

STRATEGIC DIRECTIONS OF FDI ATTRACTION INTO THE AGRARIAN SECTOR OF UKRAINE

Shynkarenko R.V.

Associate Professor, PhD in Economics
Poltava National Technical Yuri Kondratiuk University

Pasichna G.V.

MA in International Economics Student,
Poltava National Technical Yuri Kondratiuk University

Involvement and effective use of FDI in agricultural sector is a decisive factor of the development and competitiveness of one of the leading sectors in Ukrainian economy.

That is why the study of the possibilities of further FDI attracting to enterprises of the agrarian sector of the Ukrainian economy and their effective use, as well as the development of an appropriate mechanism for the implementation of these opportunities, are very important issue nowadays.

The theoretical and methodological problems of FDI attraction to the Ukrainian agrarian sector are determined. The main problems and opportunities are revealed in accordance with the norms of legislation in the field of investment activities. The strategic direction of FDI attraction into the agrarian sector of the Ukrainian economy is substantiated.

The analysis of the current investment situation in the agrarian sector of Ukraine

shows that the investment climate does not meet the investors interests, both foreign and domestic. The investment attractiveness of enterprises in the agricultural sector is low. There is an urgent need to modernize the management of investment activities of enterprises to improve the state and attract capital to the investment process. Ukraine needs to be active in carrying out a real investment policy that will ensure a continuous reproduction process in the country's economy by modernizing the assets of enterprises. In order to restore agriculture it is necessary to attract investments and increase the efficiency of their use. This will contribute to the improvement of the economic situation of the country, that potentially will lead to the increasing of the products volume and quality, the profitability of enterprises producing agricultural products, strengthening of labour market conditions.