Development of the Integration Process Within the Territorial Marketing of Eurasecparticipating Countries

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Abstract: The article investigates the development of the integration process within the framework of territorial marketing tschastnitsEurAsEC countries. The author analyzes the characteristics of the integration process EurAsEC, highlights current trends and prospects of development of the integration process EURASEC, analyzes foreign trade activities EurAsEC, develops regional-integration within the EurAsEC concept of territorial marketing of its member countries.

Key words: EURASEC • The integration process • Economic relations • Regional cooperation • Territorial marketing

INTRODUCTION

Of the present stage of economic integration in the space and regionalization processes in Eurasia. The main post is to accelerate the integration process due to feature of the EurAsEC economic space, in our opinion, is external factors like transformation of the global economy and that of Eurasia and the changing nature of intra-regional economic relations in the EurAsEC.

Modern economic processes are depending on reforming global economic governance mechanisms, changes in the balance of power on the global market; move centers of economic activity on the Eurasian continent, particularly in Asia. In the same number of basic factors of transformation of the global economic space is, in our opinion and the emergence of new regional actor in the face of the Eurasian Economic Union.

The above aspects of the new economic situation in the world market dictate the need to revise substantially guide concept development of integration processes in the post-Soviet space and the Eurasian Economic Community. Specificity of the moment is that the processes of economic stability CIS directly depend on the EurAsEC and the prospects of this integration association is not currently defined, a new concept of integration, taking into account changes in the nature of regional cooperation is absent.

Features of Economic SpaceEurAsEC: EURASEC plays a key role in the integration processes in the post-Soviet space and regionalization processes in Eurasia. The main feature of the EurAsEC economic space, in our opinion, is the formation within it two interdependent economic spaces that have a different meaning for the future of regional integration. It is about the space of the Union State of Russia and Belarus and the space formed the Central Asian states (Kazakhstan, Kyrgyzstan and Tajikistan), or conditionally “European” and “Asian” fragments of a common space of the Eurasian Economic Community.

V.A. Glazyev, head of the State Duma of the permanent delegation to the Interparliamentary Assembly of the Eurasian Economic Community, said that the modern economy is built on displaced goods and resources for their production. Today the center of world production has shifted to the Asia-Pacific region. States not included in the marine trans tailors flows lag behind in economic development. Half a century ago, the UN considered the problem of transit of goods to continental states. Eurasian economic union eliminates this problem for continental states Eurasia. Trans-Siberian, road corridors “China - Russia-Europe”, the Northern Sea Route - all this is a powerful and attractive trade and economic interface for
Eurasia. Russia comes finest hour, which previously defended Europe from Asia and now they really should join.

We must assume that regional perspectives regional economic integration and, in scrap the idea of “Eurasianism” is directly dependent on the economic potentials of rapprochement “European” and “Asian” EurAsEC. The common features of the “European” and “azimuth ATSC” spaces are [1]:

