

**MISTI 71.31.75.**

## **INDUSTRIAL CERTIFICATE AS A BASIS OF COMPETITIVENESS OF KAZAKHSTAN MANUFACTURERS OF GOODS, WORKS AND SERVICES**

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### **ABSTRACT**

The development of the domestic economy provides for the presence of Kazakhstan producers who must produce goods, services and works of high quality and at affordable prices, only in this case they will be competitive on the open commodity market. One of the levers to support the domestic producer was the industrial certification system introduced by the state, together with the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" in 2019, which allows, after receiving an industrial certificate, a business to have access to participation in public procurement, as well as to be in the Register of commodity producers of the holding "Samruk-Kazyna". The industrial certificate confirms the status of a domestic manufacturer of goods, works and services and opens access to government orders. The legislative basis of the industrial certification system is based on the Rules for the formation and maintenance of the register of domestic manufacturers of goods, works and services, as well as the issuance of the Industrial certificate No. 28 dated December 28, 2018, approved by the decision of the Atameken Presidium. The passage of this procedure provides for the enterprise to fulfill the criteria and requirements within its industry, a positive decision, which will be included in the Register of domestic manufacturers of goods, works and services. The article presents the results of the analysis of the stages of industrial certification, which showed what are the criteria and requirements of this system to the applicant enterprises, existing problems, ways of solving these problems.

**Keywords:** industrial certification, industrial certificate, objects of certification, Register of domestic manufacturers, National Chamber of Entrepreneurs "Atameken", state procurements, business entities, industry criteria, expert.

### **INTRODUCTION**

In order to increase the competitiveness of domestic products, develop the public procurement system and protect bona fide manufacturers, who periodically began to face situations when the so-called pseudo-enterprises, disguised as domestic producers of goods, works and services, received preferences for the use of state support measures without having to then there were real reasons, could win in government and other purchases, not having a sufficient amount of material and technical base and equipment for such industries. In this regard, starting from April 2019, the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" forms an industrial certification system, the result of which is the issuance of an Industrial certificate to actually operating domestic manufacturers of goods, works and services [1]. An industrial certificate is a document confirming that an enterprise

has production. The certificate attests to the range of production, production facilities of the enterprise. In other words, the presence of the Industrial certificate is a kind of guarantee that the enterprise is indeed a manufacturer, and not a one-day enterprise [2]. An industrial certificate is a relatively new instrument of technical regulation, therefore, understanding the principles and procedures for its issuance for Kazakhstani enterprises is currently an urgent task, due to the lack of necessary methods and recommendations, which is explained by the too short time frame for the operation of such a certification system in our country. The legal basis for the industrial certification system is the "Rules for the formation and maintenance of the register of domestic manufacturers of goods, works and services, as well as the issuance of an Industrial certificate" approved by the decision of the Presidium of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated 28.12.2018. No. 28 [3]. According to these Rules, applicants submit an application and a package of documents to the Regional Chamber of Entrepreneurs on the territorial location of production. Then, all documentation is checked by an authorized person from the Chamber of Entrepreneurs;

### ***MATERIALS AND METHODS***

In the system of industrial certification, the analysis of production is carried out on the basis of industry criteria, which are developed and approved by the Associations of enterprises in a particular industry [4]. So, to date, the Qualification Criteria have been approved for assessing the production and economic activities of an enterprise and analysis of compliance with the basic requirements for production in such industries as furniture, IT, light industry, mechanical engineering and metalworking, enterprises of the publishing and printing industry, on the basis of which the issuance is carried out industrial certificates, enterprises of these industries, who have expressed a desire to receive such a certificate [5]. The analysis of production is carried out by an industry expert, who is included in the Register of Experts of the National Chamber "Atameken" [6]. Based on the results of his examination of the analysis of the state of production with photos and videos as evidence documents, in case of a positive decision, the category is assigned to the manufacturer (1st or 2nd). The manufacturer is included in the Register with the issuance of an industrial certificate. The manufacturer is included in the Register for 3 years with the possibility of prolongation.

