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### INVESTMENTS IN THE REGION: PROBLEMS OF EVALUATION AND ATTRACTION

The need to create conditions for attracting capital, which is the basis of economic growth in modern conditions, is particularly important. The improvement of mechanisms for reinvesting capital in economic growth and development is directly related to the macroeconomic mechanism itself. At the same time, the state is both the main initiator of investment policy and an investor. In this regard, the direct availability of an effective investment strategy and its high-quality implementation can significantly increase investment attractiveness at the level of the state, as well as at the level of the region or any subject. The systematic and systematic nature of investment activity implies the existence of mechanisms for attracting and implementing investments that significantly increase their effectiveness. The most complete and effective implementation of the capabilities of any subject is possible only with a systematic strategic approach. The state of the investment climate of the Republic of Crimea is the basis for decision-making by investors, so one of the main tasks of the region is to create a favorable investment environment by implementing a long-term investment development strategy. By implementing an investment policy, the state and the regions, including Crimea, strive to achieve economic security, rationally deploy productive forces, strengthen their own industrial base as a whole, and structurally restructure the regional economy, thereby ensuring sufficient capital inflows for economic sectors and increasing their own competitiveness.

*Keywords:* investment, investment activity, investment process, investment potential, investment climate of the region, investment development strategy of the region.





I.

2014–2018 .\*

	2014 .	2015 .	2016 .	2017 .	2018 .
	26446,8	47582,3	74795,3	196193,0	296423,1
, %	—	134,3	136,3	235,7	134,3
1	14034,1	25023,5	39167,3	102560,5	154970,2

\* [13]

2.

2015–

2019 .\*

	2015 .	2016 .	2017 .	2018 .	2019 .
( - )	26 265 764	45 893 951	118 374 070	207 167 281	139 652 923
% -	161,0	151,5	231,7	155,5	65,2

\* [12]

2019

199,8

— 75 %

(9,9 %

2019

13,8

17,4 %,

( 2,7 %),

( 47,1 %),

( 20,7 %).

7,8 % [13].

1,5

1,8

29-

114,6

8,5»,

( «

»

« )

« ».

6%

8 %

2019

8,5 % , -  
100  
1 . [12].  
( )  
3. 2014-

2018 . *	2014 .	2015 .	2016 .	2017 .	2018 .
-	189439,2	265970,6	327739,3	346100,4	391299,0
, % -	—	108,5	106,0	104,0	105,1
, % -	—	120,7	112,0	105,4	107,6
-	100526,4	139873,3	171623,8	180925,0	204571,4

\* [12]

2018  
391,3 , 5,1 %  
2018 17,5 %  
6,7 % . 17,1 % ,  
56212,9 18,7 %  
29,8 %), — 23720,5 ( 4,9 %) [13].  
« 137397,0 », 78,5 % ( 2019  
) - 2019 57  
— 1900 , 1280 ,  
86 , 147  
2019 271,8 ,  
1,9 % , 2018 .  
11,4 -  
2019 64,6 % 3,3 % - 2018 [12]. 19,2  
2019 102,6 % .  
- 2019 32842  
28117 12,1 % . 2019  
01.01.2020  
1912,7 . - 2019 19214 , 26823  
4,0 1000  
5,5 % 0,7 % - 2019 [14].  
5  
2014

«  
 2019  
 2019-2020  
 [14].  
 2014-2019  
 [10].

4.

	2016 .	2017 .	2018 .	2019 .
	38,2	37,2	42,7	43,1
	34,7	38,2	71,6	77,6
	2,7	2,7	3,7	4,6
	4,1	,8	3,9	4,5
	79,7	79,9	121,9	129,8

\* [12]

[1].

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« »

Publicity.

7,7 2018 296 2014

[3]. 1-

[14].

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1. // . — 2017. — 12. — . 122–134. / . . . ,
2. . . . // : , , . — 2019.
3. 4 (49). — . 67–74. / . . . , . . . . — : « » , 2017. — 326 .
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