

Influential factors on export developing in Aras Free Zone

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Abstract: Economical development and self efficiency of our country needs empowerment of non oil experts. Through identifying ways of exchanging economical variables, we can offer a new strategy for developing the economy. This paper aims to focus on empowering Aras Free Zone and the influential factors on the exports of this zone. To do this, we identified ten independent variables which are as follows: export strategy, oversea services, marketing, advertisement, transportation, materials and equipments, export informing, business training, custom regulations, being familiar with monetary and bank system, being familiar with international environment. In order to study the relationship between these variables and export empowerment Aras Free Zone, we applied a survey study. The statistical population of this study includes the whole exporters of Aras Free Zone in first half of 1387. We choose 148 exporters as study sample through random sampling method. After interview and collecting the data, we analyzed them through SPSS software. The results of data analysis show that there is a significant correlation between service export strategies, oversea strategies, rate of materials and equipments, ways of marketing, exporting informing, advertisement, being familiar with monetary and bank system, custom regulations, being familiar with international environment(as independent variables) and empowering the exports in Aras Free Zone. But the results also show that there is not significant correlation between exporting informing, business training, transportation and empowering the export in Aras Free Zone.

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Introduction and statement of problem

Before oil shock in 1353, Iran had one of the prominent growth rates in non oil export all over the world. But after this date, it encountered with downturn which has continued till now (Mojaver Hosseini, 2000). In 1973, the non oil export of Iran was as much as Pakistan exports and approximately 24% less than Turkey exports. In 1995, the exports of these two countries, Pakistan and Turkey, were 2.39 and 8.1 times as much as non oil export of Iran. While Pakistan and Turkey are not successful countries in export, if we compare the other Far East countries with Iran, we can see that there is a big difference between them. In 1973, exports of Korea and Singapore were four times less than non oil export of Iran. But after a short time, their export rates become 63.3 and 38.3 times as much as Iran's export rate. In order to have an exact study on non oil export of Iran, it is enough to see that in 1973 Iran's export was 19% of the whole exports all over the world. But in 1374 this rate decreased 0.06% (Mojaver Hosseini, 2000: 5). Industrial and Trade Aras Free Zone Organization was passed in August 3 in 2003 in Parliament and after one year its location which was 97 km² was determined.

Studying the economical index of these countries from Eastern Europe shows that the economy of these countries will grow gradually. Economy of these countries has the following characteristics:

- considerable and sustainable economical growth
- capability of these countries for developing and absorbing capital from the other countries
- having necessary infrastructures for economical growth
- stressing on the foreign tours, facing with problems and trying to solve them which leads to achieving the goals
- need of these countries(except Russia) to oil and gas imports

Therefore, economical structure and its recent tendencies in the chosen Eastern European countries provide opportunities in Aras Free Zone. Russia, Turkey and Ukraine include a considerable economy and population in the region sand the world in the way that increasing trades and interactions with them, even in a less rate, can be important and determinat. Continuous process of Economy development in these countries provides a sustainable and necessary economy in these countries for policy making and planning for establishing economical relations. The positive balance of current account in Russia and

Belarus and their tendency to investing in the other countries, tendency towards investing in Iran, based in the necessary conditions, will lead to appropriate situation. The geographical location of in Aras Free Zone and it's easily accessibility to Eastern European countries through Russia (because of water boundary with Iran through Persian Gulf and Turkey) can help the trade relations and business activities in Aras Free Zone. Because of this reason, high rate of exports and imports in these countries can provide an opportunity to Aras Free Zone (strategic development Document of Aras Free Zone, 2006). Jolfa Free Zone is a safe and secure place for transportation and re exporting the goods. This region, because of being located in entrance of autonomous republic of Nakhjavan, republic of Azerbaijan and Armenia and easy access to Asian and European countries and also being located in especial part of Iran has made it the best place for transportation and reloading the goods.

