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**DIGITAL SOLUTIONS IN MANAGING THE EXPORT  
POTENTIAL OF THE REGIONAL AGRICULTURAL SECTOR:  
EXPERIENCE OF THE REPUBLIC OF BASHKORTOSTAN**

**Key words:** digital transformation, export potential, agro-industrial complex, digital platform «My Export», artificial intelligence, Republic of Bashkortostan.

**Summary:** the article examines digital solutions in managing the export potential of the agro-industrial complex of the region on the example of the Republic of Bashkortostan. The functionality of the state digital platform «My Export» as a comprehensive ecosystem for supporting foreign economic activity is analyzed. Regional initiatives in the field of digitalization of the agro-industrial complex are studied, including the introduction of remote production management systems, the use of unmanned aerial vehicles, and the development of artificial intelligence-based systems for managing livestock farms. Key problems of digital transformation are identified: the multiplicity of information systems, the gap between federal and regional digital services, and insufficient integration of AI technologies into export processes. Directions for improving the digital infrastructure for supporting agricultural exports are substantiated: integration of information systems, development of the functionality of the «My Export» platform, introduction of artificial intelligence technologies into export services, and development of digital competencies of export activity participants.

**Introduction.** Digital transformation of the agro-industrial complex is one of the priority areas of state policy in the context of the formation of the digital economy. Digitalization acquires particular importance in the field of export activity, where the effectiveness of interaction between participants in foreign economic activity with state bodies and development institutions directly affects the competitiveness of domestic products in foreign markets.

The Republic of Bashkortostan is one of the leading agricultural regions of Russia, implementing the strategy of increasing non-resource exports «Alga na

export!») for the period 2025–2030. According to the regional strategy, by 2030 the volume of agricultural exports should reach 651.2 million US dollars, which implies a twofold increase compared to the level of 2021. Achieving these indicators is impossible without the introduction of modern digital solutions in the management of export activities.

The purpose of the study is to analyze digital tools for supporting agricultural exports at the federal and regional levels and to substantiate directions for their improvement in relation to the Republic of Bashkortostan.

### **1. The digital platform «My Export» as a tool to support agricultural exporters**

The key element of the digital transformation of export activities in the Russian Federation is the state digital platform «My Export», created by the Russian Export Center within the framework of the national project «International Cooperation and Export». The platform is a comprehensive ecosystem that provides businesses with online access to state and other services that accompany the entry of companies into foreign markets.

### **2. Regional initiatives for digital transformation of the agricultural sector in Bashkortostan**

The Republic of Bashkortostan is one of the leading regions of Russia in the field of digitalization of the agro-industrial complex. Remote production management systems are being actively introduced in the region, making it possible to monitor the condition of crops and adjust the use of fertilizers. Great importance is attached to the wider use of unmanned aerial vehicles. Bashkortostan is one of the leading regions of Russia in establishing an experimental legal regime for the operation of unmanned aircraft systems.

### **3. Problems of digital transformation of agricultural export activities**

The analysis reveals a number of problems in the field of digital transformation of agricultural export activities.

Firstly, there remains the problem of the multiplicity of information systems that agricultural producers have to work with. There are about 20 such systems today, and entering data into them for an ordinary farmer who does not have a dedicated specialist on staff is a difficult task. Many systems have been obtained, but now the time has come to combine them so that the farmer has only one entry point.

Secondly, there is a certain gap between digital services focused on export activities (the federal platform «My Export») and regional information systems for managing agricultural production. The exporter is forced to work in several digital environments, which reduces the effectiveness of digital transformation.

Thirdly, mechanisms for integrating artificial intelligence into the processes of preparing products for export are insufficiently developed. The AI-based systems being developed in the republic are focused primarily on domestic production and do not yet have interfaces for interaction with export services.

#### **4. Directions for improving the digital infrastructure supporting agricultural exports**

Based on the analysis, the following directions for improving the digital transformation of agricultural export activities can be proposed:

1) Integration of information systems. It is necessary to ensure the integration of regional information systems for managing agricultural production with the federal platform «My Export» and the Gosuslugi portal. The task is to ensure that the farmer has only one entry point; after entering data there, they would be synchronously sent to all other systems.

2) Development of the functionality of the «My Export» platform. It is advisable to expand the list of platform services taking into account the sectoral specifics of the agro-industrial complex.

3) Introduction of artificial intelligence technologies into export services. The AI-based systems being developed in Bashkortostan for managing livestock farms can be supplemented with modules that provide preparation of information necessary for export certification of products (data on veterinary well-being, feed additives used, compliance with technological regulations).

4) Development of digital competencies of export activity participants. An important area is training agricultural producers to work with digital tools to support exports. A positive example is the educational programs of the «Export School» available on the «My Export» platform.

**Conclusion.** The conducted study allows us to draw the following conclusions. The digital transformation of export activities in the agro-industrial complex is implemented at two levels: federal (the digital platform «My Export») and regional (the introduction of production management systems based on digital technologies and artificial intelligence).

The Republic of Bashkortostan demonstrates advanced positions in the field of digitalization of the agro-industrial complex: more and more large and medium-sized agricultural enterprises are using digital technologies, unique management systems for livestock farms based on artificial intelligence are being developed. At the regional level, the problem of multiple information systems is recognized and work is underway to integrate them.

The key direction for further development is to ensure seamless integration of regional production information systems with the federal platform «My Export», which will allow agricultural producers focused on exports to minimize administrative costs and increase the efficiency of foreign economic activity.

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## **ЦИФРОВАЯ ТРАНСФОРМАЦИЯ АГРАРНОГО СЕКТОРА СМОЛЕНСКОЙ ОБЛАСТИ**

**Ключевые слова:** цифровизация, аграрная отрасль, эффективность, аэрофотосъемка, источники финансирования, оцифровка земли.

**Key words:** digitalization, agriculture, efficiency, aerial photography, funding sources, land digitization.

**Аннотация.** В статье рассмотрен процесс внедрения цифровых технологий в аграрную отрасль региона. Автор провел классификацию направлений цифровизации, отметил преимущества, которые обеспечива-