

# Chapter 1.1.

## **EXPORT DIVERSIFICATION VERSUS EXPORT ORIENTATION IN THE TERMS OF GLOBALIZATION AND COMPLICATED FINANCIAL ENVIRONMENT**

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**Abstract.** *The paper presents the increasing role of the export diversification in the terms of globalization and financial crisis, on the basis of the conducted research as to the exports of Hungary and Poland. Export diversification is studied as the complex phenomenon which deals not only with exports, but also influences the labor market, forms of government intervention, etc. In the present paper the role of SMEs is outlined as the key factor of the increasing of the potential to export diversification.*

**Keywords:** *export diversification, hi-tech export, competitiveness, SMEs, trade barriers, Hungary, Poland.*