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Strategic management of increasing the export efficiency of timber products of the Far East to the countries of Northeast Asia

Currently, an unfavorable situation is developing for the forest complex of the Far East regarding the possibilities of its extensive development. Due to the remoteness of large domestic consumers of forest products, the main solvent market for the forest complex of the Far East are the countries of North-East Asia, and therefore there is a threat of a strategic dependence of the forest industry of the Far East on the economic situation in these countries and the global economy as a whole, which, combined with the changing structure and volume of global and regional demand for forest products, requires an increase in the efficiency of export of timber products from the Far East. The use of strategic management tools will make it possible to increase not only the export efficiency of timber products of the Far East to the countries of the Northeast Asia, but also the competitiveness of the entire timber industry of the Far East.

Keywords: forest industry, economic interaction, the Far East, countries of the North-east Asia, export, strategic management.

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