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PROSPECTS OF PRIVATE CAPITAL INVESTMENT IN THE DEVELOPMENT OF UKRAINE'S EXPORT OPERATIONS

In the context of strengthening economic cooperation between countries, it became necessary to achieve global goals in the field of internationalization of production. For this, it is necessary to focus on the development of existing and the acquisition of new world economic relations based on economic feasibility and national priorities. Achieving such goals at this stage in the development of the Ukrainian economy requires attracting private investment in the development of industries with cross-border cooperation opportunities.

Now in Ukraine, a coherent strategy for the development of cross-border cooperation on the terms of partnership with private investors has not yet been formed. At the same time, the number of scientifically based practical recommendations on enhancing the stimulation and regulation of investment activities in the context of attracting private capital to the development of export activities in the border regions of Ukraine is low, which is a consequence of the small number of scientific papers on the topic.

Based on the results of the study, it was revealed that the commodity structure of exports has a fairly limited sectoral diversification; with a positive trend in export volumes, it is difficult to assert a high intensity of export activity of high-tech enterprises; Considering that the commodity structure of exports has a slight added value, it is advisable to predict that these areas of activity are not attractive enough to attract private capital.

A list of the most promising areas in the field of private investment has also been compiled and recommendations have been made on further increasing the qualitative and quantitative indicators of cross-border cooperation.

To achieve these goals, it is recommended to move towards simplifying export-import transactions, implement Agreements on improving the terms of trade in the field of cross-border cooperation, and direct private investments in cross-border cooperation with local communities of Poland, Hungary and Slovakia, with which relevant agreements are concluded.

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