

CURRENT TRENDS IN THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF UKRAINE

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The article examines the directions of the country's foreign trade balancing, taking into account the development vector of Ukraine's investment potential. The author analyzed the balance of payments of the state and the strategy formation to reduce the balance of payments deficit and improving of the state of investment activity. Today, attention is growing to the importance not only of the country's balance of payments, but also to the international investment position. One of the areas of government policy which can create conditions for economic development is the balance of payments and the transition to the surplus trade. That is why, in the context of internationalization of economic relations, the effective use of resources and investment potential of the country get crucial place. The main strategic goal of public policy should be the development vector of foreign economic activity of the country, with an effective policy to support domestic enterprisers, export orientation and high value-added production. The processes of economic development led to the expansion of international exchange of goods and services and as a result of the rapid growth of trade processes require the country to have strong global state, taking into account macroeconomic regulation. The previous analysis of current trends in the development of Ukraine's foreign economic activity, including investment activity, gives grounds to assert that Ukraine is an active participant in global investment processes. The author approved that the key aspect which can change the negative trend towards the trade deficit is the country's active export activity, import substitution of commodity positions, as well as the development of industries specializing in the production of high value-added products. Therefore, measures of state regulation direct to developing investment opportunities in Ukraine should be aimed to: analysis of the existing economy, taking into account, the foreign economic activity of the country; import substitution; domestic market development, export expansion. The article analyzes the structure of the balance of payments, the dynamics of trade turnover, investment performance and international trade. The author also proposed measures to improve the balance of payments of Ukraine by taking into account the trends of Ukraine's foreign economic activity, increasing investment attractiveness and realizing Ukraine's investment opportunities.

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