THE PRIORITIES OF DIRECT FOREIGN INVESTMENT IN THE ECONOMY OF THE REGION

Investments serve as a basis for developing separate branches and the economy as a whole. They form a production potential on a new scientific and technical base and determine a certain country position on a global market. The author analyzes the volumes of direct foreign investments attracted by Ukraine’s economy of late and specifies the main factors hampering the process of attracting foreign capital in Ukraine. The emphasis is laid on the necessity of attracting direct foreign investments in the economy of Zhytomyr oblast. The author also determines the priority directions of investment flows in the region. It is important to provide foreign investors with information about investment potential of region, perspective investment and innovation projects of entrepreneurs.

**Key words:** direct foreign investments, economic development, region, investors, investment policy, investment priorities, investment intensification.