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ANALYSIS OF EXPORT POTENTIAL OF GEORGIA AND ITS INFLUENCE ON TRADE BALANCE IMPROVEMENT

Abstract:

Each country to achieve economic growth needs full realization of its export potential. The aim of our research is related to above mentioned subject, In particular analysis of Georgian export potential, its influence on trade balance and developing recommendation of its full realization. To achieve these goal we calculated trade intensity index, normalized trade balance index, Grubel-Lloyd index which was never done until today on Georgian example, we also studied many monographs and researches related to these subject. According to survive, we found some relevant problems, for example, Georgia export products have low competitiveness, the main reason of it is their inhomogeneity, Managers of companies that produce Export products, Have little information about potential exporting countries, also they exaggerate the role of government and don't have well clarified vision about the forms of cooperation with them, business society has low knowledge about international treaties and there are also many problems. In these thesis, we developed recommendations for full realization export potential and main obstacles, which will face up government during this process.

Keywords:

Trade, International Business, International Business Administration ,Competition

JEL Classification: F10, F20, N16