

## WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

### ANALYSIS OF ATTRACTING DIRECT FOREIGN INVESTMENTS IN THE ECONOMY OF UKRAINE

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The role of investment for the development of the national economy as a whole and as a factor of social and economic development for the country is considered. The factors that determine the investment attractiveness of Ukraine for foreign investors are directly linked with high natural resource potential, highly qualified labour force capable of rapid perception of new technologies in production and management, low average wages, and territorial proximity to the EU and Asia.

Analysed foreign direct investment during the period of 2013–2016 years. Found that investors tend to invest in profitable areas in Ukraine, such as agriculture, finance, and industry. Not too much attention is paid to education, culture, and governance, which might be a source of revenue for Ukraine. For a more accurate conclusion about the investment processes in Ukraine, analysed direct investment (equity) in Ukraine's economy by economic activity in 2013–2016.

Another important aspect was precisely the analysis of statistical data on investment flows from different countries. There are a number of potential investors for Ukraine, such as Cyprus, Great Britain, Germany, the Netherlands, and the Russian Federation, which remains our investment partner.

Today Ukraine is not as attractive investment compared with the closest Eastern Europe but to attract investment is quite high odds. This can be seen from the material in the country investing, as the EU and other countries. After the study, it can be argued that Ukraine takes steps to increase investments in the sectors that have the greatest potential.

Discovered the basic problems that prevent an increase in foreign investment.

Proposed methods and appropriate actions that could be interesting for foreign investors in the advisability of investing in the economy of Ukraine.