- Influence commodity (energy) factor on the development of national economies;
- Availability of exporters (Russia and Kazakhstan) and of energy importers (Belarus, Kyrgyzstan and Tajikistan). In the export of Russian fuel and energy products account for nearly 70%, the share of exports of oil and oil products from Kazakhstan accounts for about 80%. The mineral products import RB - 41.7 %. Kyrgyzstan and Tajikistan fully depend from oil and gas revenues;
- Presence of leading state Barking “integration center of gravity” for other countries (Russia and Kazakhstan) (Figs. 3, 4);
- Inequivalence economic potential. The share of Russia's GDP in the aggregate GDP EURASEC is 86 %, the share of Belarus - 5%. Kazakhstan's GDP is 6.7 times more than the combined GDP of Kyrgyzstan and of Tajikistan.
- The main differences between the “European” and “Asian” spaces EURASEC caused by:
  - Different levels of economic development times. Russia and Belarus are included in the group of countries with high human development times, with the same level of HDI. Kazakhstan is also in the group of countries with a high level of (HDI -0, 745), while Kyrgyzstan and Tajikistan in the group of countries with medium human development;
  - Unequal economic scale. The share of “European” part EEC accounts for 92 % of total GDP and 84 % for village EurAsEC, the share of “Asian” part - 8 and 6 %, respectively;
  - Different incentives for economic integration of the Single Economic Space, on the one hand and Kyrgyzstan and Tajikistan - on the other. For the first group of countries the main reason Institute integration - improving the efficiency and competitiveness of economies, for the second - maintaining the economic viability;
  - Different character foreign trade agency cooperation with the CAR countries, including Kyrgyzstan and Tajikistan. In general, the turnover of the Customs Union with the countries of the CIS (without the CU) with constitutes 9%, with EurAsEC countries (Kyrgyzstan and Tajikistan) - 0.4 %, tovarobomouth RK respectively - 8 and 1.4%. In the export and import of those TU with CIS countries (excluding countries TC) of Kyrgyzstan and Tajikistan share equal nyaetsya 6 and 2.5%. The share of these countries in the export and import of the Republic of Kazakhstan with the CIS countries (excluding the CU), respectively 17 and 10 %. CAR countries still remain and have great significance for the foreign policy of Kazakhstan than other CU countries. Thus, the combined share of the Central Asian countries and exports them port of Kazakhstan with the CIS countries (excluding the CU) with constitutes 43 and 38% for TC, the figure is - 16 and 12.5 %;
  - Unequal impact on security and prospects for the formation of regional of economic and political security. “Asian” space EURASEC today remains a subject of geopolitical and competition between major global players. Problems of Central Asia about agreed continuation of “big game” between the geopolitical centers of power for influence in the region, which is conducted in a de facto destruction of the system of international security and the fundamental norms of international security, as well as access to energy and other resources of the region. Weakest in economic and political terms, the elements of the Central Asian socio-economic system are Kyrgyzstan and Tajikistan, whose relevance to the security space EurAsEC today is not appreciated in the proper degree.

**Current Trends of EurAsEC Integration Process:**

EurAsEC states occupy a territory of over 20 million square feet. km, with a population of over 180 million people (2.6 % of world population). They possess a powerful resource base gas, coal and oil. Reserves industrial uranium, diamonds, platinum, gold, silver, zirconium, rare metals occupy state 1- 3rd place in the world [2].

EurAsEC significantly differentiated as its economic potential and market capacity. Russia significantly outperforms other state in all socio-economic indicators. The second is the potential of Kazakhstan.
Combined share of these two countries in many respects exceeds 90% (e.g., gross domestic product, it is 96%). The structure of exports and imports from the CIS TC is shown in Fig. 1.2.

Integration of member countries in the EEC has contributed significantly in solving socio-economic problems and the active development of their economic potential. In 2011, the gross domestic product at current prices amounted to 2,11339 trillion community dollars.

For 10 years the EEC countries' GDP grew by an average of 56.6%, including Tajikistan, Kazakhstan and Belarus - more than 90%, Russia - more than 50%, Kyrgyzstan - more than 40%. During the study period, the production of industrial and agricultural production in the whole EEC increased respectively by 39 and 24%, the volume of cargo - 38%, investment in fixed assets - by 89% [4]. In addition, there is also the stabilization of national currencies and the decline in inflation.

Important indicators of economic development of the countries studied, as well as their integration into the world economy are the volumes of exports and imports. During the year, exports of goods and services amounted to 718.68 EurAsEC countries billion U.S. dollars, while imports - U.S. $ 517.76 billion. In the structure of the export dominates exports. Its share in 2011 exceeded 91%.

Country composition of exports and imports indicates the dominant role of Russia. Its share in total exports and imports of the community is in the range 78-85%. However, the highest rate of foreign trade turnover per
Prospects of Development of the Integration Process Within the Framework of Territorial Marketing EURASEC: Coordination of EurAsEC Member States in integrating into the global economy is one of the basic principles of the integration group. Currently the CIS integration processes developed under the concept of post-Soviet integration consists in changing this classically consistent types: free trade zone - the Customs Union - the common market - economic and monetary union.

Forecasts for the development of regional integration may be based exclusively but on the basis of an overall strategy of integration (or the concept of international development with Hughes), as agreed by all States Parties. Otherwise creates a situation in which each of the parties consider regarded integration processes without considering the interests of individual members and the Institute tegrationnoy groups in general [7].

In our opinion, this situation is in the EurAsEC, when the lack of a conceptual framework gives rise to different forged and prospects of integration in EurAsEC (as we know, different approaches from Belarus, Kazakhstan and Russia to the transformation of the Community were voiced during the meetings Interstate Council of EurAsEC which took place on March 19, 2012). A similar situation exists with the definition of the prospects of the CIS [8].

