

**IMPACT OF EUROPEAN AND EURASIAN INTEGRATION  
ON KAZAKHSTAN'S FOREIGN TRADE**

**ЕУРОПАЛЫҚ ЖӘНЕ ЕУРАЗИЯЛЫҚ ИНТЕГРАЦИЯНЫҢ ҚАЗАҚСТАННЫҢ  
СЫРТҚЫ САУДАСЫНА ӘСЕРІ**

**ВЛИЯНИЕ ЕВРОПЕЙСКОЙ И ЕВРАЗИЙСКОЙ ИНТЕГРАЦИИ НА  
ВНЕШНЮЮ ТОРГОВЛЮ КАЗАХСТАНА**

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**Abstract.** In the context of globalization, the level of sustainable development of states is closely linked to their active participation in international economic relations, especially within the system of foreign trade. In this context, export-import operations are one of the drivers of the national economy of the Republic of Kazakhstan. The relevance of the study is the need to enhance the competitiveness of Kazakhstani products in world markets and deepen cooperation with European countries. The purpose is to analyze the impact of European integration processes on the republic's foreign economic relations, identify key directions, and substantiate prospects for effective partnership. **Methods** — comparative analysis, through which differences in volumes and structural adaptation of marketing and sales at different stages between Kazakhstan and the European Union were identified. Using statistical methods, indicators of interstate trade turnover were analyzed. The methodological basis of the research comprised methods of system diagnostics and dynamic situation testing, abstract-logical, statistical-economic, comparative, and forecasting methods, which

made it possible to identify long-term trends in foreign trade contacts and provide a comprehensive assessment of the phenomenon under study. *Results* — the interaction between the integration policy of the European Union and the trade strategy of the Republic of Kazakhstan is substantiated; the features of expanding the scale of integration programs of states within the EAEU are shown; the role and significance of the Eurasian Economic Union for further joint actions are revealed; and the directions of the country's foreign trade course are clarified. *Conclusions* — partnership with the European Union strengthens the republic's trade and economic ties, opens access to new markets, promotes the introduction of innovative technologies, and enhances the international alliance in long-term plans for the future as the main vector for forming a new model of global transformation.

Андалпа. Жаһанданудың қазіргі жағдайында мемлекеттердің тұрақты даму деңгейі олардың халықаралық экономикалық қатынастарға, әсіресе сыртқы сауда жүйесіне белсенді қатысуымен тығыз байланысты. Осы түрғыда Қазақстан Республикасы үшін экспорттық-импорттық операциялар үлттық экономиканың драйверлерінің бірі болып табылады. Зерттеудің өзектілігі қазақстандық өнімнің әлемдік нарықтардағы бәсекеге қабілеттілігін арттыру және Еуропа елдерімен ынтымақтастықты тереңдегу қажеттілігіне байланысты. *Мақсаты* – европалық интеграция процестерінің республиканың сыртқы-экономикалық байланыстарына әсері талданды, негізгі бағыттар айқындалды және тиімді әріптестіктің перспективалары негізделді. *Әдістері* - салыстырмалы талдау, оның негізінде салыстыру арқылы Қазақстан мен Еуропалық Одақ арасындағы әртүрлі кезеңдердегі маркетинг пен өткізудің көлемдегі, құрылымдық бейімделуіндегі айырмашылықтар анықталды. Статистикалық әдістерді қолдана отырып мемлекетаралық тауар айналымының көрсеткіштеріне талдау жүргізілді. Ғылыми жұмыстың әдіснамалық негізі жағдайды жүйелі диагностикалау және динамикалық тексеру әдістері, дерексіз-логикалық, статистикалық-экономикалық, салыстырмалы және болжамдық - сыртқы сауда байланыстарындағы ұзақ мерзімді тенденцияларды белгілеуге және зерттелетін құбылысқа жан-жақты баға беруге мүмкіндік берді. *Нәтижелер* - Еуропалық одақтың интеграциялық саясаты мен Қазақстан Республикасының сауда стратегиясының өзара іс-қимылды дәлелденген, ЕАЭО шенберінде мемлекеттердің интеграциялық бағдарламаларының ауқымын көңейту ерекшеліктері көрсетілген, Еуразиялық экономикалық одақтың одан әрі бірлескен іс-қимылдар үшін рөлі мен маңызы ашылған, елдің сыртқы сауда бағытының бағыттары нақтыланған. *Қорытындылар* - Еуропалық Одақпен әріптестік республиканың сауда-экономикалық байланыстарын нығайтады, жаңа нарықтарға жол ашады, инновациялық технологияларды енгізуге, жаһандық трансформацияның жаңа моделін қалыптастырудың басты векторы ретінде болашақта арналған ұзақ мерзімді жоспарларда халықаралық альянсты күшайтуге ықпал етеді.

