашық және өзін-өзі қамтамасыз ететін нарықтық экономиканы құру, мұнда көлік логистикасын қалыптастыруда бизнесті дамыту негізгі драйверлердің бірі болуы тиіс. Зерттеу әдістемесі логистиканың инновациялық дамуындағы бизнестің ролін көрсетуге және оның дамуының негізгі көрсеткіштерінің динамикасын талдауға негізделген.

**Әдісі:** Жалпы ғылыми, статистикалық, корреляциялық, ретроспективті талдау әдістері пайдаланылған.

**Қорытынды:** Мемлекет экономиканың жаңа драйвері ретінде бизнеске сенім артуда. Қазіргі уақытта бизнестің дамуына кедергі келтіретін көптеген факторлар бар. Ең күрделі мәселелердің бірі — логистикалық кәсіпорындардың көпшілігінде өздерінің инвестициялық және келісімшарттық қажеттіліктерін қанағаттандыру үшін жеткілікті қаржылық ресурстары жоқ. Бұл ретте жергілікті жағдайларға бейімделмей, бизнесті қолдау бойынша дамыған елдердің тәжірибесін көшіру үрдісі сақталуда. Авторлар Қазақстанда бизнесті қолдау бағдарламаларының тиімділігін арттыруға көмектесетін бірқатар бағыттарды ұсынған. Логистикалық арнайы экономикалық аймақтар мемлекет үшін, ең алдымен, ел ішінде жүк ағындарын қалыптастырудың негізі ретінде, сондай-ақ көлік-логистикалық кешендердің интеграцияланған желісін құру үшін маңызды.

**Тұжырымдама:** Экономикалық өсуді қалыптастыру жағдайында шағын және орта бизнес субъектілерінің инновациялық қызметін жандандыру үшін өңірлік цифрлық технологиялық платформа стейкхолдерлерінің өзара іс-қимыл моделі ұсынылды. Нәтижелерді мемлекеттік құрылымдар, жоғары мектеп өкілдері, жұртшылық ресурстарға негізделген экономикадан инновациялық бағдарланған экономикаға көшуді қамтамасыз ету үшін пайдалана алады.

**Кілт сөздер:** қаржыландыру, бизнес, Қазақстан Дүниежүзілік банкі, кәсіпкерлік, тиімділік көрсеткіші, экономикалық драйверлер, инновациялық экономика, көлік жүйесі, логистика.

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## Логистика транспортной сферы как драйвер развития бизнеса

### Аннотация:

**Цель:** Целью исследования является создание открытой рыночной экономики, где одним из основных драйверов должно стать развитие бизнеса в сфере формирования транспортной логистики. Методика исследования основана на представлении роли бизнеса в инновационном развитии логистики и анализе динамики основных показателей ее развития.

**Методы:** Общенаучные, статистические, корреляционные, ретроспективные методы анализа.

**Результаты:** Государство рассматривает на бизнес как на новый драйвер экономики. В настоящее время существует множество факторов, сдерживающих развитие бизнеса. Одной из наиболее сложных проблем является то, что большинство логистических предприятий не имеют достаточных финансовых ресурсов для удовлетворения собственных инвестиционных и контрактных потребностей. При этом сохраняется тенденция копирования опыта развитых стран по поддержке бизнеса без адаптации к местным условиям. Авторами предложен ряд направлений, работа по которым может помочь повысить эффективность программ поддержки бизнеса в Казахстане. Логистические особые экономические зоны важны для государства, прежде всего, как основа формирования грузопотоков внутри страны, а также для создания интегрированной сети транспортно-логистических комплексов.

**Выводы:** В условиях формирования экономического роста предложена модель взаимодействия стейкхолдеров региональной цифровой технологической платформы для активизации инновационной деятельности субъектов малого и среднего бизнеса. Результаты могут быть использованы государственными структурами, представителями высшей школы, общественности для обеспечения перехода от ресурсной к инновационно ориентированной экономике.

**Ключевые слова:** финансирование, бизнес, Всемирный Банк Казахстана, предпринимательство, показатель эффективности, экономические драйверы, инновационная экономика, транспортная система, логистика.

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