

ABSTRACT

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L. Petrenko

ANALYSIS OF INVESTMENT ATTRACTIVENESS OF KIROVOGRAD REGION

The article analyzes the current trends of investment development of the Kirovograd region, the level of investment attractiveness of the region. A feature of the development of the situation in the investment sector in Kirovograd region is the fact that a large part of investment in the economy of the region was financed from own funds of enterprises and organizations and a significant proportion of investment in fixed capital was Bank loans and other loans. The structure of foreign direct investment in the region for the main countries-investors is the United Kingdom, Netherlands, Russian Federation and Cyprus.

The financing of investments by kinds of economic activities of national economy in Kirovograd region the largest investments are concentrated in industrial enterprises; construction; organizations operating in the field of administrative and support services; wholesale and retail trade; repair of motor vehicles and motorcycles

The Kirovograd region is a priority region for attracting investment, as it has a good geographical position, powerful diversified industry, fertile farmland, extensive transportation system, all these factors lead to investment development and investment attractiveness of the region.

The Kirovograd region has all the prerequisites for active involvement of internal and external investment. All the investment for the region and for the country is an integral part of its stable economic growth. Every realized investment project creates new jobs, increased revenues and increased competitiveness of enterprises in the region.