**Аннотация.** В современных условиях глобализации уровень устойчивого развития государств тесно связан с их активным участием в международных экономических отношениях, особенно в системе внешней торговли. В этом контексте для Республики Казахстан экспортно-импортные операции являются одним из драйверов национальной экономики. Актуальность исследования обусловлена необходимостью повышения конкурентоспособности казахстанской продукции на мировых рынках и углубления сотрудничества с европейскими странами. Цель – проанализировано влияние процессов европейской интеграции на внешнеэкономические связи республики, определены основные направления и обоснованы перспективы эффективного партнерства. *Методы* - сравнительного анализа, на основе которого путем сопоставления выявлены различия в объемах, структурной адаптации маркетинга и сбыта на разных этапах между Казахстаном и Европейским Союзом. С применением статистических методов проведен анализ показателей межгосударственного товарооборота. Методологическую основу научной работы составили методы системной диагностики и проверки ситуации в динамике, абстрактно-логический, статистико-экономический, сравнительный и прогностический - позволили обозначить долгосрочные тенденции во внешнеторговых контактах и дать всестороннюю оценку изучаемого явления. *Результаты* – аргументировано взаимодействие интеграционной политики Европейского Союза и торговой стратегии Республики Казахстан, показаны особенности расширения масштабов интеграционных программ государств в рамках ЕАЭС, раскрыты роль и значение Евразийского экономического союза для дальнейших совместных действий, уточнены направления внешнеторгового курса страны. *Выводы* - партнерство с Европейским Союзом укрепляет торгово-экономические связи республики, открывает выход на новые рынки, способствует внедрению инновационных технологий, усилиению международного альянса в долгосрочных планах на будущее как главного вектора формирования новой модели глобальной трансформации.

**Keywords:** European and Eurasian integration, coordinated policy, export diversification, investment ties, trade infrastructure, logistics, tariff and non-tariff regulation.

**Түйінді сөздер:** Еуропалық және Еуразиялық интеграция, келісілген саясат, экспортты әртараптандыру, инвестициялық байланыстар, сауда инфрақұрылымы, логистика, тарифтік және тарифтік емес реттеу.

**Ключевые слова:** Европейская и Евразийская интеграция, согласованная политика, диверсификация экспорта, инвестиционные связи, торговая инфраструктура, логистика, тарифное и нетарифное регулирование.

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## Introduction

The political aspects of studying integration processes are largely linked to the internal and external dynamics taking place within each country. The geographical location of a state, its natural resource potential, and transport and logistics capacities contribute to shaping Kazakhstan as an important trading partner within the Eurasian space. Within the framework of Kazakhstan's foreign trade policy, the European Union (EU) holds a special position (The EU is committed to building ...) [1].

The processes of European integration represent a profound economic union of EU member states through a common market, customs area, and coordinated economic policy. Such integration structures have a significant impact on the architecture of global trade. In this context, analyzing trade and economic relations between Kazakhstan and the EU, as well as examining the influence of European integration on Kazakhstan's foreign trade, constitutes one of the most relevant research objectives of today.

Over the past decades, the partnership between Kazakhstan and the EU has deepened and strengthened through a series of strategic agreements. Of particular importance was the signing of the Enhanced Partnership and Cooperation Agreement (EPCA) in 2015, which paved the way for elevating bilateral trade to a new level. Within the framework of this agreement, the parties cooperate in areas such as market access facilitation, technical regulation, simplification of customs procedures, and improvement of the investment climate. These processes, in turn, require the development of mechanisms for state regulation, export destinations, and its strategy for economic diversification.