However, the analysis of the operation of the industrial certification system revealed a number of problems and issues that hinder the development of such a system, in this regard, we read the choice of the topic of the dissertation research relevant for Kazakhstani manufacturers [7].

The industrial certificate issuance scheme includes 2 stages. Stage 1, presented in Fig. 1, provides for an analysis of the state of production of the applicant enterprise.

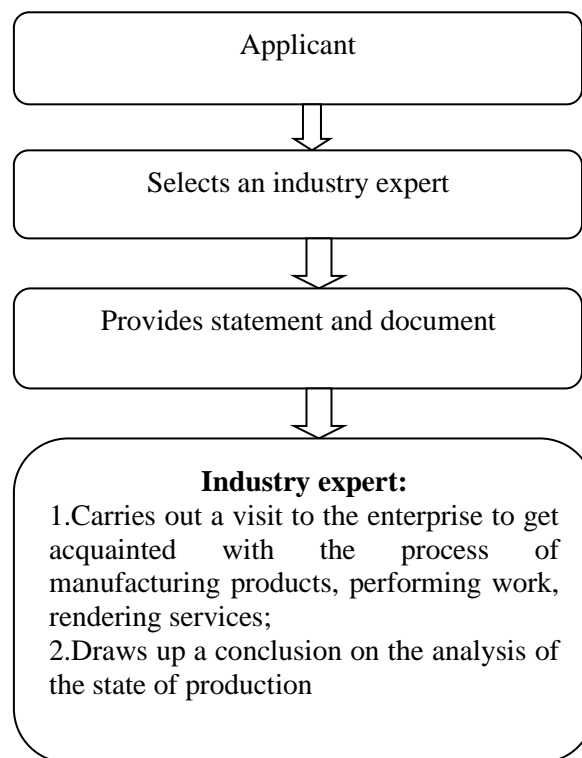


Fig.1. Stage of analysis of the state of production of the applicant enterprise

The applicant company, according to its field of activity, selects an industry expert included in the list of NPP through the website <https://docs.google.com/document/d/1ZlWpPqSdh51nvanA-1r997wZH5->, which is periodically updated.

Then, in accordance with the Rules for the formation and maintenance of the register of domestic manufacturers of goods, works and services, as well as the issuance of an Industrial certificate, in which all the necessary forms of documents are presented, forms an application and the required documents and sends it to the selected expert.

The expert, on the basis of the submitted application, travels to the enterprise, where he studies the process of manufacturing products, performing work, providing services according to established industry criteria, and confirming performance. The analysis of production is carried out within the terms approved by the Rules - up to 10 working days. Based on the results of the on-site visit, the expert draws up a conclusion on the analysis of the state of production. The term for verifying the application and issuing an expert opinion is up to 7 working days.

The applicant enterprise, after receiving the expert opinion, goes through the 2nd stage of industrial certification - Inclusion in the Register and obtaining an industrial certificate, which is shown in Figure 2

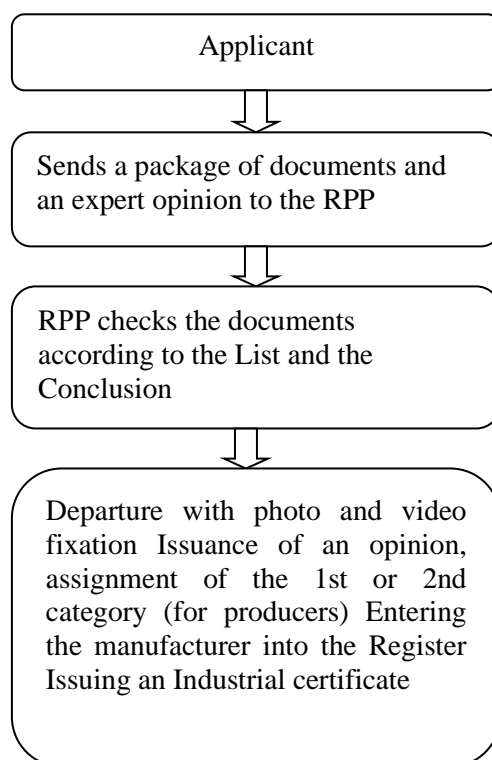


Fig.2. The stage of formation of the register and the issuance of an industrial certificate

