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THE ENTRY OF THE "MADE IN UZBEKISTAN" EXPORT BRAND INTO NEW MARKETS AND THE EXPANSION OF ITS EXPORT GEOGRAPHY

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Annotation: This article examines the process of introducing the **"Made in Uzbekistan"** export brand into new international markets and analyzes the factors contributing to the expansion of its export geography. Particular attention is paid to the role of export diversification, improvement of product competitiveness, state support mechanisms, and international trade cooperation in strengthening Uzbekistan's position in the global market. The study highlights the opportunities and challenges associated with entering new markets and provides recommendations aimed at increasing the recognition and export potential of Uzbek products worldwide.

Keywords: Made in Uzbekistan, export brand, export geography, international markets, export diversification, competitiveness, foreign trade, economic development, market expansion, state support, trade cooperation, global market integration.

— To strengthen the «Made in Uzbekistan» brand, we must first work together with manufacturers, confirm that the product is of high quality, and deliver it to the consumer.

Dilshod Sattorov, Director General of the «Uzstandart» Agency.

The "Made in Uzbekistan" brand is Uzbekistan's national trademark, and year after year it introduces new types of goods to foreign countries.

It is worth noting that since 2017 a period of reforms has taken place across all spheres and sectors of our country — in particular for manufacturers and investors as well. In order to develop the sector and create new opportunities, broad possibilities have been opened up for international and local exhibitions, fairs, and the trading processes conducted through social networks.

On 7 November 2017, an exhibition-fair of our country's economic achievements titled "Made in Uzbekistan" was held at "Uzexpomarkaz".

The opening ceremony was attended by deputies of the Legislative Chamber of the Oliy Majlis, representatives of state and public organizations, members of the diplomatic corps operating in our country, and local and foreign businesspeople.[1]

Deputy Prime Minister of the Republic of Uzbekistan N. Otajonov and others emphasized that special attention is being paid in our country to developing inter-sectoral cooperation and to manufacturing new import-substituting and export-oriented products at local enterprises, and that favorable conditions have been created for the dynamic operation of these enterprises.

The exhibition-fair aroused great interest among local and foreign business circles, large companies, and representatives of private enterprises. In particular, the administration of the international port zone located in China's Shaanxi province intends to strengthen cooperation ties with Uzbek manufacturers. Within the framework of the "One Belt, One Road" project, trade cooperation and the strengthening of humanitarian ties are envisaged. In addition, Kazakhstan's "Sauda Samal" company and the officials of the Uzbekistan–Tajikistan Trade House located in Tajikistan's "Saxovat" trade complex are offering to allocate free venues for the products

[1] «Made in Uzbekistan»: a field of opportunities for manufacturers. Ulugbek Asrorov, UzA, 7 November 2017.

manufactured by our entrepreneurs and to organize displays of these products in their countries. Likewise, South Korea,

An active interest was also observed among representatives of companies from Russia, Afghanistan, Kyrgyzstan, Thailand, Kuwait, Turkey, France, and other countries.

– There is a favorable investment climate in Uzbekistan, and we observe that the opportunities in this respect are expanding even further, – says Ark Zhou, sales manager of the "Longi Energy" company (China).

Indeed, since almost 300 days of the year in Uzbekistan are sunny, we have enormous opportunities to make use of alternative energy sources, which means improving resource-saving efficiency and underscoring the need to use green energy sources. Therefore, the use of solar and wind energy and the manufacturing of solar panels demonstrate that this is a promising sector for us.

– In cooperation with Italian entrepreneurs, we have established the production of elevators. To date, we have exported more than seven types of our products to the Republics of Kazakhstan, Kyrgyzstan, and Tajikistan. Recently, we also signed a contract to supply our products to Russia, – says Alisher Karimov, director of the "Lift Group" enterprise in the Samarkand region.

