

ASPECTS OF DEVELOPMENT OF NATIONAL ECONOMIC INDUSTRIES IN THE CONTEXT OF ACTIVATION OF INTERNATIONAL BUSINESS

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The article deals with theoretical approaches to the definition of branch directions of development in the domestic market. The priority sectors of the economy are industries aimed at meeting the needs of the society in high-tech competitive environmentally friendly products, high-quality services that implement state policy on the development of production and export potential, and the creation of new jobs.

The identified priority sectors of the economy and the directions of activating their activities in the domestic economy. At the state level, the priority sectors are the agro-industrial complex; housing and communal complex; machine-building complex; transport infrastructure; resort and recreation sphere and tourism; processing industry.

On the basis of research, export-import and export leaders in Ukraine have been identified. The decision of problems in the leading branches of economy of Ukraine is outlined and the characteristics of each industry that has taken leadership positions are given.

Most countries of the world import precisely the goods they can not produce or produce themselves or those that, if they are manufactured, will be much more expensive than the countries that make this traditional product. If we analyze the state of the Ukrainian economy, then a significant part of imported goods is precisely those that can easily be produced directly in the country, for quality and price comparable to foreign analogues, but which we still purchase in countries with significantly more expensive than our labor resources and lower unemployment rate.

In regions of Ukraine it is necessary to implement programmatic measures for import substitution oriented to local needs; systematize information on foreign and domestic imports; To conduct marketing of demand for regional industrial products. It is necessary to direct the work of the regional investment and development centers and the investors' council on the formation of the investment potential of the import substitution policy.