

THE DEVELOPMENT OF FRUIT PROCESSING ENTERPRISES IN THE REGIONAL INVESTMENT-INNOVATIVE SYSTEM

Honcharenko A.I.

Lecturer at Department of Finance and Credit,
Vinnytsia Institute of Economics,
Ternopil National Economic University

Pidhaiets S.V.

Candidate of Economic Sciences,
Senior Instructor at Department of Finance and Credit,
Vinnytsia Institute of Economics,
Ternopil National Economic University

Development of farm enterprises allows fruit processing industry to expand and Ukrainian producers to entry into external markets with competitive products. Existing fruit processing enterprises predominantly require modernization of fixed assets and improvement of the management process. It is possible at attracting investment and coordination of activities of such enterprises by regions. The article is

devoted to relevant issues of development of the regional investment innovative system. Strategic goals and objectives of the development of the regional investment innovation system are explored. The activity of leading fruit processing enterprises of Vinnytsia region is characterized. The structure of the department of economic relations and investments at the enterprise is proposed.