

## **Innovative Approaches to Regional Development of Mineral Fertilizer Production Enterprises in the Context of Digitalization**

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**Abstract:** The article presents the topic of a new vector of development of mineral fertilizer production enterprises taking into account innovative technologies. Particular attention is paid to solutions related to innovative approaches of mineral fertilizer production enterprises. An analysis of innovative approaches to the development of enterprises engaged in the production of mineral fertilizers in the context of digitalization is carried out. The key trends and technologies that shape the modern fertilizer market are considered, as well as their impact on the efficiency of production processes. Examples of successful implementation of innovative technologies are presented, such as biostimulants based on organic components, the creation of fertilizers with high bioavailability, innovative fertilizers with the inclusion of microorganisms, etc. The main attention is paid to how innovative approaches can contribute to the sustainable development of enterprises, increase their competitiveness and optimize resource use.