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INNOVATIVE INVESTMENT ACTIVITY AS THE NECESSARY CONDITION FOR FORMATION OF A FOREIGN ECONOMIC POTENTIAL OF THE AGRICULTURAL SECTOR OF UKRAINE

Considering realities of development of the agricultural sector in Ukraine, which testify low innovation and investment activity of agricultural enterprises, it became necessary to reorient investment in innovative development, which would ensure the competitiveness of agricultural products, both in the internal and external market. It was determined that the main factors of innovation activity of agricultural sector at the macro level is the rate of growth of public spending on the development of science and education, rational innovation policy, stimulating tax, credit, depreciation policy and more. Activation of investments into the agricultural sector is part of the economic policy conducted by the state, industries, regions, enterprises, by setting the scale and structure of investments, sources of formation, directions of their management, restoration of equipment, development

of market mechanisms and improvement of living standards.

It was found that strengthening innovation and investment activities of the agricultural sector in shaping its external economic potential will require innovation and investment policies. The main objective should be to activate its innovation and investment and to create an integrated system of financial security, not only at the state level, but also at the enterprise level.

It is determined that the mechanism of strengthening innovation and investment activity in the agricultural sector of the economy should include a set of components that can not exist separately from each other and each of which describes a single segment of innovative investment policy, effective activity of which leads to the formation of external economic potential of the agricultural sector.