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WAYS TO IMPROVE REGIONAL ENTREPRENEURSHIP IN MODERN CONDITIONS

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Regional entrepreneurship as an important part of the economic structure, increases the flexibility and adaptability of the economy, promote competition, create a special innovative environment, strengthen social stability, contribute to the transition to resource-saving type of economic growth. In the Message of the President of the Republic of Kazakhstan - leader of the nation N. A. Nazarbayev to the people of Kazakhstan Strategy "Kazakhstan-2050" notes: "Domestic entrepreneurship is the driving force of the new economic course. Regional entrepreneurship is the foundation for a stable economy.

Keyword: Regional entrepreneurship, state support, business, ideas, innovative technologies, legal entities

The main directions of ways to improve the development of regional entrepreneurship in the Republic of Kazakhstan is the minimization of administrative barriers and the creation of all the necessary best conditions for successful prosperity and business development in the Republic of Kazakhstan.

Since the entry of the Republic of Kazakhstan into the top 30 countries of the world sets an ambitious goal for the country to be competitive in the world markets. To do this, there should be a direct link between business and the state, especially to develop regional entrepreneurship in the Republic of Kazakhstan.

The chamber of entrepreneurs of Astana has set a goal to create new and develop existing enterprises. To achieve these goals it is necessary to:

- 1. Reduction of administrative barriers.
- 2. Protection of the rights of entrepreneurs.
- 3. Public procurement and local content.
- 4. Analysis of state programs.
- 5. Availability of funds.
- 6. Development of a regional development map.
- 7. Service support of business.
- 8. Foreign economic activity.
- 9. Human capital development.

In 2017, the Chamber of entrepreneurs of Astana revealed 41 administrative barriers, local – 15, Republican-26.

- 7 local administrative barriers were removed, including:
 - 1. On registration of demolition of real estate.
- 2. On the establishment of the normative period of design.
- 3. On the placement of retail facilities for retail trade.
 - 4. Placement of children's attractions.
- 5. On application of regulations on issue and coordination of specifications on connection to systems of water supply and water disposal.

The current document is signed in December 2014 between the Chamber of entrepreneurs of Astana and the akimat of Astana action plan for the implementation of

the Agreement on mutual cooperation and cooperation on support and development of entrepreneurship of December 3, 2014, concluded between the akimat of Astana and the National Chamber of entrepreneurs of the Republic of Kazakhstan.

As part of the action plan to identify systemic problems and barriers to the development of entrepreneurship, problematic issues were identified: location of outdoor visual advertising facilities in Astana, opening of retail facilities in Astana for retail trade.

Interests of entrepreneurs of Astana are protected in the amount of 500 million tenge. From January 1, 2016 to March 31, 2017, 278 appeals on the protection of entrepreneurship were received in Astana. Of these, 24% on architecture and land issues, 16% on economic issues and disputes, 13% legal advice, 9% on public procurement. To protect the rights of entrepreneurs in Astana, the chamber of entrepreneurs "Atameken" in Astana created the Council for the protection of the rights of entrepreneurs. The activities of this council are: formation of the agenda of the council meeting, examination of the systemic issue, examination of a private matter. The analysis of appeals of entrepreneurs consists of: registration of appeals, study and analysis of materials of appeals, preparation of an opinion on the appeal and preparation of a response.

Consultation of regulatory legal acts is carried out by local Executive bodies and bodies of the National level. In the Chamber of entrepreneurs of Astana, the working group on architecture, construction and land relations resolved 10 issues positively, 8 issues were given a reasoned assessment. The Council for consumer protection in the chamber of entrepreneurs of Astana held 7 meetings in 2017, including 14 problematic issues, of which more than 50% of the issues were resolved positively. The chamber of entrepreneurs" Atameken "in Astana is working together with the prosecutor's office of Astana. In 2017, 28 appeals were sent to the Prosecutor's office, 12 acts of prosecutorial response were issued. According to the state regulation of public procurement and local content in 2017 include

the procurement of 378 subordinate organizations. In 2017, 20.999 contracts were executed for the total amount of 63.23 billion tenge, Kazakhstan's content is 77.89% or 49.25 billion tenge. The amount of potential import substitution in 2017 amounted to about 14 billion tenge.

The chamber of entrepreneurs of Astana as part of the promotion of domestic producers in public procurement conducts: forecast of public procurement in order to determine the main items to be imported, the register of capital producers of goods "Made in Astana". According to the analysis of state programs in order to support and develop entrepreneurship, such programs as "business Road map 2020", "Damu-Ondiris", "Agribusiness 2020", "Productivity 2020" are implemented in Astana. In 2017, the chamber of entrepreneurs of Astana held more than 3,500 consultations to explain the state programs.

