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FEATURES OF FUNCTIONING OF FOOD INDUSTRY ENTERPRISES IN CARPATHIAN REGION

Food industry occupies a prominent place in Ukraine and other countries. It provides social stability of any country and its economic prosperity. The major areas of research of Ukrainian enterprises are features to attract domestic and foreign investment in the food industry, providing high quality of production and its competitiveness, innovation in production, modernization of fixed assets to promote new jobs.

We have identified the features of operation and the main problems of food industry through the example of economy of Carpathian region and the whole Ukraine. Each of the four oblasts of the Carpathian region has certain characteristics of food potential. They differ in distribution of productive forces, resource base, and affordability for consumers etc. In particular, in Chernivtsi oblast, which occupies the smallest area, enterprises are specialized in production of meat, sausages, oil, mineral water, bread and alcohol. In Ivano-Frankivsk oblast dairy products, meat production, baking, brewing and canning

industries are the most developed. Lviv is the most powerful oblast that takes the first place in food provision in Carpathian region. Lviv region is specialized in chocolate and confectionery products, milk and ice cream. Transcarpathian region is engaged in production on cognac and wine.

The development of the food industry in the Carpathian region has socio-economic importance. The level of development depends on state of the economy, development of the domestic and foreign markets, social protection and fullness of the consumer market in the region and Ukraine.

Development of food industry of Carpathian region requires attraction of domestic and foreign investment, innovation of production, intensive development of cross-border cooperation, efficient use of production capacity, upgrade of equipment. Implementation of these measures will increase sales of food and significantly improve the quality of products both in local and foreign markets.