

# Strategic Approaches Based on International Fairs and Digital Marketing in the Comprehensive Development of Dried Fruit Products Export

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**Abstract-**This article examines the role of marketing strategies in the export of dried fruits and the ways they can be effectively applied. Key factors such as participation in international trade fairs, logistics systems, digital technologies, and alignment with international standards are analyzed as crucial elements for enhancing export potential. Based on literature review and practical insights, a model of marketing strategy is developed.

**Keywords:** Marketing strategy, dried fruits, export, international trade fair, logistics, digital technologies, standards.

## 1. INTRODUCTION

Dried fruit products occupy a unique place in the export potential of Uzbekistan. Products based on natural raw materials from local producers can be in great demand not only in the domestic market, but also internationally. A sustainable increase in export volumes requires not only production, but also carefully planned marketing approaches. Therefore, each stage of marketing strategies is of great importance in the processes - from positioning the product in the market to delivering it to the customer.

Research shows that companies that successfully operate in international markets use various marketing areas in a comprehensive manner. For example, factors such as adjusting the pricing policy to market competition, accurately forming a brand, targeted selection of advertising media, and active participation in fairs are integral components of an effective strategy. Such an approach not only serves to sell products, but also strengthens the company's reputation, expands the circle of regular customers, and allows for access to new market segments.

Also, the delivery of products in accordance with international standards and the proper organization of logistics infrastructure are an integral part of the export process. Refrigerated supply chains, certification processes and delivery accuracy play a crucial role in maintaining product quality. These aspects form the basis for long-term reliable cooperation in the market.

This study is aimed at analyzing marketing strategies used in the export of dried fruit products, assessing the role of international fairs, and in-depth studying organizational and technical factors in export. The goal is to develop and propose effective marketing mechanisms that are suitable for real conditions and can be applied in practice based on scientific approaches. This will identify opportunities to further strengthen the position of Uzbek products in the international market.

## 2. LITERATURE REVIEW

The role of marketing strategies in the successful export of dried fruit products to international markets is very important, and important conclusions have been made in scientific works conducted by various researchers in this regard. Below, various aspects of these strategies, their application at international fairs, technical barriers to export, logistical problems, and approaches implemented based on modern technologies are systematically analyzed.

First of all, scientific views on the structure of marketing strategies and their impact on export activities are covered through a wide range of approaches. For example, [1] analyzed the positive impact of digital marketing, pricing policy, and branding on export volumes. [2] showed that creating a brand identity and promoting it in the international market allows selling products at a higher price. These views prove the need for a planned, step-by-step marketing strategy in export activities.

The role of international fairs in practical aspects of marketing is studied separately. Fairs serve not only as a means of displaying products to the public, but also as a means of communicating directly with customers, reaching agreements, and promoting the product brand. Studies in this regard have shown that companies that regularly

participate in fairs have stable and high export performance. For example, [5] analyzed the participation of Turkish exporting companies in fairs and their marketing success. Participation in fairs strengthened the image of products, which increased brand confidence. [9] analyzed the success factors in importing local fruit products to the European Union countries through fairs. One of the most pressing problems in export activities is the issue of compliance with international standards and technical regulations. [3] emphasizes that non-compliance with phytosanitary and environmental standards in exports limits export volumes. According to the results of the study, in order to successfully sell products on the international market, companies need not only to ensure quality, but also to comply with certification, environmental impact indicators, and packaging standards. [7] also drew attention to this issue and noted that barriers to export increase if standards are not followed. These findings confirm that regulatory aspects play a key role in developing export plans.

Logistics and supply chain are an important part of marketing strategy. Studies have shown that product quality and shelf life depend on how effectively the logistics chain is organized. [8] scientifically proved that losses are reduced when exporting products through a cold chain and product quality is preserved. This shows that the modernization of logistics infrastructure directly affects the effectiveness of marketing strategies. [11] substantiates through examples that it is possible to accelerate export processes and strengthen control by automating logistics infrastructure.

In recent years, digital technologies, especially product tracking systems and blockchain-based supply monitoring, have been considered as strategically important tools in export activities. [10] analyzed the contribution of digital tools to export efficiency based on statistical data. QR codes, provenance tools, and online product platforms create an environment of trust in exports. [12], on the other hand, has studied in depth the impact of product presentation on electronic platforms, online sales, and virtual fairs on exports during the pandemic.

