

д) елеватори – співвідношення фактичної потужності по відношенню до потреби не змінюється через ризики а), б), в).

Через зазначені проблеми для України як транзитної та аграрної країни актуальним є:

- виробництво спеціалізованого автомобільного транспорту іноземних фірм на території України;
- виробництво власного рухомого складу залізної дороги;
- впровадження механізму зобов'язання зернотрейдерів інвестувати у річковий і морський флот та удосконалення елеваторної мережі з відповідним економічним стимулюванням.

Впровадження даних пропозицій дозволить підвищити ефективність використання земельних ресурсів сільськогосподарського призначення, що автоматично підвищить ефективність земельного менеджменту (на екстенсивній основі), а відповідно – і всього агропромислового комплексу України.

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## **STRUCTURE OF COMPETITIVE POTENTIAL OF REGION**

Nowadays in Ukraine regions are different according to the level of economic development, which is a result not only a preservation of differentiation of their industrial, resource and innovative potential, but also its force. Main reason of effective economic politics as in national so in regional level has not decided yet. In connection with there is a problem of formation of effective and adequate regional competitive politics, directed to provision of region's competitiveness. From these positions an investigation of competitive potential of region is a primary task, solution of which will allow improving competitive positions of a region on national and international levels.

In economic literature a term "potential" treats as resources, abilities, supplies, measures, which can be used, or as a level of

power in any position, complex of means, which are necessary for smth. [1, p. 5], «hidden abilities, forces for some activity, which can manifest at definite conditions» [2, p. 1012]. So, there is a contact between total abilities of a region (social and economic potential as a complex of resources and peculiarities, defining opportunities of stable and effective functioning of social and economic system in outer variable conditions) and formation of its competitive potential [3].

Absolute value of resource approach to the definition of competitive potential of region consists in allowing detecting unique resources and abilities and consider them as potential competitive advantages, correct use of which contribute mobilization of objective consumers (investors, entrepreneurs, residents, tourists, etc.), increase of the demand for some of its elements.

It is known competitive potential of region includes variety of components, which is a component of a structure and performing definite functions, which will change according to strategic purposes of development. There will be different a result obtained in the process of realization of competitive potential of region. Basic structural elements of competitive potential of region are economic, human, innovative, investment, infrastructural. Such scientific approach is the most traditional and widely used.

While increasing competition between territories and regions will cause an usage of new resources and abilities, which are situated in the sphere of management, enterprise, and integration and отображают modern современные organizational and economic relationships of region. That is why the structure of the competitive potential of the region along with other elements, it is necessary to consider to potential of enterprise, a potential of internationalization, diversification, restructuring and clustering.

Competitive potential is a reserve, which can use the region, modifying and adjusting strategic development priorities and implementation High competitive potential of the region allows you to save or increase the rate of development and stop the negative effect of external and internal factors. One of the most important areas of practical application of the proposed approach to measure the competitive potential of the region is the organization of monitoring of the formation of its functional structure, which is important for both local and regional, as well as for government. At

the local and regional level results of the functional structure of competitive potential can solve the following tasks: to improve the use of competitive advantages of regions, based government funding of regional programs and projects, to optimize the development strategy of competitiveness factors and their use, to mobilize investors, business people and tourists. At the state level, realization of the proposed approach can improve the regulatory politics of steady development of the regions, to determine the direction of optimizing of mechanism between state programs, to evaluate the effectiveness of the regional government; to initiate the adoption of state programs of individual regions.

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**ОСОБЕННОСТИ РЕАЛИЗАЦИИ ИНВЕСТИЦИОННЫХ  
ПРОЕКТОВ В АПК**

В современных экономических реалиях отдельному сельскохозяйственному предприятию привлечь инвестиционные ресурсы для реализации инвестиционного проекта практически невозможно. Это связано, прежде всего с тем, что как отечественные, так и зарубежные инвесторы не имеют достаточных гарантий для возврата вложенных средств. Как