The need to develop regional- integration concept EURASEC present stage of development of international organizations linked in our opinion, not so much with the creation of three of its members of the Customs Union (2010), the Single Economic Space (2012) and the Eurasian economic Union (2015), but not with certainty the consequences of the collapse economic space EURASEC for regional economic security.

Prospects of Development of the Integration Process

At the present stage of development of the Eurasian Economic Community, there are different approaches to the process of enlargement. In our view, the prospects for development of EurAsEC should be assessed:

- First, from the standpoint of conservation there spreading economic space and measures to counter its fragments tation to 'European' and 'Asian' part;
- Second, in terms of expanding participants CU and CES due to Ukraine's accession.
- Given the characteristics of the international situation in the region, in the first case, the question is about regional security, in the second, most of the economic boom scale organization. Adverse impact races Economic Area EEC, in particular “Asian” for regional security due to both external and internal factors [9].

capita are Belarus and Kazakhstan (7652 and 6957 dollars, respectively), the lowest - Kyrgyzstan and Tajikistan (1286 and 717 U.S. dollars). Russia occupies an intermediate position.

In the last seven years, the highest average annual growth rate of exports of goods are Kazakhstan (21 %) and Kyrgyzstan (20 %), the lowest - Tajikistan (6 %). On average for the 2005-2011 years.services exports in Tajikistan increased by 32%, Kyrgyzstan - 30%. The most actively increasing the volume of imports of goods and services, Kyrgyzstan (25 and 26 %, respectively), while the least active - Kazakhstan (13 and 7 %, respectively).

In 2010-2011. exports and imports of both goods and services increased increment. Number of EurAsEC member states in the top 10 exporting countries and importers of the world contains only Russian and just in terms of exports. For other indicators - export of services and imports of goods and services to the global rank RF ranges from 16 to 22. Other countries community can be divided into two groups. The first group includes Belarus and Kazakhstan, which were included in the first one hundred countries worldwide exporters and importers (rank them varies from 43 to 83). Rank of the second group - Kyrgyzstan and Tajikistan - is much higher than 100 [6].

EurAsEC countries are actively developing and intraregional trade. Mutual trade EurAsEC countries in 2011 amounted to 131.4 billion dollars, an increase of over 11 years is 4.2 times. Despite the rather high growth rates that intraregional trade of the community, its volume remains to rather low. In mutual trade also plays an important role in Russia. Its share in the total turnover of the participating countries ranged from 58.9% (Kyrgyzstan) to 97.7 % (from Belarus) [6].

In the structure of trade dominated by traditional products with low added value: crude oil and petroleum products, natural gas, electricity, ore, ferrous and non-ferrous metals, cotton fiber, etc. At the same time, the share of machinery, equipment, vehicles negligible and tends to reduction.

The above data show that the most dynamically developing effective integrated EurAsEC countries established a Customs Union - Russia, Kazakhstan and Belarus. From our perspective, ensuring high growth economies of the community depends on the further development of integration processes, as well as a skilled problem solving global and intra-regional trade associated with existing commodity structure of trade, its severe resource oriented.
Strengthening external pressure on the region CAR activation unstable external factors due to the lack of governmental own STI regional security. The external factors strengthen economic instability in the Central Asian region relative following:

- Central Asia remains geo-field of political competition, where there is a clash of Russian and Western interests. Uncertainty in the economic Russia's policy towards the countries of Central Asia is becoming the main argument for the West, which tries to prevent the restoration of Russian influence in traditional domination regions;
- Central Asia is very attractive to the U.S., to achieve its transformation into a reference point for Western democracy Revitalization of the military-political structures in the region of U.S. training desire to neutralize still feeble efforts of China and Russia create something like a regional security;
- Increasing competition for access to energy resources from the PRC and the lack of a strategic approach to cooperation in the CAR between the EurAsEC and China may lead to a collision investment vestment opportunities in China and strive to Russian dominance in the region;
- Development of transit potential of CA depends on the situation in the controlled chaos (Pakistan - Afghanistan - Iran - Central Nye Asia - Caucasus - Ukraine). Decay pro-space EurAsEC may be a factor in accelerating the disintegration of the single political geo-space not Eurasia many conflict zones.

