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PROBLEMS AND POTENTIAL OF THE INTERNATIONAL INVESTMENT ACTIVITY OF EU MEMBER STATES: REGULATORY FRAGMENTATION, MOBILISATION OF DOMESTIC SAVINGS, AND STRATEGIC SECTORS

The article examines the problems and potential of the international investment activity of European Union member states under conditions of global economic instability, intensified geopolitical risks, and increasing competition for strategic resources. It is shown that the international investment activity of the EU is increasingly determined not only by the parameters of market openness but also by the Union's ability to combine financial mobilisation, economic security, technological sovereignty, and support for strategic sectors. As a methodological basis, the study proposes an analytical framework integrating the analysis of regulatory barriers, domestic savings mobilisation, the role of sustainable finance instruments, the development of digital, green, and defence sectors, as well as the functioning of support programmes for small and medium-sized enterprises. The article establishes that the key problems of the EU's international investment activity remain regulatory fragmentation among member states, capital outflows of savings, structural asymmetry between core and peripheral economies, insufficient concentration of resources in high-technology sectors, and the growing geopolitical vulnerability of strategic industries. At the same time, it is substantiated that the Union's investment potential is based on the single market, the development of EU financial instruments, the InvestEU, Digital Europe and European Chips Act programmes, sustainable finance mechanisms, the strengthening of the European Investment Bank's role, global partnerships, and the expansion of defence investment. It is argued that the further realisation of this potential is possible only through the harmonisation of the regulatory environment, stronger mobilisation of domestic savings, reduction of structural asymmetries, and concentration of investment in strategic sectors. The conclusions substantiate that the EU's international investment activity is gradually transforming from a mechanism for supporting an open market into an instrument for shaping a new model of economic resilience, investment autonomy, and long-term competitiveness of the Union.

Keywords: international investment activity, European Union, regulatory fragmentation, domestic savings, strategic sectors, economic security, strategic autonomy, technological sovereignty, sustainable finance, investment policy.