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“Green Growth Strategy of SMEs
(Small and Medium sized Enterprises)
In the New Silk Road Countries”



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Green Growth Strategy of SMEs

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Ecological compatibility as the factor of increase of competitiveness of the enterprises of a real sector of economic activity

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Improving the competitiveness of enterprises of real sector of economy in Primorsky Region promotes more full disclosure of the potential not only in Russian-Korean relations, but also the development of foreign-trade relations in the Asian-Pacific region. Competitiveness as a main factor in the development of society is a scientific and practical value. Domestic and foreign experience shows that the conquest of one or another markets is only possible on the basis of managing their own competitive advantages.

To determine the competitive advantages based on the theory of values is of interest. In the capacity of such value is something different than the system possesses, seeks to maintain or to have in the future. Then the competitive advantage is a system of any exclusive value, giving the superiority over the competitors. For businesses, for example, such a value can be environmentally friendly products, eco-friendly production process, or energy-saving production technology, etc.

All the factors of competitive advantage conditionally can be divided into basic or secondary, strategic or tactical, economic or institutional, technical or climatic, aimed at the improving of the quality or at the resource conservation and so on.

The legal system, a significant proportion of high-waste production technologies, the development of international standardization and integration, high efficiency of resource use, and others can be referred to the characteristics and the tendencies of the development of competitive advantages of countries. For the position of the country in the world economy are primarily the position of its producers, both inside and outside the country. Thus, the possibility of the country to take its rightful place in the global economy depends on the capacity of producers to hold a worthy place in the commodity and financial markets. For Russia, the primary task becomes the supporting the manufacturers with a competitive advantage or able to buy them in the foreseeable future. At the same opportunities to

promote the competitiveness of their producers are in the regulation of conditions of reproduction of the competitive advantages of one level or another, regardless of their industry belongings.

Among the factors of increasing the competitiveness the particular importance has the ecological one. It should be noted that our government pays attention for the ecological problems during the last decade. It's not an accident. It is in Russia, unlike most developed countries, most part of the territory is not involved in "economic cycle" that makes careful attitude to the development of these resources.

In this case, taking into account the environmental component of the enterprise can be profitable for them and for the region. The advantage of an ecological approach in strategy of the enterprise development is reflected in savings and the rational use of resources. Thus, the enterprises, participating in programs to reduce the waste pollution in their activities at the same time reduced the costs of production. It should be noted that the company can not get an immediate return from the investments into environmental protection, while such advantages are more defined in the country, even if they do not always have a clear monetary value.

Ample opportunity to improve business competitiveness makes the formation of the rapidly emerging market of environmentally friendly products. The key point in companies winning of positions in the market of relatively many competitors is the production of environmentally friendly products, using energy-efficient and waste-free technologies. Therefore, special attention is being paid to the development of environmental innovation being one of rapidly developing and highly profitable sectors of the economy. Increasing the share of export of countries conducting an environmental policy tends to grow due to expansion in the structure of export of environmental goods and services. Hence, business must consider environmentally oriented production as a perspective field of