



ISSN: 2249-7307

Vol. 11, Issue 10, October 2021

SJIF – Impact Factor = 8.075 (2021)

DOI: 10.5958/2249-7307.2021.00028.1

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**THE ROLE OF MARKETING OF FOREIGN ECONOMIC ACTIVITY IN  
THE DEVELOPMENT OF FOREIGN TRADE**

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**ABSTRACT**

*This scientific article covers the export potential, export structure and geography of Uzbekistan. The main means of increasing export potential is the need to conduct marketing of foreign economic activity, the need to establish trading houses abroad and study the markets.*

**KEYWORDS:** *Export, Import, Natural Resource, Raw Material, Export Structure, Export Volume, Production, Marketing, B2B, B2G.*

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