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**ПРИОРИТЕТЫ РЕИНДУСТРИАЛИЗАЦИИ  
И НОВОЕ СОДЕРЖАНИЕ  
ЭКОНОМИЧЕСКОГО РОСТА**

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В сборнике представлены статьи, научные доклады ученых, преподавателей вузов и специалистов-практиков, озвученные на международном симпозиуме посвященном 85-летнему юбилею со дня рождения и 60-летию научной и общественной деятельности лауреата государственной премии в области науки и техники им. аль-Фараби, заслуженного деятеля науки Республики Казахстана, академика НАН РК Кошанова Аманжола Кошановича. В статьях отражены перспективные направления социально-экономических исследований в Казахстане, включающие следующие вопросы: мировое экономическое развитие, приоритеты социальной политики Казахстана, перспективы технологической модернизации Казахстана, индустриальное и инфраструктурное развитие, проблемы региональной экономики Казахстана, проблемы управления и цифровизации экономики и др.

Материалы сборника предназначены для специалистов, работников государственных учреждений, научных организаций и учебных заведений, магистрантов, докторантов и широкого круга читателей, интересующихся данной проблематикой.

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мазмұнын, жаңартудан байқалады әсіресе жас ұрпақтармен жұмыс жүргізгенде.

Қазіргі кезде білім беру саласындағы оқу процесін ұйымдастыруда және жоспарлауды жетілдіру мақсатында, әсіресе жоғары білім беруде, модульдік білім беру бағдарламаларын жасағанда жұмыс берушілердің мүдделерін ескеріп және кәсіби дайындықты, бұған қоса студенттерге курс тұжырымдамасы туралы біртұтас түсінік алуға мүмкіндік беретін міндетті және элективті пәндердің оқу-әдістемелік кешені мен оны оқып білуге қойылатын талаптар жүйесі қалыптасты. Жақын арада Қазақстанда инновациялық оқыту негізінде білім беру жүйесінің жаңа моделі құрылады, ол әрбір қазақстан азаматына және тұтастай ұлттың ХХІ ғасырға лайықты керемет қасиеттер жиынтығына ие болуын қамтамасыз етеді. Осы қасиеттер адам капиталының деңгейін жоғарылатады, және әлеуметтік-экономикалық даму процесінде оны тиімді пайдалану Қазақстанның өндірістік мүмкіндіктерін арттырады.

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## **PROBLEMS AND PROSPECTS OF KAZAKHSTAN IN THE WTO**

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**Annotation:** This article is devoted to the process of joining Kazakhstan to the WTO which includes prospects and problems regards to economic, political, legislation aspects. In this scientific paper researched and summarized the consequences of participation in organization due last years. There were represented not only the advantages and positive prospects of Kazakhstan's participation in the World Trade Organization but negative facts as well.

**Key words:** World trade organization, foreign trade, foreign trade policy.

The Republic of Kazakhstan is an active participant in world trade, the development of which is based on the liberalization of foreign economic activity, the desire to stabilize the economy, improve the position of the country's main export goods in the world and wider participation in international trade and economic organizations such as the WTO.

The relevance of the work is due to the fact that Kazakhstan in the context of globalization could not remain aloof from the integration processes taking place in the world. Consequently, participation in the WTO has become one of the primary tasks of the country's foreign trade policy.

Finally, the negotiation process on the accession of the Republic to the WTO, which lasted 19 years, ended June 10, 2015. And on June 22 the same year, during the final meeting of the member countries of the Working Group had adopted the final documents [1].

In general, the negotiations on Kazakhstan's accession to the WTO was based on four main areas in which significant results were achieved and a number of conditions and obligations on the country's accession to the organization:

1. Negotiations on systemic issues.

Within the framework of the negotiations of this area considered by the relevant foreign trade regime and the legislation of the Republic of Kazakhstan WTO agreements, and to further align national legislation the rules and regulations of the organization.

Today, Kazakhstan, becoming a full member of the WTO, has resulted in full compliance with the WTO rules and all the legislative acts of the Republic. Changes were made to the 50 laws of the Republic of Kazakhstan and 10 agreements of the Customs Union and the EEU.