The need for a comprehensive assessment of the impact of European integration on Kazakhstan's foreign trade is determined by the internal logic of the EU's development, its regulatory and legal framework, and its position in foreign trade, all of which directly influence the trade strategies of third countries such as Kazakhstan. In this regard, for Kazakh exporters and importers, alongside new

opportunities, certain limitations and requirements also emerge.

The modern world economy and international economic relations represent a unified global economic complex. The emergence of this complex is associated with the development of scientific and technological progress, modern productive forces, and the formation of international production on this basis. In other words, despite political, cultural, religious, natural, and other differences, the global economy is gradually integrating into a single system, and the peculiarities of economic development in individual countries are determined by their position within this global complex.

## Literature Review

In today's world, global problems and challenges require joint efforts and international cooperation to achieve sustainable development and improve living standards. The European Union, being one of the leading economic and political powers in the world, uses its initiatives to promote the socio-economic development of individual countries of the world, including Asia, characterized by a predominantly low level of economic development (Leshchenko K.) [2].

Developing countries and their economic strategies are of particular interest. Regional integration is the most important stage in the process of economic globalization (Gelvig S.) [3]. As a rule, the interconnectedness of economic cycles between countries increases with the development of closer trade relations (Hendrati I. M., Heriqbaldi U., Esquivias M.A. et al.) [4]. This fact is confirmed by the experience of the trade agenda between Ukraine and the EU, the starting point of which can be called the Deep and comprehensive free trade area (DCFTA) between the EU and Ukraine. The effectiveness of the EU's "deep" trade agenda is often assessed through the prism of changes in the volume of trade between the parties. Assessing the implementation of the EU-Ukraine "deep" trade agenda, it was found that the DCFTA between the EU and Ukraine was a powerful engine of trade reforms (Rabinovych M.) [5].

The issues of the creation and formation of the Eurasian Economic Union were seriously analyzed by scientists from neighboring

countries (Glazyev S. Yu., Andronova I.V., Kamalyan A.K. et al.) [6], (Myasnikovich M.V.) [7], (Baranovsky V.G.) [8]. In particular, in his work (Glazyev S.Yu., Andronova I.V., Kamalyan A.K. et al.) [6] conducted a detailed review of the trends, problems and challenges of the Eurasian integration processes, gave their critical assessment, and substantiated proposals to improve the effectiveness of the described integration processes.

As for the experience of Kazakhstan, for more than two decades Kazakhstan has experienced steady economic growth and enhanced regional and global integration (OECD. Diversifying Kazakhstan's exports...; Abdrakhmanova G.Zh.) [9, 10]. Economic growth remains heavily dependent on commodity exports. Kazakhstan is engaged in the diversification of trade, transit and transport partners to increase the sustainability of the economy. At the national level, Kazakhstan has developed a solid institutional and policy framework for diversifying its economy. Special attention was paid to export promotion. At the regional level, Kazakhstan has stepped up efforts to interact with its neighbors in order to take advantage of the economic opportunities provided by the main trans-regional corridors (OECD. Diversifying Kazakhstan's exports...; Abdrakhmanova G.Zh.) [9, 10].

### Materials and Methods

The theoretical foundation of the research encompasses several key areas related to international trade, integration, and the interaction of foreign economic policy with trade, which made it possible to gain a deeper understanding of the changes in economic relations between Kazakhstan and the European Union. The theoretical framework of the study includes the examination of the theoretical and methodological principles for analyzing the impact of European integration on Kazakhstan's foreign trade, ensuring a comprehensive and systematic investigation of this process. The use of various methods and approaches — including theories of economic integration, international trade, and institutional economics — allowed for a holistic assessment of the impact of integration on Kazakhstan's economy and the development of appropriate recommendations for optimizing foreign trade policy amid global economic transformations.

The methodological basis of the study relied on the following principles and methods: the comparative analysis method, through which, by comparing the effects of economic integration between Kazakhstan and the European Union, differences were identified in the volume, structure, and structural changes of trade at various stages; the analysis of Kazakhstan's foreign trade balance, achieved by

comparing the dynamics of Kazakhstan's overall trade balance and its trade balance with the European Union, which made it possible to determine changes in the composition of the country's export products; the application of statistical methods to analyze economic data and foreign trade indicators; and the analysis of indicators and indices, during which key economic indicators such as export volume, imports, economic growth, and investments were examined.