This region consists of 20000 m² indoor store, 12000m² Hankar Hall, 17000 m² storage container and also vast facilities such as banks and insurance offices made it the best place for good transportations and the merchants and transferring the importing and exporting goods to different parts of Iran and the world. Different kinds of facilities and equipments such as indoor halls for storage, vast network of railroads in the region, large harbors, loading facilities in this region and also modern facilities are available there. Nowadays, in this region there are 20 representations, 67 international transportation institutions, 6 national transportation intuitions in Jolfa Free Zone. Foreign Trade System of Iran not only includes the private section but also it includes the state brokers . Therefore, it is considered a leading system. In order to understand the importance of foreign trade effect on economical trade, we should consider this point that the whole development strategies and especially industrial development section have a suffix of "industry section" fro example import replacement, export encouragement, export replacement etc. strategic production orientation of economical development has affected the foreign trade section and also is affected. In economy literature, there are three roles for foreign trade:

1. foreign trades: following the development and growth in the other internal economy section
2. foreign trade as the growth and motivating motor of the other internal economical sections
3. foreign trade as balancing force of growth in the other internal economical sections

Johnson (1977) studied the effects of training in foreign competition and methods. Flowi (2001) states the effects of capital importing on the growth through modern technologies. Lee (1995) believes that

international trade affects the growth through providing an intermediate and better scale which makes possible to have much more research situations and training during studying (quoted by Farhadi, 2004: 33-34). In 9th National Conference of Developing Non Oil Exports, with an aim directing towards fundamental change in economy and trade, there was an exact focus on different problems related to export in development planning. The re was a focus on three world trade, globalization process, strategy of export mutation and electronic trade. In order to achieve the global status, applying trade diplomacy and providing a competition atmosphere in economy from one hand, and strategy codifying from the other hand has considerable importance. Along with this, there is research development, training the managers of economy estates, production and export agents, especially having professional marketing courses and establishing large export companies will also be helpful (Najafi, 2003). Expanding the export through improving the professions and performance in production sections, transferring the industries from non industrial and non Efficient to trade and productive sections, increasing the efficiency of production agents, reducing the costs all lead to economy growth and development of countries. In the way that in the contemporary world, the main players are international trade ones (Sobhanollahi, 2003).

Scientific evidences and also the present potential in Jolfa Free Zone in different trade fields shows this fact that the capacity of this region in offering the export services is in higher level. In order to empower the export of this region and according to the problems of market management, strategy and goals of export, training and informing the agents and making them familiar with export capabilities, electronic marketing and regulations of export in Aras Free Zone, we encounter with this question that what should be done for empowering the export in this region? This paper studies this problem empirically and scientifically. The main aim of this paper is to identify the in export in Aras Free Zone and appropriate procedures.

Research Hypothesis

1. There is a relationship between training and informing the agents with export capabilities and empowering the export in Aras Free Zone.
2. There is a relationship between marketing and empowering the export in Aras Free Zone
3. There is a relationship between electronic marketing and empowering the export in Aras Free Zone
4. There is a relationship between marketing cooperation and empowering the export in Aras Free Zone

5. There is a relationship between advertisement and empowering the export in Aras Free Zone
6. There is a relationship between transportation and empowering the export in Aras Free Zone
7. There is a relationship between extra and unnecessary regulations and empowering the export in Aras Free Zone
8. There is a relationship between material, equipments empowering the export in Aras Free Zone
9. There is a relationship between ability to know and analyze the international environment and empowering the export in Aras Free Zone
10. There is a relationship between rate of being familiar with monetary and bank systems, international regulations and transactions and also offering the facilities to exporters and empowering the export in Aras Free Zone
11. There is a relationship between export strategies and empowering the export in Aras Free Zone
12. There is a relationship between oversea services and empowering the export in Aras Free Zone

Definition of foreign trade strategy

Foreign trade strategy refers to the whole methodologies and plans which are used for managing and administering the economical relations inside the national borders in a specified goals with the other countries. It causes monitoring the policies and the performances. Foreign trade strategy structure of a country follows the political and economical system of the contemporary situation. Therefore, we can say that degree of openness or renewing the relations among the countries is different from each other (Motavasseli, 1999: 18).

Economical development strategy based on productivity

Each country, according to growth strategy and economical development, plans the foreign trade activities and founds the appropriate structure for trades. Strategy of economical development in all the developed countries is in the early protective industrial steps. Through the perfect and planned performance, the different steps of import replacement and increasing the internal production capabilities during a specified period, needs a limited number of foreign goods. This action is in contrary with the classic economists' views such as Adam Smith who believes that using Protective policies are in contrary with open trade principles in the competitive world. Protective principles and encouraging the new born industries are the most important characteristics of national tendencies in developing countries. However, the industrialization process in these countries could not accompany the prospective development policies

and continue the development way like the other developing countries and the most important obstacles were lack of being exact in formation of exclusive and multi exclusive powers (developing the internal factors and external forces) which dominated the raw materials' production and income circulation (Motavasseli, 1999).

