The development of agricultural export through the generation of high quality analytics

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Abstract. The prospects of development of the Russian Federation agricultural export are analyzed in the paper, considering the necessity of generation of high-quality analytical information, needed to make decisions about the reasonability of export operations. The range of problems is identified in the research, which interfere with the expansion of the export potential of agricultural products. It is determined, that the major challenge is coming from the lack of time-sensitive, exact and public information about the goods, works and services sales efficiency on the foreign market. It is suggested to establish the public information and analysis center, intended to work in particular directions, which will increase the efficiency of agricultural export operations. The following focal areas of the center are defined in the paper: public website, virtual sales office, centers of commercial culture promotion, as well as associations of external consultants and experts in the field of agricultural export.

1. Introduction
Under the conditions of modern economy, there is a need of permanent development and establishment of the measures for achievement of the expansion of the country’s agricultural export potential. The Russian Federation has huge natural resource stocks; more than 50% of fertile land, 20% of the fresh water storage and 10% of the world output of mineral fertilizers are concentrated in the country [1].

However, in the age of international economy globalization, where the problems of food security, government regulation, continually changing strategies and tactics in the world market are particularly expressed, there is a significant decrease in the accuracy of forecasts regarding the export potential development. Therefore, there is an urgent need to solve the problem of high-quality analytical information generation concerning the state of the world market of agricultural products from the perspective of the export component.

The statistical data, confirming the development of the Russian Federation agricultural export and showing its dynamics over a number of years, are presented in figure 1.
While analyzing the data presented in the figure 1, it should be noted that a substantial growth of agricultural export is observed since 2016. So, in 2018 the volume of exports increased by 6 billion US dollars, or by 35.29% [2]. It is certain that this positive growth trend is related to the comprehensive solution of the problems of exporters support in the Russian Federation. However, a range of problems in this field continues to exist at the present time. The central problems, militating against the efficiency of agricultural export operations, are as follows:

- the limitation of geography for stable export of products and low market performance of the economy of many long-term countries;
- the presence and expansion of barriers to the entry of Russian agricultural products into new long-term foreign markets;
- the difficulty of forecasting the demand for agricultural products supplied to the foreign markets and, as a consequence, low consumer purchasing power in the selected sales markets;
- poor pricing environment of agricultural products in the Russian Federation [3].

The presented areas of concern of the agricultural export, one way or another, are related to the fact that exporters receive insufficient insight needed to take justified management decisions regarding the supply of products, works or services to the foreign market.

2. Materials and methods
The further increase of the agricultural export potential level of the Russian Federation is not conceivable without expansion and improvement of the quality of information-analytical data set, which exporters need when entering cross-border markets. It is noteworthy that each party of the export transaction should possess the adequate amount of analytical data concerning products, performance results and prospects for the sale of products, works or services on the foreign markets. Provision of information to the exporters should meet the requirements of timeliness, publicity, high delivery speed and high degree of data qualification.

In order to collect, group, analyze and present data for exporters of agricultural products, we believe it is necessary to establish the public information and analysis center in the specific target segment, in particular, in the agro-industrial complex. The remarkable thing is that the activities of such centers in various aspects of business entities’ performance have always occupied a central position among the others (figure 2).
The types of establishment and performance of analysis centers may be different, so let us consider them in further detail for more efficient understanding of the type, dependence of the resource base, institutional dependence and activity focus:

- Independent centers are established by a number of investors, but the share of anyone of them is not more than 50%. The center operates as an independent institution and view itself as a research community.
- The centers, driven by private funds, are established as autonomous institutions, financed by the private individuals and conduct partially independent activity.
- Government-owned centers are founded and controlled by the government, are established as functional units of public authorities. The lines of their activity are clearly defined.
- University centers are partially independent. Their activity is related to the university framework of reference and the focal area involves scientific content [4].

The selection of the type of analysis center functioning depends on the core aspects of the work, but in our view, the best-performing option includes the foundation of mixed model of government and private-funded center.

At present, the Russian Export Center operates in the Russian Federation. This institution partially implements the analytical functions of information presentation to exporters [5]. However, we believe, that it is important to focus the center activity within 4 priority areas:

- public website for the exporters of agricultural products;
- virtual sales office;
- centers of international promotion of country’s commercial culture;
- association of external consultants and experts in the field of agricultural export [6].

3. Results
The performance results of the center are formed in 4 areas, in either of which the defined goals should be achieved.

The most important focal activity area of the public information-analysis center is the development of the public website for exporters of the agro-industrial complex production with the purpose of:

- sharing experience and presentation of the results of real transactions concerning sales of agricultural products abroad;
• step-by-step guide and support of the exporter, describing in detail the entire scheme of export transaction operations, including carrying-out of the requirements of regulatory legislative acts of the government;
• providing a range of electronic services for the exporter, combined into the one-stop solution (customs declaration, etc.);
• constant reception of the feedback from exporters in order to update and adjust the actions and means of support;
• presentation of the business mission of the main exporters of the agro-industrial complex production.

The key results that will be achieved in the area of virtual sales office improvement are focused on the development of efficient mechanisms of agricultural export support [7].

The centers of commercial culture promotion are focused on:

• increasing the willingness of Russian agricultural enterprises to export their products;
• expansion of interaction between Russian and foreign regulatory agencies in order to harmonize standards, as well as promote Russian commercial culture in foreign countries;
• the training and internships of Russian personnel in international organizations in order to promote Russian agricultural products on the foreign market.

The awareness improvement of exporters can be achieved with the help of association of external consultants and experts in the field of agricultural export [8].

4. Conclusions
The share of the contribution of public information-analysis center to the agricultural export growth will continuously increase due to the so-termed delayed effect. So, with each passing year of this institution performance the exporters will more often conduct business operations in the foreign market, as the degree of information analysis support will increase. It can be assumed that the share of this center contribution to the export growth can amount to 10% in the early days and more than 20% in the future [8]. It should be noted that the extra effect of the center operation will be achieved through: helping the exporters of agricultural products to select a promising foreign market, extensive preparation of products in order to meet the requirements of the target market, supporting the negotiation process, introducing the forecast models for selling products on the international market.

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