In general, the theoretical and methodological foundation of the study was based on normative legal acts, decrees of the Government of the Republic of Kazakhstan, as well as the scientific works of domestic and foreign scholars. The research employed abstract-logical, statistical-economic, comparative, and forecasting methods of analysis.

### Results

The development of integration processes is a natural outcome of the growth of international trade in goods and the movement of production factors involved in their creation. This necessitates the establishment of stable production and distribution linkages between countries and the removal of numerous barriers in international trade and the movement of production factors. Such goals can be achieved at the level of intergovernmental integration associations based on multilateral political agreements.

Kazakhstan's interaction with Europe during the years of independence remains one of the key components of the country's multi-vector, pragmatic, and balanced foreign policy. Currently, the Foreign Policy Concept of the Republic of Kazakhstan for 2020–2030 is in effect, defining the further development of cooperation with the European Union and European states as one of its key priorities. (On the Concept of the Foreign...) [11].

A close trade and economic partnership has been established between the European Union and the Republic of Kazakhstan. The EU is Kazakhstan's leading trading partner, accounting for 40% of the country's foreign trade turnover.

The EU is also the main investor in Kazakhstan: in 2018, the share of foreign direct investment (FDI) from the EU in total inflows amounted to 48%, and the cumulative volume reached about 60%.

The Enhanced Partnership and Cooperation Agreement (EPCA) governs trade and economic relations between the EU and Kazakhstan. The EPCA chapters related to trade and entrepreneurship promote the development of trade and investment relations between European and Kazakh companies by improving the regulatory environment in the following areas: trade in

services; establishment and management of companies; movement of capital; raw materials and energy; public procurement; protection of intellectual property rights.

Kazakhstan's production structure is primarily export-oriented, meaning it relies heavily on foreign economic relations, and their expansion is aimed at improving the nation's welfare. Within the framework of the Eurasian Economic Union (EAEU), Kazakhstan faces the following key tasks:

- direct participation in the work of supranational bodies in developing and implementing measures for state regulation of foreign economic activity;
- formation of a coordinated customs policy in the interests of the country;
- promotion of Kazakhstan's economic development by protecting strategically important (functional) industries;
- prioritization of issues related to ensuring national scientific, technical, food, environmental, and financial security;
- ensuring that almost all revenues from foreign economic activities flow into the state budget;

- effective combat against customs violations, smuggling, transportation of narcotics, and goods dangerous to the population;

- acceleration of Kazakhstan's accession to the World Trade Organization (WTO) through active and coordinated actions within the framework of foreign trade policy harmonized with the system of global economic relations.

The development of relations between the region and the European Union has become an important direction. Thus, a new stage of interaction between Kazakhstan and the EU has begun, characterized by cooperation in new areas.

Continuous efforts are being made to improve overall trade and economic relations. On April 1, 2023, Kazakhstan introduced an online goods control system. This system enables electronic registration of waybills and real-time cargo tracking. The online control system was launched to reduce shadow trade with Russia and EAEU member states, as well as to eliminate tax losses (table 1).

Table 1 – Analysis of Kazakhstan's Foreign Trade Turnover, million USD

Indicators	2022	2023	2024	Change	
				+,-	%
Foreign trade volume	122 701.5	124 602.3	141 405.7	16 803.4	113
Export	67 161.5	72 470.2	81 618.4	9 148.2	112
Import	55 540.2	52 130.8	59 787.3	7 656.5	114

Note: based on the data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan for 2022-2024

In 2024, Kazakhstan's foreign trade turnover amounted to 141 405.7 million USD, which represents a 13% increase compared to 2023 in nominal terms. Exports reached 81 618.4 million USD, while imports totaled 59 787.3 million USD. The European Union remains one of Kazakhstan's largest trade and investment partners. In the first five months of 2025, mutual trade turnover reached 20.2 billion USD, accounting for 37% of the country's total foreign trade volume. In 2023, the volume of mutual trade exceeded 41 billion USD (EU trade relations with Kazakhstan...) [12].