Economical development strategy based on retrospection

This pattern has an active role in foreign trade. The most important characteristics of this strategy is relative advantage of export goods' production, policy making in pricing in an appropriate way and it also reflects the international and world prices and also lacks of internal production factors. The priority in allocating the currency as the result of exporting and providing the needs of manufacturers in export section which have potential advantages. Exporting sections are the basis and directing motors of the other internal sections. All of these strategies have focused on industrial export since 1960. The administrative countries of these strategies can manage the conditional releasing of the import, accepting the competitive currency, motivating the exports and accessibility to appropriate prices for economical production agents in the way that they become in harmony with the potential or actual opportunities of relative advantages (Ibid, 1999).

Export development policies

Experiences show that growth performance of export development strategies in comparison with the replacement strategies of importing was more satisfactory. New opportunities are the main factor of growth improvement. The new opportunities and events especially introducing the new goods, new production methods, accessibility to new markets and sources of raw materials or semi manufactured goods leads to establishing a new industrial organization. Through passing this way, the open economy has been able to release the economy from the slow growth and has led it to the higher levels of growth (Farhadi, 2004).

Oversea side services in export empowerment

Oversea side services in international trade have increasing importance. It should be mentioned that most of companies and institutions use the other institutions' services in international level and goal markets for ordering the foreign goods. They also decrease their costs. It is not necessary for the buyer to be present in the site and order the goods. Oversea side services are as follows:

1. collecting the necessary information for customers

2. booking a hotel or hospital in a foreign country
3. offering credit cards of license
4. offering official services to long distance customers
5. writing technical texts or doing the necessary researches for customers
6. designing the goods for companies In the foreign countries
7. preparing the goods and equipments
8. offering the judicial services to foreign people

Based on estimations done by Development and Economy Cooperation Organization, developing countries can annually offer 438 billion dollar oversea services which are equal with 15% of OECD exports (Tabande, 2003:500).

Considering market management in empowerment

Market management includes some factors which are:

1. knowing the market(using the market studies for collecting the information)
2. motivating and preparing the bed for market culture
3. measuring the market (marketing control system)
4. marketing, market division, strategic marketing
5. using strategies for developing the services
6. Establishing and increasing the market share through offering the products to the customers which leads to competitive strategies and having better relations with the market for offering new products (Tabande, 2003:508).

Assessing the industrial export development obstacles

Generally, problems and obstacles of industrial export in Iran are as follows:

- A: lack of enough understanding from export capability in Iran
- B: low quality of industrial capability
- C: unsustainable export regulations and regular changes in rules and regulations related to export affaires
- D: lack of national willingness as motivation motor of industrial export
- E: unknown exporters in global consuming markets
- F: potential capabilities in production
- G: having custom barriers (internal and external)
- H: problems related to lack of exploitation form the higher industries
- I: lack of observing the industrial standards in production sectors
- J: lack of suitable packaging of exporting productions
- K: deficiency in marketing system
- L: problems in international relations and exporting productions
- M: lack of specified strategy in industrial exports

- N: challenges between state and private sector
- O: problems related to unsustainability in prices
- P: unsustainability in economy indexes of country
- Q: low efficiency of human forces
- R: lack of appropriate basis structure
- S: problems in industrial productions and solving the internal needs
- T: lack of utilizing the modern and updated technologies

And exhaustion of machines in production lines, lack of new and modern machines, lack of packaging machines and inability of manufacturers in replacing the machine with the new ones are called as the other problems in export goods' production (Salami, 2003).

Problems and obstacles of Technical and engineering services export

There are different problems related to technical and engineering services export. The most important of them are as follows:

1. Lack of influential strategy in developing technical and engineering services export
2. low value of national currency
3. lack of coordination and slow activities in state and private sections in the way that they never do their tasks in an expected period of time
4. lack of suitable structure in harmony with needs of this ministry and the related organizations(such as mine ministry, trade ministry, economy ministry and oil ministry)
5. non efficient bureaucracy, unnecessary regulations, cumbersome and contrast rules
6. lack of correct and punctual informing system
7. Problems related to state supports such as offering warranty, preparing the required credits, loans etc.
8. Lack of a judicial reference for evaluating the Iranian companies' commitments with the foreign ones.
9. Non compatibility of internal standards with international ones, lack of experience in operating the technical contracts, non membership in professional, technical organizations, lack of information about mechanisms and dominant regulations in international market of technical and engineering services are considered as the other problems in technical exports in Iran (Alizade, 2003).

Encourage and support policies in non oil exports

Encouragement and support policies in Non oil export in 2005 were passed in 7th meeting of Export Supreme Council.