In recent years, the export geography of the "Made in Uzbekistan" brand has been expanding. We can observe this through the example of the newly concluded international agreements. In the first half of 2026 alone, the food products, textile products, dried fruits, and beverages manufactured under the "Made in Uzbekistan" export brand have taken their place in the markets of developed countries and stand out for their competitiveness. In May 2026, Uzbekistan participated with its natural, high-quality food products in the "Anuga Select Japan" international exhibition.[2] Held under the theme "Healthy food for a healthy planet," this exhibition saw Uzbekistan take part with quality food, beverages, meat products, and frozen ready meals.

It is worth noting that the food products manufactured under the Made in Uzbekistan export brand are recognized as ecologically clean — grown in a natural environment, produced without any pesticides, and cultivated in sunny-climate fields without chemical fertilizers — and continue to hold a leading position in the ranking of healthy foods. In addition, the textile and clothing products manufactured under the "Made in Uzbekistan" brand are gaining high recognition abroad.

It is worth noting that, no matter how much industry develops today and no matter how many fibers such as artificial synthetic fibers, polyester, sintepon, bamboo, jute, and flax are produced, none of them can replace cotton fiber.

Products made from cotton fiber under the "Made in Uzbekistan brand" are laying the groundwork for the signing of major international agreements.

It should be noted that on 26 March 2026, in the city of Moscow, Uzbek entrepreneurs in the textile sector took part in "Intertkan-2026," one of the major international exhibitions.[3]

Within the framework of the exhibition, members of the Light Industry Development Agency under the Cabinet of Ministers and of the "Uzbektotextileindustry" (Uztekstilprom) association took part.

[2] «The Made in Uzbekistan Brand in Tokyo – the Uzbek Flavor Conquering the World». Trade Promotion Company JSC, Press Service; Xojabek Nematilloxonov, dunyo@dunyo.info.

[3] «Intertkan-2026» international textile exhibition, Moscow, 26 March 2026. Dunyo IA, dunyo.info.

It should be emphasized that participation in this exhibition serves not only to showcase the production potential of the Republic's textile industry, but also to expand export opportunities and establish new business contacts.

The "Intertkan" exhibition is one of the largest international trade and industrial platforms in Russia and the CIS countries, where equipment, raw materials, and finished products for the textile industry are widely displayed. This international exhibition helps to develop production, conclude promising contracts in the textile sector, bring a flow of foreign currency into our country, and achieve significant results in creating new jobs for the population.

In addition, on 4 May 2026, representatives of the Embassy of the Republic of Uzbekistan met with representatives of the "Nesto" trading company in the Sultanate of Oman.[4]

During the talks, agreements were signed to supply products under the "Made in Uzbekistan" brand to the Oman market through the "Nesto" retail network.

In this agreement, the main focus was placed on expanding the export of food products. The meeting also addressed the current situation in the Middle East region and disruptions in the logistics chain. For this reason, the parties reached promising agreements, expressing confidence that direct flights from Muscat to Tashkent will be launched in July of this year and that products will be delivered on time by air.

This naturally means that the food and consumer goods manufactured under the "Made in Uzbekistan" brand have entered the markets of the Middle East.

Turning to the export geography of the "Made in Uzbekistan" brand in the Western European markets: on 6 April of this year, with the support of the Embassy of the Republic of Uzbekistan in the United Kingdom, the Ministry of Trade and Industry of Uzbekistan presented a national pavilion at the "IFE LONDON 2026" international exhibition. More than 1,500 companies and over 30,000 industry specialists took part in this exhibition.[5]

It is noted that in recent years the export of agricultural products from Uzbekistan to the United Kingdom has shown steady growth, and the range of supplied goods continues to expand.

At this exhibition, about 30 local companies from various regions of our country displayed their products. Dried fruits, legumes, confectionery products, and drinking water manufactured under the "Made in Uzbekistan" brand were presented at the exhibition.

It was emphasized that participation in this exhibition serves to expand the export opportunities of Uzbek manufacturers, establish new business contacts, and strengthen our country's position in the international market.

In addition, the natural food products manufactured under our country's national brand have also entered the markets of the People's Republic of China and hold a worthy place there.

