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**DEFINING PRIORITIES FOR INCREASING
REGIONAL INVESTMENT ATTRACTIVENESS
(IN EXAMPLE OF REPUBLIC OF CRIMEA)**

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The article considers different definitions of the concept «investment attractiveness». The clarifying definition of the «investment attractiveness» is proposed. The review of approaches to assessment of the regional investment attractiveness is made; their advantages and disadvantages are discussed. An analysis of investment potential of the Republic of Crimea is made, the main factors that improve the investment attractiveness of the region are identified. The improving activeness of the republic investment climate is proposed.

Keywords: investment attractiveness, investment development, investment potential, investment risks, investment climate, approach to the regional investment attractiveness estimation, regional investment potential, rating of investment attractiveness, free economic zone, the Republic of Crimea.

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