1. covering some costs of export agent marketing and non state fund for developing the export

2. paying some of transportation costs especially the exported goods whose transportation have considerable effect on the final prices of goods
3. paying some of packaging costs especially exporting goods which leads to value added prices
4. paying some of holding and being present in manufacturing and exporting estates in foreign exhibitions
5. paying 2% of extra rewards to textile exporters more than the other exporters
6. encouraging the large companies and empowering their exports
7. Supporting companies with mutation in export and whose exports have increased about 50% since 1383.
8. continue paying 8% of export rewards to technical engineering exporters
9. paying some costs of trade- marketing board sent to head markets
10. empowering the capabilities of province's exports
11. paying the subsidies and export rewards based on value added and competition advantages
12. Accessibility to new markets, sending new products and increasing the market shares in head markets which lead to their encouragement (Soltani, 2005:4).

In strategic document of developing Aras Free Zone (1385), studying the economical indexes of Persian Gulf countries show that in absence of political shocks or unpredicted challenges in regional and world level, economy of these countries, at least in the next decade, will follow the past growth procedure though in slower way. Economical structure and recent tendencies of Persian Gulf Countries have provided opportunities and also threats for Aras Free Zone area. Kagithani (2003) in a study "number of estates and export subsidy policies" states that operating export subsidy policies politically can decrease the social welfare in comparison with open economy period. From his point of view, state does not long to maximize the social welfare; instead it tries to maximize the political supports. U. Ter Wang (2003) in his study "competition for export subsidy and WTO agreement" show that the exporters welfare will increase if, along with performing the export subsidies, the production costs become lower. If the whole exporting countries add subsidy to their exports, the situation will be better. The present situation and export capabilities in this areas doubles the importance of this study. Here is a question that according to present sources and facilities, which factors can be influential in empowering the export of this area? Which strategies can be utilized here? This main issue clarifies the importance and necessity of

this research.

Definition of variables

Dependent variable (empowering):

Lee (2001) calls empowering a basis for increasing the dialogue, critical thoughts and activities in small groups. He also states that allowing some activities going beyond multiplexing, division and refinement the mental experiences, observations and conversations are the main principles of empowering. They can be measured with market management, training, informing, participation and competition power variables.

Independent Variables

Each of these variables, export strategy, oversea services, marketing, informing, advertisement, export training, transportation, regulations and rules, materials and facilities, being familiar with bank and monetary system, ability to analyze the international environment as independent variables are entered the analysis model.

Methodology

According to this fact that survey, as one of the descriptive researches, tries to answer the questions about present situation, type and relations between events (Sarmad et. al, 1379). The study method of this research is survey. According to measurement level of distance variables, we used the correlation method. Based on the study goals, this study is an applied one because the results of study try to give some procedures in this way.

Statistical Population

Statistical Population of this study includes the whole exporters and the recorded companies in Jolfa Free Zone who have been exporting the goods from this area. In 1387, the whole number of exporters in Jolfa area were 140, the number of experts and authorities were 66 and the recorded companies 30 and the whole manufacturers of Aras Free Zone were 236 (quoted by Jolfa Custom Statistics Center, 2008).

Statistical Sample

We used the Morris Morgan Table to achieve the samples. The number of statistical samples of exporters was 148 (Table 1).

Measurement Tool and Collecting Data

In this study, in this study for measuring the variables and collecting data we use a questionnaire which is based on theoretical and literature principles. In order to measure the influential factors on this export empowerment in this area, in addition to close answer questionnaire, we also used suggestions in the

form of open questions. Reliability of measurement toll was calculated through Cronbach Alpha Test.

value of Cronbach Alpha totally was $\alpha = 0.801$ which shows a high reliability.

Table 1: Summary of hypothesis, testing the Pierson Correlation Coefficient and its results

results	df	Sig.	Pierson Correlation Coefficient	hypothesis
rejected	148	0.415	-0.040	1. training and empowering the export
accepted	148	0.000	0.289	2. marketing and empowering the export
accepted	148	0.001	0.275	3. electronic marketing and empowering the export
accepted	148	0.001	0.26	4. marketing cooperation and empowering the export
accepted	148	0.001	0.265	5. market researches and empowering the export
rejected	148	0.780	0.023	6. advertisement and empowering the export
rejected	148	0.200		7. transportation costs and empowering the export
accepted	148	0.003	0.239	8. rules and regulations and empowering the export
accepted	148	0.000	0.246	9. materials and equipments and empowering the export
accepted	148	0.000	0.367	10. granted facilities and empowering the export
accepted	148	0.000	0.485	11. knowing international environment and empowering the export
accepted	148	0.000	0.430	12. being familiar with monetary system and empowering the export
accepted	148	0.000	0.720	13. export strategy and empowering the export
accepted	148	0.000	0.544	14. oversea services and empowering the export