Currently, more than 3 000 European companies are actively operating in various sectors of Kazakhstan's economy. Among them are such global brands as Eni, Total, Amazonen-Werke, Air Liquide, Alstom, and Carlsberg. Overall, Kazakhstan's traditional priorities in cooperation with the European Union remain energy, transport and logistics, agriculture, mechanical engineering and manufacturing, as well as information technology (table 2).

Table 2 – Key indicators of mutual trade with EAEU member states, USD

EAEU countries	2023			2024		
	Turnover	Export	Import	Turnover	Export	Import
Total	30 447 459.4	10 977 663.7	19 469 795.7	1 763 214.4	600 715.1	1 162 499.3
Armenia	35 713.4	19 023.2	16 690.3	1 450.5	863.0	587.5
Belarus	899 987.3	154 887.0	745 100.3	50 799.3	9 499.1	41 300.3
Kyrgyzstan	1 713 213.0	1 257 252.3	455 960.7	121 652.6	91 652.4	30 000.2
Russia	27 798 545.7	9 546 501.2	18 252 044.5	1 589 312.0	498 700.6	1 090 611.4

Note: based on the data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan for 2023-2024

In 2024, the mutual trade between the Republic of Kazakhstan and the EAEU member states amounted to USD 30 448 million, which represents a 2.2% increase in nominal terms compared to the same period of the previous

year. The export volume in 2024 totaled USD 10 978 million (a 5.1% decrease), while the import volume reached USD 19 470 million (a 6.9% increase) (EU trade relations with Kazakhstan...) [12] (table 3).

Table 3 – Export of Selected Goods of the Republic of Kazakhstan (Product – Rice)

EAEU and Other Countries	2023	2024
CIS countries	37 228.3	40 553.9
Belarus	35 853.5	38 105.6
Azerbaijan	218.1	552.4
Kyrgyzstan	260.6	3 107.8
Uzbekistan	140.3	366.1
Russia	13 536.7	7 211.6
Tajikistan	13 631.2	14 693.4
Turkmenistan	6 593.6	10 806.6
Ukraine	74.4	
Other countries of the world	1 398.7	1 367.8
Afghanistan	1 374.8	2 448.3
Georgia	397.7	875.8
Egypt	41.9	140.3
Israel	20.9	
Iraq	0.5	4.1
Iran, Islamic Republic	522.1	767.2
United States of America		35.7
Mongolia	189.1	59.8
Turkey	156.7	253.7

Note: <https://stat.gov.kz/industries/economy/foreign-market/publications/281737/>

In the total volume of foreign trade of the Republic of Kazakhstan with the EAEU countries, the Russian Federation accounts for 91.3%, followed by the Kyrgyz Republic – 5.6%, the Republic of Belarus – 3%, and the Republic of Armenia – 0.1%. The measures adopted to support domestic producers made it possible to increase the share of small and medium-sized businesses in the economy of the Republic of Kazakhstan by 1.8%, which currently amounts to 38.2%. From January to December 2023, the country produced 205.1 thousand tons of rice, which is 8.4% less compared to the previous year. The largest share traditionally falls on the Kyzylorda Region: in 12 months, it accounted for 92% of Kazakhstan's total production, or 188.8 thousand tons, which is 8.9% less than a year earlier (EU trade relations with Kazakhstan...) [12].

In addition, rice was also cultivated in three other regions - Almaty, Turkestan, and Zhetysu - with production volumes of 9.5 thousand tons, 6.7 thousand tons, and 138 thousand tons, respectively. As of January–November 2023, Kazakhstani rice producers met domestic demand (including exports and domestic sales) at a level of 87.7%, compared to 95.7% a year earlier. The share of imports accordingly increased to 12.3%. During this period, 26.6 thousand tons of rice were imported into the country, which is 2.8 times more than in the eleven months of 2024. Exports

increased by 3.2%, amounting to 102.5 thousand tons. The share of exports in the total amount of utilized resources reached 47.2%, compared to 45.3% a year earlier (Bureau of National Statistics ...) [13].