### **3. METHODOLOGY**

This study systematically analyzed the practical application of marketing strategies in the export of dried fruit products, the impact of international fairs, barriers to export, and technological factors. International scientific articles published between 2020 and 2025 were selected for data analysis and their content analysis was performed. The analysis criteria were the components of marketing strategy (pricing policy, branding, distribution, and digital marketing), compliance with international regulations, logistics infrastructure, and the impact of digital technologies on export efficiency. The methodological approach was aimed at developing a conceptual model based on the literature and analyzing it in relation to practical cases, and the analysis in the next section was conducted on this basis.

### **4. ANALYSIS AND RESULTS**

The results of the study showed that the export of dried fruit products to international markets is directly related not only to the existence of marketing strategies, but also to how they are structured, based on what factors and how effectively they are used. These products are characterized by high value, environmental friendliness, long shelf life and ease of transportation. However, ensuring their competitiveness in international markets requires a constant strategic approach, careful planning of the marketing process and the development of an export plan based on a thorough analysis of international requirements. According to the analyzed sources, many exporting companies limit their marketing strategy mainly to giving the product an external appearance, promoting it through advertising media or adjusting the price. In fact, a marketing strategy requires a comprehensive approach: studying market trends, analyzing competitors, studying consumer preferences, positioning the product, choosing the right distribution channels and using e-commerce opportunities. If a marketing strategy is not developed based on systematic and rigorous analysis, it will not only lead to misallocation of resources, but also to unsustainable exports [2].

The following diagram shows the types and share of marketing strategies used by exporting companies (Figure 1). According to the results of the diagram, the most commonly used strategies are pricing policy (80%), online advertising (70%), and branding (65%). However, it is observed that participation in international fairs and the development of distribution networks are still at a low level. This indicates that some important elements are not sufficiently taken into account in the export strategy of enterprises.

International fairs are considered one of the most effective marketing tools. According to analysis, it is through fairs that one can establish direct communication with foreign buyers, update product strategies based on practical information collected about new markets, and promote one's brand in the market. In addition, international fairs provide an opportunity to demonstrate to the public the principles of sustainability in marketing strategies. Companies participating in such events are recognized as more reliable partners, and the number of buyers willing to cooperate with them increases. Also, companies that are able to present their products at fairs in an environmentally friendly,

qualitatively sustainable and compliant with international standards gain a competitive advantage. This process directly contributes to the growth of export potential [5]. However, companies face various obstacles on the way to success in the international market. The analyzed scientific literature revealed that these obstacles are mainly manifested in the following areas: firstly, the non-compliance of exported products with international quality standards; secondly, non-compliance with phytosanitary and technical regulations; thirdly, the complexity of customs procedures and insufficiently accurate registration of export documents. These factors can stop or delay the export of dried fruits. This leads to losses for enterprises not only in terms of economy, but also in terms of image. Therefore, when developing a marketing strategy, it is important to consider that the product should not only be presented to the market, but also be brought to the market in compliance with all regulations and certification requirements [6].

The quality level of the logistics system plays a very important role in the export of food products such as dried fruits. Product quality is maintained precisely during the delivery process. The analysis shows that in companies with cold chain logistics, product quality is maintained at a high level, and export prices can also be high. In addition, in enterprises with an effectively organized logistics system, delivery times are reduced, costs are reduced, and products are delivered to the market in a qualitatively reliable form. These processes increase the efficiency of export activities. The analyzed literature shows that it is precisely companies that have effectively implemented a refrigerated logistics system and digital tracking systems that have become reliable brands in the market [7],[10].

At the same time, the role of digital technologies in marketing activities is increasingly increasing. Nowadays, it has become possible to provide complete information about product quality, source of origin, and distribution routes through blockchain technology, product tracking systems, QR-code certificates, and e-commerce platforms. This significantly increases the trust in the product for buyers, especially international buyers. In addition, the use of digital platforms in marketing strategies allows for online product promotion, real-time monitoring of market trends, and rapid strategic decision-making. Such technological solutions simplify product exports and contribute to an increase in export volumes [8],[12].