2. Bilateral negotiations on market access for goods.

Negotiations on access to the commodity market is the process of matching the highest level of import customs duties on products of agricultural and industrial use. To date, the Republic of Kazakhstan were completed bilateral trade negotiations on market access for goods from 29 of the Working Group member countries, in which was approved the final list of the country's tariff commitments. Thus, the key conditions for Kazakhstan's accession to the WTO have become:

1. Reduction of the average customs tariff in respect of goods to 6.5% (prior to the entry into the WTO this rate was 10.4% in the framework of the EEU Common Customs Tariff (CCT));

2. Lowering of tariffs on industrial goods to 5.6% (from 8.7% in the framework of the EEU ETT), on agricultural products to 10.2% (from 17% in the framework of the ETT EEU);

3. Exclusion of the Common Customs Tariff EEU goods headings 3512, according to which the maximum reduction in the average tariff rate will occur on such goods as cars - 12.7%, food products - 6.8%, wood products - 0.4%, jewelry and costume jewelry - 7.5%, fish, crustaceans and mollusks - 0.1%, wires and insulated cables - 0.5% and beverages - 4.3%;

4. Increasing the size of tariff quota on meat into two types: beef from 10 tons to 21 tons, poultry from 110 tons to 140 tons;

5. Decrease of export duties from 15% to 5% per ton to 2019, in several stages in products such as ferrous metals, copper and aluminum, untreated aluminum, bituminous mixtures, various kinds of domestic animal skins, etc .;

6. Implementation of the export duty for oil and oil products based on a special formula, which is also used by the Russian Federation, which will contribute to increase the duty Russian level - 91.5 per ton (versus \$ 60 per ton.) [2].

3. Bilateral talks on access to the services market.

In the course of these negotiations, foreign service providers access conditions have been reviewed and agreed on the domestic markets in sectors such as construction, transport, telecommunications, financial, tourist, etc. Also considering migration law relating to foreign skilled workers and their activities in the country and questions in the field of subsoil use [3].

As a result, the country had been fully completed all the negotiations regarding the services market with 15 countries of the WTO member, and a commitment to guarantee access to 10 sectors and 116 subsectors of services. Key commitments in the services sectors such as:

1. Banking services.

In the five years after the entry into WTO, Kazakhstan is obliged to open the domestic market to foreign banks to establish direct branches without establishing a legal entity in Kazakhstan. However, at the opening of the branch banks must meet a number of special conditions established by the country. This is

the minimum amount of total assets of the bank (not less than 20 billion US Dollars.) And a minimum contribution of individuals in this branch (not less than \$ 120 thousand Dollars.) [4].

#### 2. Services of insurance or reinsurance.

After five years on the provision of intermediary services in the Republic's participation in the WTO, foreign insurance organizations and companies in the insurance industry may open direct branches of their organizations without a legal entity, but the minimum amount of total assets of the organization shall be equal to 5 billion USA dollars and work experience of at least 10 years.

#### 3. Telecommunication services.

At the end of the transition period of 2.5 years for the sector of services Kazakhstan is obliged to eliminate all restrictions on the participation of foreign companies in the capital of domestic companies. The exception is the JSC «Kazakhtelecom», reserving the right to limit foreign participation amounting to 49%. Foreign companies will also participate in this service sector is possible only as a legal entity registered in the Republic [5].

#### 4. Tourism.

Kazakhstan at the end of two years after joining the WTO agrees to open the domestic tourism market all cross-border travel agencies and tour operators.

#### 5. Services in the sphere of subsoil use.

With the accession of Kazakhstan to the WTO is obliged to stop the promotion of local content in contracts for subsoil use in 2021. According to the mining companies undertaking the organization of the competition for the procurement of works or services must provide a conditional 20% discount on the price of the application entities winners deliver the services in the operating state, which is 75% of skilled workers RK citizens (compared to the current 95%). Also by 2022, the domestic companies will be obliged to involve no more than 25% of foreign workers after 2022 - less than 50% [6].

#### 6. The labor force.

The Republic of Kazakhstan joining the WTO, adopted a commitment to simplify the conditions of immigration of highly skilled foreign workers in the framework of intra-corporate transfers (ICT) within TNC.

Such obligations include:

- the abolition of quotas for foreign workers persons transferred in the context of the ICT, which are set annually by the Government;

- the abolition of specialized tests for foreign workers after five years after the country's accession to the WTO.

Thus for Kazakhstan retains the right on use of restrictions on the number of specialists and managers of foreign origin within the same organization in the amount of 50% (in this restriction does not apply against the management).

During the negotiations Kazakhstan, substantial work on the ghost in line with WTO rules throughout the legislative base of the country was carried out. In addition, the Republic were held bilateral negotiations on market access for goods from 29 countries members of the WTO and bilateral negotiations on market access for services from 15 countries, members of the organization.

However, the country has assumed considerable amount obligations and conditions for the entry, one of which is a reduction of the average customs tariffs for goods to 6.5%. As Kazakhstan is the second country party to the WTO (after China), which has managed to defend the right to state support of agriculture at the level of 8.5% of the gross value of agricultural production, instead of the required 10%. The Republic is obliged to eliminate all export and import substitution subsidies, resulted in compliance with the WTO all the rules concerning sanitary and phytosanitary regulations, has made a number of changes in the laws concerning intellectual property rights and thus managed to achieve a transition period for many sectors of the economy,

thereby continuing the provision of state support local entrepreneurs [7].

