Analytical article

**Analysis of the state and assessment of the potential of the industry**

**of polymeric materials as an actor of advanced scientific**

**and technological region development**

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***Abstract.*** The transition to a new technological order and the need for import substitution actualizes the problem of developing a Strategy for advancing scientific and technological development of the regions of the Russian Federation in the context of the formation of new global mass markets. In this regard, there is an increasing interest in the choice of areas and sectors of the economy that are promising in the modern transformational period. The purpose of the presented research is to determine the potential and substantiate the relevance of the development of the polymer chemistry industry in the Kabardino-Balkarian Republic through economic, logical, comparative and general scientific analysis. The practical significance lies in the possibility of using the results of the work in the development of a Strategy for advanced scientific and technological development of the KBR.

***Keywords:*** region, regional economy, innovative development strategy, polymer chemistry, industry analysis, import substitution, new technological way, startup

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