External factors secure internal problems of regional economy. Common cause of instability regional system is its socio-economic status:

- All states in the region are faced with the problem of de-industrialization and the present problems are at different levels in lytic and socio-economic development;
- Consequence of the absence in CA institutions with regional registration cooperation becomes impossible to prevent conflicts and problems related associated with globalization (environmental, those technogenic disasters and other types);
- In the social sphere trends appeared re-traditionalization that was one reason for the growing interest in religion, including to private sects;
- Increasing drug trade has a negative impact on the situation in the country of the region;
- Remain unresolved border and territorial disputes;
- Not solved the problem of use of hydro resources in the triangle Uzbekistan - Kyrgyzstan.

It is obvious that in this situation we problem stable regional economic STI should be addressed by the regional states. Economic security of Central Asia becomes political and economic security not only space EURASEC, but the entire post-Soviet space [11].

EurAsEC can try to determine acceptable to all participants, integration rules in connection with the establishment of the Eurasian Economic Union, in particular to consider different degrees of integration within the Community for storage with integrity of its economic space when:

- Membership in EurAsEC not necessarily entail a participation in the economic Eurasian Union;
- Membership in the Customs Union is a prerequisite for entry into the Common Market, etc.

Kazakhstan within EurAsEC may create economic development program of stabilization of the Central Asian region, using the mechanisms of conscious redistribution in the region of trade, finance, of investment flows. Analysis of the prospects for expanding the EurAsEC Customs Union to the following conclusions:

- Expansion of the Customs Union by involving new members is a prerequisite for improving the competitive position and the growing importance of this integration formation on the global economic and geopolitical map;
- For all potential members of the Customs Union, are considered in this work, joining the Customs Union, due to the large number of economic, social and political risks, which is why the integration process is much more complicated;
- An important aspect affecting the relations between Ukraine, Kyrgyzstan and Tajikistan with the Customs Union are their commitments to the WTO. Accession of Ukraine, Kyrgyzstan and Tajikistan to the Customs Union is currently possible only if between the two countries will reach an agreement on the level of trade limitations against third countries in accordance with their commitments to the WTO;
- Unlike Tajikistan and Kyrgyzstan, Ukraine Eurasian economic integration more politicized and public opinion is extremely polarized. Only the combination of a successful political and economic situation may be real steps towards enhancing the participation of Ukraine in Eurasian integration processes.
Ukraine, Kyrgyzstan and Tajikistan are trying to build its foreign economic relations in accordance with the concept of national pragmatism. Russian driver problem as a “reset” of integration processes in the CIS is to demonstrate compliance with participation in the Customs Union, the national economic interest of these countries.

CONCLUSION

Thus, the need for reorganization of the Eurasian Economic Community properties in the light of recent developments related to the creation of the Eurasian Economic Union, no doubt. The main feature of the EurAsEC economic space, in our opinion, is the formation within it two interdependent spaces having a different meaning for the future of regional integration (area of the Union State of Russia and Belarus and space, forming Central Asian states, or conditionally, the “European” and “Asian” pro-spaces EURASEC).

The main problem of reforming the EEC at the present stage is connected with the need to overcome the tendency to fragmentation of the economic space of the Community. The need for regional-integration concept for EURASEC with temporary stage in the development of international organizations related to the uncertainty about the economic consequences of the collapse of the EURASEC space for regional economic security.

Adverse impact of economic decay space EEC, in particular “Asian” for regional security increases under the pressure of external and internal factors non-stability CA region and is due, in particular, STI, lack of own regional security system. Value space for Asian regional security in the proper degree not appreciated. Summary for cottage present stage of development of EurAsEC linked to the prevention of retraction azimuth ATSC block EurAsEC in foreign economic influence (USA, China) and the area of external instability (South Asia, Middle East).

At the present stage, enhanced the role of Kazakhstan (as the center of attraction integration with the Central Asian countries) in solving security problems EurAsEC Economic Area, as Central Asia pre-constitutes a space with huge potential political and economic tensions and yet “latent conflict”.

Within the community increases the investment attractiveness of the economies of the EurAsEC, a dynamically developing trade, increasing their role in the international monetary and financial system compared to individual management. Consequently, the development of the integration process EURASEC promotes territories of its Member States and is a promising direction of their territorial marketing.

REFERENCES