Becoming a full member of the World Trade Organization, the Republic of Kazakhstan has received the following benefits:

Firstly, Kazakhstan recognized by the world community, a country with an open market economy and at the same time received preferential treatment in respect of all the participating countries of the WTO;

Second, all countries legislation has been brought into line with international regulations that, in future, will increase the competitiveness and simplification of access to world markets of domestic products;

Third, Kazakhstan gained access to the global commodity markets and the possibility of trading processes concerning domestic goods and services on a non-discriminatory basis to all WTO member countries;

Fourth, the country has the right to use the tools of protection of national interests and the elimination of discriminatory moments resolution procedures of the WTO trade disputes, especially in situations such as anti-dumping proceedings, which are used to export goods of the Republic;

Fifth, Kazakhstan has acquired the possibility to access to operational information regarding foreign trade policy of the WTO member countries for effective trade and economic policy;

Sixth, the Republic received the right to participate in the preparation of new rules and regulations, taking into account the national interests of the country, which will continue to coordinate the trade processes in the world [8].

However, besides the obvious advantages that the country has acquired immediately after the accession to the WTO, Kazakhstan may also receive the following benefits from the participation of:

Formation of a competitive economy, through the creation of favorable conditions for competition and bringing Kazakhstan's

legislation, respectively, rules and WTO rules (laws in the areas of taxation, customs regulations, certification and standardization of goods and services, intellectual property protection, etc.);

Improving the quality and competitiveness of domestic products, both on the domestic and foreign markets through the application and use of advanced technologies, products and services, foreign investments, and compliance with international quality standards;

Increasing the range of products and services, due to open access to the internal market of Kazakhstan, not only of goods of foreign origin, but also goods produced within the country, a wide range, which is due to a decrease in prices for imported materials and component parts;

Development of industries engaged in the production of final products with high intensity, technology and added value through the application of innovation, foreign investment and international quality standards.

Reduction of prices for goods and services as a result of increasing competition and the availability of a wide range of goods. At this price reduction will occur not only for imported products, but also for domestic goods, the production of which the foreign components are used;

Improving the effective demand, by improving social and economic conditions of the population, which will increase production;

Lowering business risk, due to the introduction of a more stable trade regime and a reduction in transport costs, resulting in the emergence of new profitable ways to goods in transit through the territory of countries participating in the WTO, which would contribute to reduce the cost of domestic products; [9]

The increase in foreign investment in the country's economy, as a result, improve the image of the country, liberalization of the economy, easier access to the domestic market and align legislation with WTO norms, respectively.



To date, there are already some results of these forecasts, for example, for the first quarter of 2018 the inflow of foreign direct investment amounted to 2.6 billion USD, As compared to 2017 when FDI flows for the I quarter was 1, 4 billion USD, indicating an increase in the number of investments due to the country's accession to the WTO.

Increased investment in the country will lead to the development of the manufacturing and industrial sectors of the economy, an increase in exports of Kazakhstani goods and jobs, as well as the attraction of new technologies.

There is also a lot of problems and costs that could have a negative impact on the country's participation in this organization. These include:

Raw nature of Kazakhstan's exports, which is reflected in the fact that during the entire period of independence of Kazakhstan, the main products exported by the country are commodities. Country come mainly mineral products, which accounts for 71.6% of total exports, and metals and products made of them with a weight of 13.1%.

Every year, these figures two commodity groups increased by 1.3 times and mostly exported to countries with more developed economies, instead of acquiring products deep processing industry with high added value. As a member of the WTO, Kazakhstan will certainly increase the volume of exports of these goods, due to the gradual reduction of export duties and relatively low cost compared with other countries.

Dependence on world prices because of the specialization of Kazakhstan in the supply of energy products and raw materials group gain which will occur due to the subsequent liberalization of trade.

The bankruptcy of many small and medium-sized businesses and the loss of some industries due to high competition with foreign producers, whose access to the Kazakh market is facilitated by the openness of the domestic market and high customs duties.

The low competitiveness of some domestic goods with goods of WTO member countries, playing them in quality and in price can lead to the inability to foreign markets and the loss of positions in the domestic.

The opening of the Kazakhstan labor market for unskilled workers and the unemployed from other countries participating in the WTO, do not claim to high wages. This can lead to loss of jobs by the local population. [10]

High competition between Kazakhstan highly qualified specialists and experts invited from abroad.

