

Investment attractiveness of Ukraine: analysis and ways of improvement

Demyanyuk O.B.

Candidate of Economic Sciences, Associate Professor,
Ternopil National Economic University

Mandzii A.R.

Student,
Ternopil National Economic University

In this article, the peculiarities and advantages of foreign investment for Ukraine as a factor of stable country's development and promotion of its positive image in the world are determined.

The article characterizes positions of Ukraine in the main world ratings according to which investment climate and attractiveness of a country are estimated. It has been figured out that despite attractiveness of Ukraine its rating positions during 2015-2017 are quite low and form negative investment image of the country.

Dynamics of direct foreign investments has been analyzed, which shows their negative tendency since the beginning of 2014 and some improvement in 2017. It has been determined that the fall in direct foreign investments to Ukraine was influenced by unstable political and economic situation and military action in the East.

Geographic structure of direct foreign investments to Ukraine's economy in 2017 has been analyzed. Approximately 60% of all direct foreign investment has been found out to be offshore

investment (Cyprus, the Netherlands, Britain) which may potentially be Ukrainian capital, while investment from other countries is almost unnoticeable due to unattractive investment climate.

According to investment attractiveness index of Ukraine it has been determined that its dynamics fluctuates between neutral positions, which, in terms, testifies that investment climate and conditions are poor, therefore attractiveness of Ukraine for foreign investors is low.

Key problems of attractiveness of direct foreign investment to Ukraine have been separated and ways of their solution have been offered. To supply positive investment climate and attractiveness of Ukraine to a foreign investor some measures have to be taken: to activate anticorruption system, to provide effective fulfillment of declared reforms, particularly in law and tax systems, to form efficient mechanism of how to provide organization and institutional, financial and law necessary conditions for development of investment activity, to provide political and economic stability for investors.