In 2024, Kazakhstan exported 16.1 million tons of agricultural products for a total value of 5.1 billion dollars. Compared to the previous period, the volume increased by 3.9%. Over the past 5 years, agricultural exports have grown by 51%. The export geography covers 66 countries: Central Asian countries, EAEU countries, Iran, Turkey, China, EU countries, etc. At the same time, the share of processed products (butter, flour, processed grain, meat, etc.) is about 52% of all exports. Exported grain: wheat, meslin, barley, also flaxseed, meat (beef, lamb), frozen fish, wheat flour, sunflower oil, cotton fiber, etc. In 2024, grain exports totaled 8.1 million tons.

In the period from September 2024 to March 2025, a "new crop" of grain was exported - about 6.3 million tons. There have been sharp spikes in supplies to some countries.: Thus, exports to Iran increased 17-fold (to 741 thousand tons), and to Azerbaijan - up to 408 thousand tons, which is a record figure for the last 5 years. The supply of processed products and animal/oilseeds is actively growing, which indicates a trend towards export "added value" instead of raw materials. Among the commodity items targeted for export expansion is rice.

In 2024, the production (harvest) of grains + legumes (including rice) increased by 47.4% compared to 2023 and amounted to 25.2 thousand tons. At the same time, reports for January– May 2024 indicate that rice exports decreased — 37.9 thousand tons of rice were exported during this period (-14.3% compared to the same period in 2023), while sales in the domestic market increased. Kazakhstan plans to expand rice exports to foreign markets by signing new phytosanitary/quarantine protocols with foreign partners, such as rice, cotton, melons, etc. they will be allowed to export.

The growing export of agricultural products and grain indicates the competitiveness of the Kazakh grain sector, which can positively affect the reputation and demand for "local" rice inside and outside the country.

The government's desire to increase exports of processed products and open up new foreign markets (including rice) creates potential business expansion opportunities: exports, cooperation, and diversification. But at the same time, the decline in rice exports in 2024 (against the background of the growth of other crops) shows that competition and priorities of the state agrarian policy may change. Therefore, it is important to build a strategy of differentiation, quality, and understanding of market trends.

The year 2024 was a success for Kazakhstan's agricultural exports: record volumes, increased processing, and expanded geography. But with regard to rice, the situation is more complicated: despite the potential, exports have not grown (falling after 2023), which means that rice is not yet an export priority compared to wheat, oilseeds or meat.

To address the issues of Kazakhstan's foreign trade, systemic and comprehensive measures are required. In this regard, the following proposals can be highlighted:

- diversification of exports and production of high value-added goods.

It is necessary to increase exports of finished products through the modernization of industrialization programs. The development of agriculture, pharmaceuticals, light industry,

and the IT sector can become sustainable sources of export revenues in the future;

- development of trade logistics. Active participation in major international transport projects such as "Nurly Zhol" and "One Belt, One Road" will help strengthen Kazakhstan's position as a transit hub. It is also important to accelerate the construction of transport and logistics centers;

- digitalization and optimization of customs procedures. Broad implementation of the "single window" principle, full commissioning of the electronic customs system, and conducting a transparent and efficient customs policy for entrepreneurs are essential;

- expansion of trade partners. By concluding new trade agreements with countries of Central Asia, the Middle East, Southeast Asia, and Africa, Kazakhstan can expand its market geography, thereby reducing the country's geopolitical dependence;

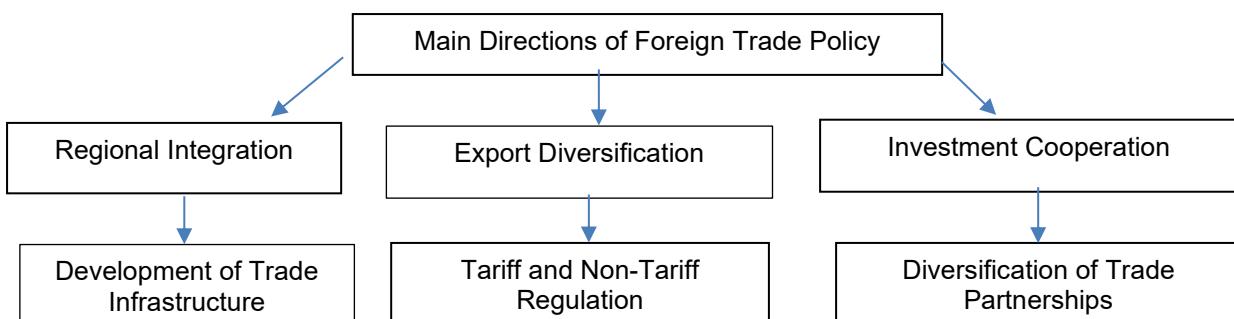
- strengthening trade and economic diplomacy. It is crucial to enhance the work of Kazakhstan's trade missions abroad and provide exporters with consulting and legal support, which will offer real assistance in entering foreign markets;

