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INVESTMENT ATTRACTIVENESS AND PRIORITY OF INDUSTRIES

Depending on the essence and content of the investment process, its activity is determined by a number of factors that shape the investment policy and influence the development of the agrarian sector of the economy. For the economic development of the country, it is currently necessary to increase production volumes and, on this basis, ensure an investment boom.

The object of investment activity in all spheres and branches of the economy is any property, including fixed assets and working capital, securities, earmarked contributions, intellectual values and other property objects, as well as property rights. The legislation does not limit the rights of investors in choosing areas and objects of investment, with the exception of those that do not meet environmental standards, violate the rights and interests of the state and its citizens.

For an investor, the investment object is determined by such categories as landmarks, priorities and attractiveness. Priority, as a scientific economic category, denotes a predominant, time-important value, position, right.

Landmarks correspond to the determination of the direction of investments. In the investment process, it is important to correctly determine the priority and attractiveness of investment objects. Investors focus on attractive and priority investment objects, which differ in the degree of their economic importance in the regions of the country.

The main investment guidelines are the actual and potential size of local markets, economic and legal stability in the regions. The most priority direction is investment in facilities that have already been developed, as the created infrastructure contributes significantly to their further development. For Ukraine at the moment, the most important are the industries and spheres that require restructuring and additional capital investments.

The country's investment attractiveness is determined by a system of factors that should be classified as follows:

- general ones characterizing the country's investment climate. These are political and financial stability, legal guarantees for the protection of investors' interests, the development of investment infrastructure, the development of market relations, the specific weight of the public sector, the level of risks, insurance conditions;
- sectoral or by types of economic activity, which determine the level of capital intensity, turnover and return on funds invested in a specific type of activity;
- territorial, characterizing the availability of raw materials, labor force, transport communication borders, sales markets, climate, natural and economic conditions of production;
- individual – this is a rating assessment, location, land area, land cadastral assessment, availability of production facilities, indicators of the balance sheet of the business entity (profitability, liquidity, stability), risk assessment and other factors.

An investment-attractive object does not always become a priority. For investors, industries and enterprises with high innovation potential, capable of ensuring profit growth and increasing the profitability of capital operating in the production process, are a priority.

The state, forming an investment policy, takes into account the priorities of a specific period. Determining the most priority and attractive investment areas is a problem of investment policy. An investor, investing capital in a certain object, takes into account the probable perspective, fixing the ratio of investments and expected income.

To attract foreign investments in modern conditions, the following priority investment objects are defined: agro-industrial complex; engineering; health care; metallurgical complex; transport and communication; social infrastructure and some others.

For example, the concept of development of a priority and at the same time profitable object of investment, including for foreign capital, agro-industrial complex provides:

- introduction of highly productive technologies for growing agricultural crops and keeping livestock and poultry
- restoration and modernization on the basis of new technologies of processing and food industry enterprises, as well as procurement enterprises, such as those that carry out processing, storage of grain and other agricultural products;
- creation of production facilities and the corresponding raw material base for the production of containers and packaging materials;
- development of agricultural engineering and production of technological equipment for the oil and fat, meat and dairy, flour and grain and bakery industries;

- improvement of production of effective chemical means of protection of agricultural lands, plants and animals;
- provision of production services to agricultural and other agro-industrial enterprises.

Economic and political stability in Ukraine is necessary for the formation of the attractiveness of economic sectors. Implementation of a policy of non-interference in the economic activity of economic entities guarantees the receipt of additional investments in the agro-industrial complex.

Priority in the structural restructuring of the sphere of material production belongs to the agro-industrial complex and its main branch – agriculture. Landmarks for investments are determined by the fact that Ukraine has the resources for the production of quality agricultural products and is close to international markets.

The main orientation and priority of the agricultural sector is determined by the main natural means of production – land, the quality of which depends on its efficiency (profitability). Ukraine has natural advantages in agriculture – world-renowned highly fertile soil. The organization of their highly efficient use depends on the activation of investment in those industries and enterprises where production is directly related to the intensive use of land. In addition, investors pay a lot of attention to ownership issues. Therefore, the issue of land ownership becomes even more important in ensuring the high investment attractiveness of the agro-industrial complex of Ukraine. The experience of economically developed countries shows that the organization of the land market and the free sale of land become possible after.

Lands suitable for agricultural purposes should, first of all, be provided for agricultural use. According to this article, land suitable for agriculture is determined on the basis of the state land cadastre. Low-quality non-agricultural land can be allocated for the construction of industrial enterprises, housing and communal facilities, railways and roads, power transmission and communication lines, main pipelines, as well as for other needs not related to agricultural production.

The lifting of the moratorium on the purchase and sale of agricultural land, the free sale of land, which in accordance with the Land Code of Ukraine, will contribute to increasing the number of investors and will expand the list of branches of the domestic economy available for investment. The most important and priority objects for making investments, as the author's research showed, are: people and land. This is a long-term capital investment that allows you to get an effect in time and space. It is man who creates the wealth of the economy or the national wealth of Ukraine.