The Chamber of entrepreneurs of Astana has created the project "Business hour", where seminars are held, dialogue platforms between entrepreneurs and representatives of local authorities are organized, seminars on improving legal literacy are organized. In the Chamber of entrepreneurs of Astana, the working group on architecture, construction and land relations resolved 10 issues positively, 8 issues were given a reasoned assessment. The Council for consumer protection in the chamber of entrepreneurs of Astana held 7 meetings in 2017, including 14 problematic issues, of which more than 50% of the issues were resolved positively. The chamber of entrepreneurs" Atameken " in Astana is working together with the prosecutor's office of Astana. In 2017, 28 appeals were sent to the prosecutor's office, 12 acts of prosecutorial response were issued. According to the state regulation of public procurement and local content in 2017 include the procurement of 378 subordinate organizations.

In 2017, the chamber of entrepreneurs of Astana held more than 3,500 consultations to explain the state programs. State regulation under the "Business Road map -2020 " in the direction of "Development of industrial (industrial) infrastructure "reveals as one of the most important problems a long operation of bringing the infrastructure to the enterprise. For ways to solve and improve this problem, the chamber of entrepreneurs of Astana offers: to study the mechanism of consolidation of entrepreneurs selection of the supplier for the creation of infrastructure, create a Commission with the participation of authorized bodies to support and accelerate the implementation of projects, To work out a mechanism for cost recovery to entrepreneurs who will independently carry out the necessary infrastructure at the expense of their own funds during the construction of a new enterprise.

Availability of funds is made by the regional financing of SME of Astana by attracting franchise development and modernization of retail networks 1.5 billion, and the development of youth entrepreneurship "AstanaZhasStartT". Investment projects of Astana: Construction of a new solid waste processing plant, construction of the zoo, Construction of the kazakh and russian drama theaters.

On public-private partnership, the Chamber of entrepreneurs of Astana city offers the following investment projects: construction and operation of 2 parking lots, construction and operation of 2 bus stations, It is planned to build and operate 3 outpatient clinics in Astana and city polyclinic No1.

Akimat is ready to provide land plots for the implementation of these projects. State regulation of the Chamber of entrepreneurs in Astana on the part of service assistance to entrepreneurs has provided services to 1750 small and medium-sized businesses. Among them: accounting and tax accounting 486, customs clearance 104, implementation of the management system 212, legal services 309, marketing questions 334, support in the field of IT 203, participation in public procurement. In 2017, the chamber of entrepreneurs of Astana city refused 2,246 services. Including 439 tax and statistical reports, 193 trained management system, 100 developed business plans and strategies. And carried 240 legal advice openly 134 of the web sites and pages, 48 is connected to the base procurement. State regulation of the Chamber of entrepreneurs of Astana on the part of obtaining business education by entrepreneurs should be noted that entrepreneurs are provided with relevant and applied knowledge and skills of specialists and successful entrepreneurs. During the period of 2016-2017, the Chamber of entrepreneurs of Astana held 115 trainings on business opening, effective business management, sales increase. The number of participants in these business training sessions were 3600 participants. Among them are budding entrepreneurs, existing businessmen, employees of companies. The chamber of entrepreneurs of Astana held a startup forum on March 11, 2015. The purpose of the Forum was one day under one roof to show the full range of information, knowledge and contracts for the start and development of the business. More than 2000 SME entrepreneurs, 20 trainings and master classes, more than 60 exhibitors, 4000 B2B meetings, 22 cooperation agreements took part in this forum. This forum was attended by 800 small and medium-sized businesses. The chamber of entrepreneurs of Astana is successfully engaged in foreign economic activity, that is, actively cooperates with representatives of small and medium-sized businesses in the following countries: Bahrain, Malaysia, India, Italy, Dominican

Republic, Latvia, Lithuania, Poland, Turkey, Russian Federation (Udmurt Republic, Republic of Tatarstan), Japan. State regulation of the Chamber of entrepreneurs of Astana on the development of human capital under the program "Road map for the introduction of dual training" operates with 13 enterprises, 8 colleges, The Department of education of Astana. 15 quadripartite

agreements have been signed.390 students in 6 branches, 9 specialties are prepared: construction and operation of buildings and structures, electrosupply, electronics and communications, catering service, welding business, Elevator facilities and escalators, turning the case and metal working, Forestry, garden and landscape construction.

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ПУТИ СОВЕРШЕНСТВОВАНИЯ РЕГИОНАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В СОВРЕМЕННЫХ УСЛОВИЯХ

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Региональное предпринимательство, как важная часть экономической структуры, повышает гибкость и адаптивность экономики, способствует развитию конкуренции, созданию особой инновационной среды, укреплению социальной стабильности, способствует переходу к ресурсосберегающему типу экономического роста. В Послании Президента Республики Казахстан - Лидера Нации Н. А. Назарбаева народу Казахстана Стратегия «Казахстан-2050» отмечается: «отечественное предпринимательство является движущей силой нового экономического курса. Региональное предпринимательство - основа стабильной экономики.

Ключевые слова: Региональное предпринимательство, государственная поддержка, бизнес, идеи, инновационные технологии, юридические лица

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