- promotion of exports by small and medium-sized enterprises (SMEs). SMEs should be encouraged to enter foreign markets through government subsidies, export credits, and tax incentives (EU trade relations with Central Asia...) [14].

The Eurasian Economic Union (EAU) provides significant opportunities for the export of goods and services from Kazakhstan to the Union countries, as it has established a single market ensuring the free movement of goods, services, capital, and labor.

Kazakhstan's trade policy is one of the most important state strategies, directly influencing the economic development of the country, its position in the global market, and the standard of living of its population (figure).

The main goal of this policy is to enhance the competitiveness of the national economy, strengthen export potential, and maintain external economic balance by supporting domestic production.



Note: compiled by the authors

Figure – Main Directions of Foreign Trade Policy

The National Trade Development Project of the Republic of Kazakhstan for 2021–2025 provides for the improvement of the online payment system. Preparations are currently underway for the launch of the “100 Digital Markets” project, which will unite representatives of small and medium-sized businesses and the IT community of Kazakhstan. The program will enable entrepreneurs to switch to online sales channels, while startups will gain access to real domestic markets and develop projects based on advanced technologies.

The growth of the domestic e-commerce market has a positive impact on Kazakhstan's economy. In particular, direct support for young and experienced entrepreneurs in promoting their products on online platforms contributes to increasing the recognition of Kazakhstani goods and to boosting revenues to the state budget.

By 2025, the achievement of macro-indicators is planned, including: reducing the share of the shadow economy in the gross value added of the sector to 31%, increasing the level of application of national standards to 75%, increasing the volume of non-commodity exports of goods and services to USD 41 billion.

In determining the long-term strategy for trade development for 2021–2025, seven main objectives were identified.

First, improving the quality and safety of products. Measures will be developed to encourage domestic producers to certify production in accordance with international ISO standards.

Second, developing high-quality human capital in the field of trade. The personnel training system will be revised to enhance the prestige of professions in the trade sector and to train highly qualified entrepreneurs.

Third - ensuring an optimized digital trade process. This will help eliminate unscrupulous entrepreneurs operating in the shadow economy. Issues of business digitalization in stationary trade and service facilities will be worked out.

Fourth, creating a multi-format trade and distribution infrastructure. A network of wholesale distribution and agrologistics centers will be developed to provide storage, packaging, and delivery of products to domestic and foreign markets.

Fifth - creating a favorable consumer environment. Measures are envisaged to stimulate the production and sale of socially significant food products to reduce the level of shadow business and stabilize prices.

Sixth - diversifying imports and exports of non-commodity goods and services. This will increase the share of processed industrial and agricultural products in total exports and bring the number of active exporters to 1 000.

Seventh - creating favorable conditions for domestic producers in domestic and foreign markets (Implementation of the state program...) [15].

By 2025, it is planned to create common markets for gas, oil, and petroleum products, which implies the abolition of export duties and other restrictions in mutual trade. Equal access will also be ensured to the infrastructure for gas transportation and to oil and petroleum product transportation systems of EAEU partner countries. In addition, work is underway to prepare a draft Agreement on Pension Provision for Workers of the EAEU Member States to ensure the full implementation of labor mobility.

When forming the long-term trade policy for 2021–2025, the state took into account a number of global trends, the main one being the slowdown in world trade turnover and the growing tension in trade relations between the world's largest economies.

Today, the digitalization of the global economy and international trade is rapidly accelerating. The digital space is becoming the key platform of global commerce. E-commerce, blockchain, automated document processing, and other innovations significantly reduce business transaction costs. According to forecasts, by 2030, the volume of global trade turnover may reach USD 4 trillion.