The reduction of budget revenues by reducing the size of the export duties. In turn, the decline in revenues in the budget may lead to a reduction in social spending.

Reduction of state control over the activities of foreign companies, committing their work on the territory of the Republic of Kazakhstan.

It is also one of the most important negative aspects of Kazakhstan's participation in the WTO are negative consequences for the environment. It:

- reduction of natural resources;
- the use of large quantities of local species;
- an increase in the technological pollution and accumulation of industrial wastes in large quantities;
- the negative effects of industrialization, namely the transfer of «dirty» technologies from developed countries.

However, these negative effects on the environment can be greatly reduced or even prevented through a system of legal norms in force in the framework of multilateral environmental agreements, WTO Agreements and national environmental legislation.

To date, the most important problem facing the Republic of Kazakhstan, is a question about the possibility of the country's functioning in the framework of the World Trade Organization and the Eurasian Economic Union.

At one time, the negotiation process on Kazakhstan's accession to the WTO has been complicated by the country's participation in the Customs Union and subsequently in the EEU.

Thus, becoming a full member of the WTO, Kazakhstan received a lot of obvious advantages. Republic gained access to the markets of 161 countries with exports of domestic goods on a non-discriminatory basis and with the use of Most Favored Nation. In addition, the country has the opportunity to the use of instruments of protection of national interests and the elimination of discriminatory aspects with the help of procedures for resolving trade disputes WTO, a decision which is binding for all member countries.

Besides, Kazakhstan's participation in the WTO will increase the inflow of direct foreign investments, which will lead to the development of many sectors of the economy, an increase in exports of Kazakhstani goods and attraction of new technologies. The advantage of the entry will also receive as consumers, in the form of improved product quality and lowering their prices and the manufacturers, due to expand the market and reduced business risk.

However, participation in the organization can bring to Kazakhstan are also many negative consequences. For example, increased raw material orientation of the country and dependence on world prices. Also, without an adequate level of protection of the state, the country may disappear some sectors of the economy, especially agriculture, there will be the ruin of the majority of small and medium-sized businesses. It implies a reduction of public revenues.

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## НОВЫЕ ИННОВАЦИОННЫЕ ВИДЫ УСЛУГ РЕКЛАМНОГО РЫНКА И ЕГО СЕГМЕНТЫ В РК

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**Аннотация.** Актуальностью данной темы исследования выступает тот факт, что рынок рекламы является одним из важнейших рынков в мировой экономике всех стран, который, к тому же достаточно быстро развивается. Ведь на современном этапе развития рекламная отрасль является неким «двигателем» для предприятий, которые предоставляют услуги, производят или продают товар, помогает удовлетворять наши потребности, предлагая различные варианты необходимых продуктов или услуг.

**Ключевые слова:** рынок рекламы, рекламная отрасль, инновационные технологии, рекламное агентство, рекламный инструмент, инновационный рекламодатель, инновация современной рекламы, видеореклама.

В настоящее время быстрый темп развития рекламного рынка обусловлена тем, что общество перешло на иннова-

ционную стадию развития, где технологии играют большую роль. Именно инновации и инновационные технологии дали большой скачок в развитии рекламы. Если же в прошлом веке этими технологиями были телевидение, радио, интернет, то сейчас создается все более усовершенствованные технологии, которые не оставляют без внимания людей.

Рекламная отрасль является одной из самых быстро развивающихся отраслей на современном этапе развития. Реклама является необходимым элементом развития любой компании, организации, предприятия, т.к. именно она помогает информировать потенциальных потребителей о товарах или услугах и неотъемлемой частью нашей жизни и сопровождает нас на каждом шагу, поскольку держит в курсе всех последних событий. Реклама окружает нас всюду: баннеры, плакаты, листовки, реклама по телевидению и в интернете.

Реклама настолько хорошо внедрилась во всевозможные информационные ресурсы, что ее охват несоизмерим: газеты и журналы, телевидение, интернет, радио и т.д. На сегодняшний день такие социальные сети, как Facebook, WhatsApp, Twitter, Telegram и Instagram имеют в совокупности 7,3 млрд. активных пользователей. Что делает интернет наилучшей платформой для рекламодателей.

**1. «Оконная» реклама.** Инновационные технологии активно внедряются в рекламный инструментарий XXI века. Инновации используются в различных областях рекламы как в ее традиционных форматах, так и в нестандартных рекламных коммуникациях. Суть новой технологии состоит в том, что с ее помощью звуковые сообщения могут передаваться через вибрацию стекол. Первым таким необычным способом распространения рекламы воспользовался немецкий телеканал «Sky Deutschland». Принцип действия технологии таков: сначала специальным прибором звуковые колебания