Figure 1 below is a conceptual block diagram illustrating the functional role of marketing strategy in the export system. This model shows all components of marketing strategy — from market analysis to participation in fairs, from logistics to digital marketing — integrated into a single system. An export policy developed on the basis of such a model can ensure a high level of sustainability and competitiveness.

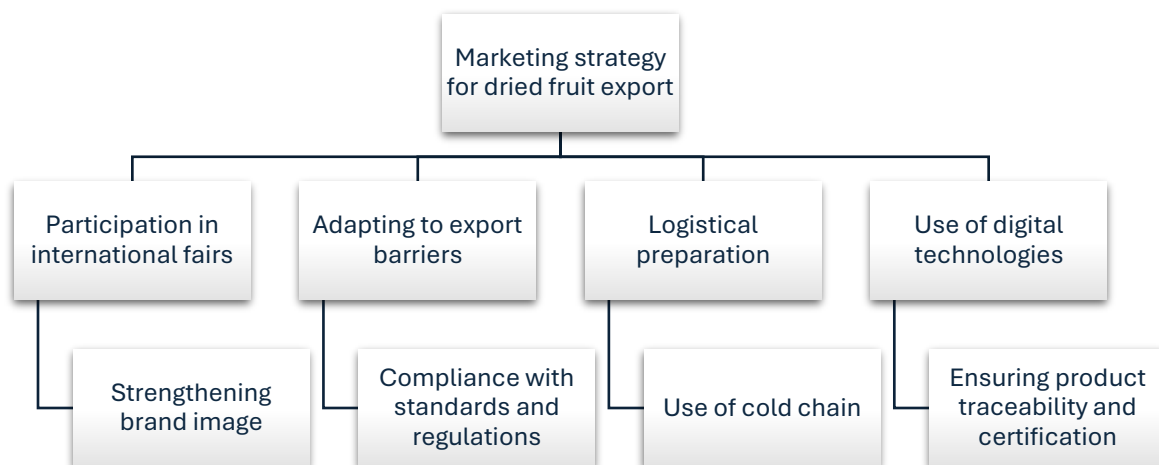


Fig.1. Marketing strategy model for dried fruit exports

Based on the above analysis, it can be concluded that it is not enough to limit yourself to advertising or pricing policies when exporting dried fruit products. Each stage of export activity should be implemented through a carefully planned and international experience-based marketing strategy. This strategy should include everything from the product preparation stage to international certification, logistics chain, participation in fairs, use of digital platforms and presentation of products based on the principles of sustainability. Only with such an approach will export potential increase, market confidence be strengthened and companies become competitive participants in international trade.

## 5. CONCLUSION AND SUGGESTIONS

The conducted analysis shows that by choosing the right marketing strategies and systematically applying them, it is possible to achieve great success in the international market when exporting dried fruit products. Based on the analysis of scientific literature, it was found that the marketing strategy gives the most effective results when it harmoniously combines branding, pricing policy, advertising, distribution and digital technologies. In particular, participation in international fairs, establishing direct contacts with foreign partners, and presenting the product in a high-quality and attractive way significantly expand the scope of exports.

Products fully adapted to standards and regulations, delivery processes based on modern logistics systems, and marketing activities enriched with digital technologies strengthen confidence in the product. This increases competitiveness in the market, helps attract new customers and further expands export potential.

On this basis, the following practical proposals were developed:

- A marketing strategy should be formulated in a comprehensive manner - pricing policy, advertising, branding, promotion, distribution and digital marketing methods should be implemented as a complementary and supporting system.
- Participation in international fairs should be systematically established - this is an important tool for improving the image of the product, finding reliable partners and expanding the geography of exports.
- Product quality and environmental indicators should be ensured at the level of international requirements - this guarantees competitiveness and stable participation in the market.
- Logistics infrastructure should be improved - cold chains and modern delivery technologies guarantee the quality of product preservation and increase confidence in exports.
- Digital technologies should be widely introduced - export opportunities will significantly increase through product tracking, certification, online promotion and e-commerce platforms.

The implementation of these proposals will strengthen the quality, reliability and position of exported dried fruit products in the global market, bringing the country's export potential to a new level. This approach will help Uzbekistan to take a stable place in the international market as a reliable partner supplying high-quality, environmentally friendly and competitive products.

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