### Discussion

In recent years, trade turnover between Kazakhstan and the European Union has increased significantly. The EU is one of Kazakhstan's largest trading partners. Access to the European market represents a major opportunity for Kazakhstani exporters, as the European Union is globally recognized for its high product quality standards, and access to its market plays an important role in the development of Kazakhstan's manufacturing sector. The EU remains one of the main consumers of Kazakhstan's oil, gas, metals, and agricultural products.

In addition, the European Union's contribution to Kazakhstan's economy is reflected in its support for the implementation of quality standards and the development of the technical regulation system in the domestic market. The protection of consumer rights must be ensured through state control mechanisms.

For example, at present, 47 technical regulations have been adopted within the framework of the EAEU, covering more than 85% of products circulating in the market, whereas only about 15% of circulating products are regulated in the Kazakhstani market. Therefore, it is necessary to develop state regulatory measures aimed at improving the quality of imported and exported products.

This enables Kazakhstani products to become more competitive globally. Trade agreements concluded with the EU contribute to the

growth of Kazakhstan's export potential and strengthen its position in foreign economic policy.

Kazakhstan's partnership with the European Union opens new economic opportunities for the country and helps strengthen its position on the international stage. In the future, Kazakhstan will be able to deepen economic cooperation with the EU and enter new markets. To achieve these goals, the country needs to diversify its economy and achieve significant progress in science and technology sectors. European integration has a profound impact on Kazakhstan's economy. Cooperation in the areas of trade, investment, infrastructure, technology, and education promotes economic growth and increases the country's competitiveness on the global level. However, this process is also accompanied by certain challenges and risks.

### Conclusion

1. European integration has a significant impact on Kazakhstan's economic development, providing the country with the opportunity to become part of the global economy. Partnership with the European Union contributes to the expansion of Kazakhstan's trade and economic relations, access to new markets, and the introduction of innovative technologies.

2. Within the framework of integration processes, it is necessary to develop directions and mechanisms for interaction between the economic entities of the integrating countries based on non-governmental forums, taking into account the specifics of integration development within the EAEU.

3. Access to the European market represents a great opportunity for Kazakhstani exporters, as the European Union is known worldwide for high-quality products, and access to its market plays an important role in the development of Kazakhstan's manufacturing sector. The EU remains one of the main markets for Kazakhstani oil, gas, metals, and agricultural products.

Thus, the contribution of the European Union to Kazakhstan's economy is reflected in facilitating the implementation of quality standards and the development of a technical regulation system in the domestic market. This allows Kazakhstani products to be competitive on the global level. Moreover, trade agreements concluded with the EU contribute to increasing Kazakhstan's export potential and strengthening its position in foreign economic policy.

4. In connection with the increasing global integration of trade and economic relations between countries, particularly with the EU member states, it is necessary to improve tariff policy and to develop mechanisms of state support aimed at enhancing the competitiveness of national industries, attracting investment, and other related measures.

5. Kazakhstan's partnership with the European Union opens up new opportunities for the

country's economic development and strengthens its position on the international stage. In the future, Kazakhstan will be able to deepen economic cooperation with the EU and explore new markets. To achieve this, the country needs to diversify its economy and achieve significant progress in scientific and technological fields.

6. European integration has a profound impact on Kazakhstan's economy. Cooperation in the areas of trade, investment, infrastructure, technology, and education contributes to economic growth and enhances the country's competitiveness on the international stage.

7. The economic significance of Kazakhstan's cooperation with the European Union is not limited to trade and investment alone. This cooperation also covers such important areas as energy, transport, finance, and the environment. A more in-depth analysis of cooperation in these areas reveals the multifaceted impact of Kazakhstan's integration with the EU on various sectors of the economy.

8. Specific proposals regarding the prospects for economic integration require government support in:

- \* creation of a common market: As a result of integration, countries form a single economic space, ensuring the free movement of goods and services;

- \* improvement of the investment climate: Unified regulations and tax incentives promote the growth of both foreign and domestic investments;

- \* development of production cooperation: The formation of interstate production chains helps reduce production costs.

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47