Conclusion and Discussion

Empirical descriptive results of study are as follows:

- Results show that 97.3% of respondents were male and 2.7% were female. It shows that male occupy the majority of statistical population and sampling.
- Results show that 47.6% of respondents were exporters and 17.6% were laborers, 8.1% were experts in custom and 14.9% were CEO and exporters, 10.8 % were authorities in this zone.
- The total sample of this study in head market of exporters show that the highest rate of export belongs to Armenia (24%) and the lowest rate belongs to Nakhjavan (15.4%) and the others include 8.6% of head market of exporters in this zone.
- Respondents' export experience shows that 20.9% of them were inexperienced, 43.9% had 1-10 years experience, 29.1% had 11-20 years experience and 6.1% had 21 year experience in export affairs.
- Mean of market management capabilities in this zone was 32.97 %. It is located in lower than average point in (0-100) spectrum. In other words, capabilities of managers in this zone is lower than average.
- Mean of oversea services in this zone was 28.8 which is located lower than the average point in (0-100) spectrum. In other words, informing and training are lower than average.
- Mean of participation was 32.68 which is approximately located in lower than average point in (0-100) spectrum. In other words, rate of participation in this zone is lower than average.
- Mean of competition power in this zone is 34.05 which is located lower than the average point in (0-100) spectrum. In other words, competition power in this zone is lower than average.
- Mean of oversea services in this zone is 26.18 which is approximately located in lower than average point in (0-100) spectrum. In other words, oversea services in this zone is lower than average.
- Mean of export strategy in this zone was 42.60 which is approximately located in lower than average point in (0-100) spectrum. In other words, export strategy in this zone is lower than average.
- Mean of marketing in this zone was 6.96 which is approximately located in higher than average point in (0-100) spectrum. In other words, marketing in this zone is higher than average and it shows that it can be much more influential in empowering the export in this zone.
- Mean of materials and equipments in this zone was 67.35 which is approximately located in higher than average point in (0-100) spectrum. In other words, materials and equipments can be much more influential in empowering the export in this zone.
- Mean of training the export affairs in this zone was 75.75 which is approximately located in

- higher than average point in (0-100) spectrum. In other words, training the export affairs can be much more influential in empowering the export in this zone.
- Mean of informing the export affairs was 64.10 which is approximately located in higher than average point in (0-100) spectrum. In other words, informing the export affairs can be much more influential in empowering the export in this zone.
 - Mean of advertisement was 60.30 which is approximately located in higher than average point in (0-100) spectrum. It means that advertisement can be influential in empowering the export in this zone.
 - Mean of rules and regulations was 63.85 which is located in higher than average point in (0-100) spectrum. It means that rules and regulations can be influential in empowering the export in this zone.
 - Mean of transportation in this zone was 71.99 which is located in higher than average point in (0-100) spectrum. It means that transportation can also be influential in empowering export in this zone.
 - Monetary and bank system mean was 52.93 in this zone which is located in higher than average point in (0-100) spectrum. It means that Monetary and bank system can be influential in empowering export in this zone.
 - Capability of knowing and analyzing the international environment in this zone was 59.58 in this zone which is located in higher than average point in (0-100) spectrum. It means that Capability of knowing and analyzing the international environment can be influential in empowering export in this zone.
 - The first hypothesis: “there is a correlation between training the export capabilities and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.040$) show that there is not correlation between training the export capabilities and empowering the export in Aras Free Zone.
 - The second hypothesis “there is a correlation between marketing and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.289$) show that there is a correlation between marketing and empowering the export in Aras Free Zone. That is, any increase of decreases in export marketing has influential and significant effect on empowering the export in Aras Free Zone, results of study by Nouri and his coworkers (2006), Ghoharyan(2000), Salami(2003), Soltani Nya (2005) and Tizhoush taban(2006) are in harmony with these results.
 - The third hypothesis is “there is a correlation between present materials and equipments in Aras Free Zone and empowering export”: Results of r Pierson test ($r = 0.246$) verify this hypothesis and means that any increase in materials and equipments has significant and meaningful effect on empowering the export in this zone. Results of study by Nouri and his coworkers (2006) and Salami (2003) verify the empirical finings and interview results.
 - The fourth hypothesis “there is a correlation between transportation and empowering export in Aras Free Zone”: Results of r Pierson test ($r = - 0.106$) show that there is not any correlation between these two variables.
 - The fifth hypothesis “there is a correlation between advertisement and empowering the export in Aras Free Zone”: Results of r Pierson test ($r = 0.023$) indicate that there is not correlation between these two variables.
 - The sixth hypothesis “there is a correlation between unnecessary rules and regulations and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.239$) verify this hypothesis. In other words, training the rules and regulations related to custom, being familiar with them, having simple and understandable rules; less time consuming bureaucracy in unloading the goods have considerable effect on empowering the export in Aras Free Zone. Results of study by Nouri and his coworkers (2006) and Alizadeh (2003) are in harmony with this study’s results.
 - The seventh hypothesis is “there is a correlation between ability in knowing and analyzing the international environment (such as cultural, political, economical, social and geographical environments) and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.485$) show that there is correlation between these two variables. Results of study by TizHoush Taban (2006) and Alizadeh (2003) are in harmony with results of this study.
 - The eighth hypothesis “there is a correlation between being familiar with monetary and bank system, contracts rules and international trades of exporters and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.430$) verify this hypothesis. Ghoharyan(2000) and TizHoush Taban (2006) believe that the most important factor of increasing export rate is regular presence in world markets and being familiar with monetary and bank system, contracts rules and international trades.
 - The ninth hypothesis “there is a correlation between market studies and empowering export in Aras Free Zone”: Results of r Pierson test ($r =$

