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State regulation of the SMEs in the Russian food market as an element of ensuring food security of the country

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In the conditions of sanctions growth, Russia has faced the need to import the substitution of the European goods and the need to provide food security of the country without the aid of the European partners. Russian Federation was the huge developing market that imported different commodities from all over the world. However, Russia has had her own potential for manufacturing of different goods but this potential wasn't realized because of the high level of corruption and wrong economic policy of the government. In this situation due to the decrease of oil prices the national currency has fallen twice. This led to the enormous growth of prices on the commodities goods and the decline in the quality of the products provided to the population. Especially this problem has concerned the food market. That is why it is very important now to create the institutional environment that is necessary for development of sustainable economy and the own food manufacturing. The Government should provide the support to resource-efficient SMEs and regulate economic processes thus to increase the competitive advantages of the national companies and to provide the population with high quality and safe products. Without any doubts, competitive small and medium-sized enterprises play the strategic role for ensuring product security of the country. The system of competitive advantages of the company consists of market, resource and network competitive advantages. The state has the wide range of opportunities to support all these competitive advantages within the space provided by the WTO.

Biography

Ekaterina Silanteva is the Scientist from Moscow. The field of her interests is SMEs and their competitive advantages. She has been working on this problem for six years. She completed Specialist Degree Program at School of public administration at Lomonosov Moscow State University and has continued her studies as PhD student. She is author of the "New Space of Trade" project which won at nomination of best marketing or advertising for retail in competition of innovations retail new wave. She also used to work as Deputy Director for development in association of food manufacturers and suppliers.

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