According to the 2nd stage, the applicant sends to the regional chamber of entrepreneurship (RPE) a statement and opinion of an industry expert and a package of documents. The RPP checks the documents according to the approved list, as well as the expert opinion. RPP specialists visit the enterprise and make photo and video fixation and assign categories to the manufacturer of the goods (1st or 2nd).

Then the manufacturer is entered into the Register with the issuance of an industrial certificate. Terms of entry into the Register 2 working days.

It should be noted that the industrial certificate is issued for 3 years, subject to mandatory updating after 3 years. Time for updating is up to 15 working days.

## **RESULTS AND DISCUSSION**

The study of the industrial certification system according to the Rules for the formation and maintenance of the register of domestic manufacturers of goods, works and services, as well as the issuance of the Industrial certificate, which in full began to operate in April 2019 with the issuance of the first certificates and identified both advantages and problematic issues, which include:

1. lack of industry experts.

To resolve this issue, it is necessary to have competent experts in each administrative-territorial unit, however, for this, there must be a sufficient amount of work so that the expert's material remuneration does not entail anti-corruption risks. Also, issues are being worked out on the granting of the right of the Industry Association to recall an industry expert in case of risks of reputational and material liability for the quality, the expertise carried out and the issuance of an opinion on the right to include the applicant enterprise in the Register

of domestic manufacturers of goods, works and services, which is carried by the industry association, so exactly how it certifies and recommends an industry expert for inclusion in the Atameken Register [7].

2. insufficient number of testing laboratories for products of some industries, such as furniture.

The solution to this issue is complex in nature, to which the authorized bodies in the field of technical regulation, metrology and accreditation, as well as the business community and executive bodies, should be involved to open new test laboratories or expand the scope of accreditation of existing ones.

3. overestimation of requirements for the issuance of an industrial certificate when conducting industry expertise, despite the fact that there are basic criteria.

So, for example, in the current version of the Rules, the criterion for processing goods is a change in the code of goods according to the Commodity Nomenclature of Foreign Economic Activity of the Eurasian Economic Union (CN FE EAEU) at the level of any of the first six characters, which occurred as a result of processing of goods. This leads to the fact that the amendments made to the Rules of February 20, 2020, created conditions that allow unscrupulous enterprises to take part in the procurement of those commodity items for which they have no real production (for example, manufacturers of light industry participate in the procurement of the furniture industry) [7].

Making additions to the Rules regarding changes in the EAEU nomenclature of goods subject to foreign economic activity code at the level of any of the first four digits will allow manufacturing companies with a full production cycle to receive advantages and preferences compared to the others [7].

Also, it is proposed to make divisions into categories - micro, small, medium and large production (depending on the volume of purchases, financial stability, etc.): Micro - up to 100 monthly calculation indices; Small - from 101 monthly calculation indices to 1000 monthly calculation indices; Average - from 1,001 monthly calculation indices to 100,000 monthly calculation indices; Large - over 100,000 monthly calculation indices [7]. This division will streamline the process of confirming the presence of domestic production and will provide an opportunity for manufacturers who have received an Industrial certificate to participate in the process of public procurement and procurement of the quasi-public sector only within the category that they were able to confirm.

## **CONCLUSION**

Thus, the industrial certification system becomes one of the effective mechanisms for fair competition between domestic producers, creates uniform and transparent conditions for the implementation of the economic opportunities of Kazakhstani enterprises in solving problems of developing the economy of the Republic of Kazakhstan.

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