- 0.265) verify the correlation between these two variables.
- The tenth hypothesis “there is a correlation between electronic marketing and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.276$) indicate that between these two variables is a significant correlation.
 - The eleventh hypothesis there is a correlation between professional marketing cooperation and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.260$) indicates that there is correlation between these two variables.
 - Twelfth hypothesis “ there is a correlation between giving banking facilities to exporters and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.367$) show that, as Alizadeh (2003), Kagithani(2003) and U. Ter. Wang(2003) said, there is significant correlation between these two variables.
 - The thirteen hypothesis “there is a correlation between export strategy and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.720$) show that there is a correlation between these two variables. Results of study by Farhadi (2004) and Motavasseli (1999) are in harmony with this study.
 - The fourteenth hypothesis “there is a correlation between oversea services and empowering export in Aras Free Zone”: Results of r Pierson test ($r = 0.544$) verify this hypothesis. Result of study by Tabande is in harmony with this study.

Practical Suggestions

- Establishing a shared business office for Iran, Armenia, Azerbaijan, Turkey etc.
- Coding sustainable training strategy in business affairs for a short time, long time, average time that attracts efficient and professional forces in this zone.
- Founding a center for export development and research and giving services in Aras Free Zone
- Founding export and marketing cooperation (services, industry, Agriculture and transportation) for developing the export
- Founding electronic marketing centre in this zone and training electronic commerce
- According to the present opportunities in Aras Free Zone in higher education and universities, it is necessary to have active exporters in meetings, seminars and academic places and professional business proportional with goods and this area's services
- Offering supportive and encouraging packages to the exporters
- Holding international exhibitions of the company and manufacturers' products which leads to better knowing the market and a bed for the market culture
- Standards for products and goods of the most industrial sections in some countries which are capable in competing with the other countries (in prices and quality) in international markets
- Refunding the material, pieces and machines' custom rights which leads to stability in the materials and equipment's prices
- Fulfilling the transportation program in Aras Free Zone (2006)
- Preparing appropriate and efficient transportation facilities (on the road of airlines) in accordance with international standards
- Paying some costs of export transportation goods
- Setting goals and advertisement programs for companies and the exporters and supporting the newborn industries in Free Zone
- Holding the training course about custom regulations for persuading and training these rules and regulations
- Codifying development strategies and empowering the economy based on supports
- Offering oversea side services for empowering the export
- Offering the credits as encouraging factors which lead to export empowerment and establishing large and powerful exporting companies by the private sector
- Founding international branches of banks for transferring the currencies of exporters
- Establishing a research centre for doing the market researches and being familiar with the bank and monetary system, rules and regulations in international trades
- Codifying an especial strategy for this zone's exports by the help of exporters, manufacturers, authorities and managers in this zone
- Founding an information and counseling center of international affairs, transportation etc.
- Purposeful subsidies and rewards for empowering the competition bases and export products.

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