On 21 March 2026, Uzbek entrepreneurs took part with their national products in an international exhibition held in the city of Hangzhou, People's Republic of China.[6]

At the exhibition, organized in cooperation with our Consulate General in Shanghai and the Chinese company "Shanghai Vostosun Industrial Co Ltd," more than 350 manufacturers from 75 countries took part with their products.

During the event, our representatives showcased the high-quality and competitive products manufactured in our country under the "Made in Uzbekistan" brand. The pavilion allocated to

[4] Meeting on supplying «Made in Uzbekistan» products through the «Nesto» retail network, Sultanate of Oman, 4 May 2026. Dunyo IA, dunyo.info.

[5] The Made in Uzbekistan national brand was promoted in London. Dunyo IA (DunyoAA), 6 April 2026.

[6] At the exhibition in China, the «Made in Uzbekistan» brand was widely displayed. Adilbek Qaipberganov, dunyo.info.

Uzbekistan featured food products, soft and alcoholic beverages, sweets, saffron, grain products, pottery, and other goods.

Officials expressed great interest in Uzbek products and particularly emphasized that they are of a high level in terms of both quality and demand.

In addition, products under the Made in Uzbekistan national brand also hold a worthy place in the markets of Central Asia. On this subject, in recent days

the solemn opening ceremony of the "Made in Uzbekistan" national stand was held in the city of Bishkek at the first "Ala-Too Trade & Industry Expo 2026" international exhibition, within the framework of the IV meeting of the industry ministers of the SCO member states.[7]

The event was attended by the Chairman of the Cabinet of Ministers of the Kyrgyz Republic and Head of the Presidential Administration Adilbek Kasymaliyev, the Minister of Investment, Industry and Trade of the Republic of Uzbekistan Laziz Kudratov, the Minister of Economy and Commerce of the Kyrgyz Republic Bakyt Sydykov, as well as representatives of state bodies and business circles.

It is worth noting that the Ministry of Investment, Industry and Trade of the Republic of Uzbekistan consistently continues its systematic efforts to actively promote national brands on the international stage and to further develop industrial cooperation. Participation in such events likewise serves this very purpose.

There is nothing in life that lacks measure or quantity. Moreover, both in ancient times and today, everything is measured by its quality. Everything has its requirements and standards. From the food we eat and the clothes we wear, to the home we live in and the car we drive — everything has its requirements. Accordingly, in developing our national brand and expanding its export geography, we must focus on the quality of the product, on its useful features for consumers, and on the extent to which these influence the future prospects of the national brand.

– Over the last nine years, markets that were once distant for us have opened up, and our entrepreneurs are entering them with ease. Now it will be necessary to increase the volume of trade, because Europe has come to trust our products and is purchasing and consuming them. We must work harder on ourselves and produce even higher-quality goods. The products currently being exported have also been granted certificates by international certification bodies. The Global GAP, Organic, and HACCP systems and the ISO-9001 quality management systems have been implemented. Because quality management systems have been introduced both for the product itself and for the process of growing and processing it, foreign markets are opening up. We must support the achievements of entrepreneurs in producing quality products.[8]

– To strengthen the «Made in Uzbekistan» brand, we must first work together with manufacturers, confirm that it is of high quality, and deliver it to the consumer.[9]

Together with the Chamber of Commerce and Industry and the manufacturers themselves, we must build our advantages over foreign products.

[7] The «Made in Uzbekistan» national stand opened at the «Ala-Too Trade & Industry Expo 2026» international exhibition. Gozal Sattorova, UzA.

[8] Tolib Rahmatov, KUN.UZ, 13 November 2020. From an interview given to KUN.UZ by Dilshod Sattorov, Director General of the Uzstandart national agency.

[9] Ibid. (Tolib Rahmatov, KUN.UZ, 13 November 2020; interview with Dilshod Sattorov, Director General of the Uzstandart national agency.)

By way of conclusion, it would not be wrong to say that the development of the Made in Uzbekistan brand will have a significant impact not only on Uzbekistan's own development but also on the country's future image.

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