

## **VINNISTIA REGION INVESTMENT ACTIVITY**

Vinnitsia National Technical University

### **Анотація**

*Досліджено теоретичні основи проведення інвестиційної діяльності. Розглянуто проблематику розвитку інвестиційної діяльності на території України та Вінницької області. Запропоновано напрямки розвитку та підвищення ефективності інвестиційної діяльності в регіоні.*

**Ключові слова:** інвестиції, інвестиційні ресурси, регіон, інвестиційна привабливість.

### **Abstract**

*The article considers theoretical basics of investment, issues of investment activity in Ukraine and Vinnytsia region, directions and efficiency of investment in the region.*

**Keywords:** investment, investment resources, the region's investment attractiveness.

In modern conditions it is extremely important to develop of investment activity and attract investors into the country. Therefore, the state is trying to create a coherent program of social and economic development, provide mechanisms for management, reform the economy, appropriate fiscal, monetary and credit systems.

On the basis of investment it is possible to overcome economic crisis and to make the structure adjustment of the economy and especially its regions. However, investment activity depends entirely on the formation of coherent and strategically oriented to achieve common outcomes interests of the center and the regions.

The relevance of this issue is the uneven regional distribution of investment income and prioritizing investment activity in Vinnytsia region.

The economic literature, analyzes the issue of investment activity in Ukraine and its regions.

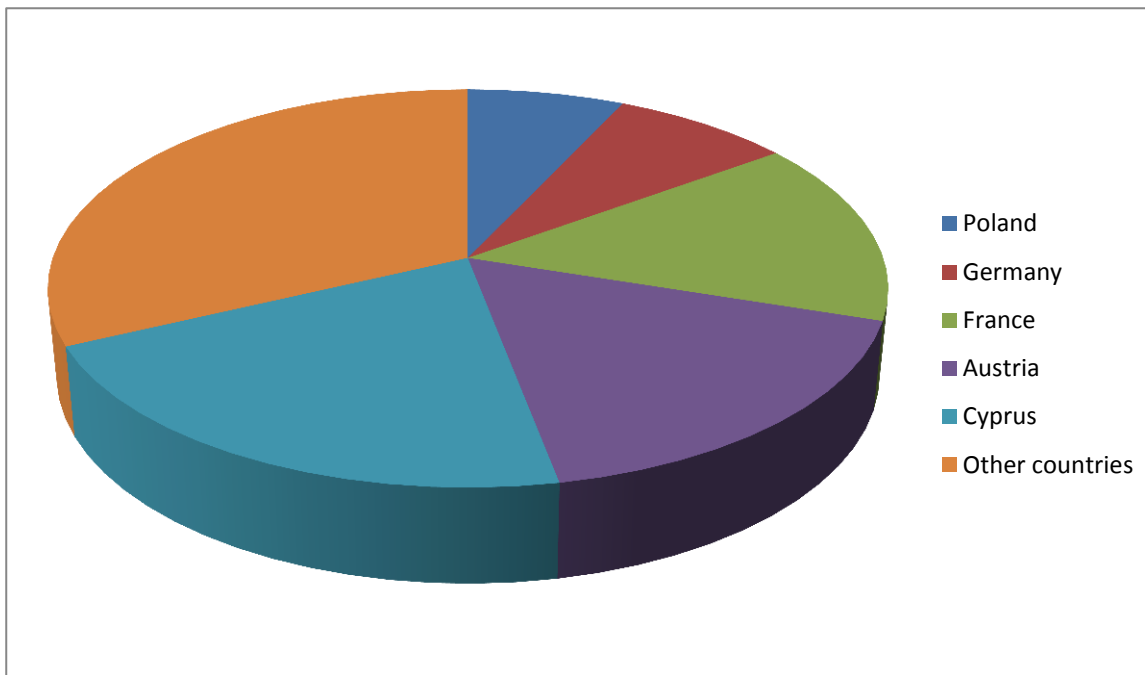
Problems of investments, the impact of the investment attractiveness on the region have been studied by Ukrainian scientists I. Vinnichenko, O.H. Mital, V.G. Fedorenko, V.M. Buckwheat, N.P. Reznik, D.A. Sharapatyuk, A.S. Belousov, T.V. Baulina, I.A. Lepohina, P.T. Sabluk, V.E. Sweden and others. Among foreign scientists who devoted their research to the problem of investment it should be noted L. Hytmana, P.Masse, William Sharpe [1, c.13].

Nowadays the state directs development investment to create a favorable investment environment and substantial increase in investment. One of the most attractive investment regions is Vinnytsia region.

Vinnytsia region has significant potential that can be considered as an object region to attract both domestic and foreign investments. This can be confirmed by a number of reasons, such as [2]:

- Favourable geographical location
- Favorable business environment and provision of simplified and qualitative administrative services
- Reputation of a reliable and stable partner
- Developed and diversified industrial sector of the economy
- Availability of the start-up platforms for investment projects
- High scientific potential and highly qualified personnel
- A large number of minerals
- Availability of unique recreation resources

At present Vinnytsia region implements 10 agreements on trade and economic, scientific and technical and cultural cooperation with regions of Poland, Romania, Moldova, the Czech Republic, Belarus and others. Total amount of foreign direct investments in the region's economy since January 1, 2016 has been 187.1 million USD. Foreign trade turnover in 2015 amounted to 1.1 billion. USD. Trading is conducted with 120 countries [2].



Structure of foreign investment by investing countries, %

More than 300 powerful (large and medium) enterprises of different ownership form the basis of the region's industrial sector. Vinnytsia region has a multisectoral industrial complex. The main purpose of the regional industrial policy is to create favorable environment for local businesses.

The largest industrial enterprises of the region with foreign investments are: company "Nemiroff" - the leader of Ukrainian vodka market; Ltd "Barlinek Ukraine" (with participation of Polish investments) - Major product is barlinek board, which is used in the production of wooden floors (sold in 30 countries); JSC "Pfaner Bar" (Austrian capital) - created to process the agricultural production and bottling of natural juices in Tetra Pak packaging type; Ltd "Lustdorf" - the company is a manufacturer of a wide range of dairy products produced under the famous trademarks, Ltd "Agrana Fruit Ukraine" (present investments of Austrian origin) - the main activities of the company is the production of concentrated fruit and vegetable juices, purees production in aseptic package without any preservatives, fillers for the production of fruit yogurt with pieces of fruit and berries; public company "Vinnytsia confectionary" - trade mark "Roshen" (investment concern "UPI" and foreign investments of different origin) - activity: production of sweets, chocolate, cakes [3, c. 58].

Almost half of the total foreign capital (47.0%) is concentrated in the city of Vinnytsia - 83.9 million USA. Significant amounts of foreign investment are in Kozyatyn - 20.3 mln. USD. (11.4%) and Nemyriv district - 19.0 mln. USD. (10.6%). Among other regions the leading place in terms of foreign investment occupy the town of Ladyzhyn: Bar, Tyvrovsky, Vinnytsia, Lipovetsky districts [3, c. 60].

Given the above data it can be concluded that investment activity is an important direction to improve conditions of enterprises and regions. But for investors to enter the domestic market, public authorities must promote the development of investment attractiveness of investment objects and regions in general. The prospect of further research in this area should be the development of guidelines of comprehensive evaluation of investment attractiveness of the region, and formation of appropriate models allowing the domestic economy to stimulate innovative activity of domestic enterprises and regions.

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