

## **ABSTRACTS**

УДК 336.71

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### **BANKS IN PROVIDING INVESTMENT ATTRACTIVENESS OF THE REGIONS**

Financial institutions are taking a direct part in providing investment attractiveness of the region. It should focus on implementation of investment activities of financial institutions in the region. Crucial in the implementation of regional investment policy is its compliance to strategy development. Now, in Ukraine in 2294 financial institutions are function, including the 2113 – non-bank financial institutions and 181 bank. Despite a significant gap in the number banks still play more significant role in shaping of the investment attractiveness of the region than other financial institutions. However, their policies are aimed at strengthening the imbalance between deposits and loans to legal entities which inhibits investment attractiveness of the region. This means that banks in the regions of Ukraine “pumped” free money resources by bringing on deposit and lending businesses other more attractive region. This means that money does not make money, in this regard; we can conclude no association between indicators of investment attractiveness of the region and the volume of corporate lending. Creation of incentives for banks locally is necessary for the development of the region. In particular, it is reducing the tax burden, setting shorter deadlines for registration and creation of banks. Also it is necessary activity limitation of systemic banks in the region. In particular, impose restrictions on lending in other, different, from the region register banks.