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## **THEORETICAL POSITIONS FORMING OF MARKET OF INVESTMENTS ARE IN UKRAINE**

The determining factor in the process of balancing the resources of the financial system is to attract household savings. The transformation of savings into investment potential requires legislative consolidation of state guarantees for investment products and the formation of a proper and civilized market investments.

It is important determining individual approaches to the formation of the investment market, investment projects and investment programs, and development of proposals for regulatory and legal regulation of investment.

The article studies the notion of market investments. The main components of the investment market, classification of existing approaches to the formation of the investment market, establishing the basic components investment market; Identifying characteristics of its formation for Ukraine under current unstable operating conditions; classification of investment products and their content to ensure competitiveness in the investment market. Special attention is paid to ensuring the implementation of the investment potential household market investments. Grounded classification of investment products and their content to ensure competitiveness in the investment market; classification of investment products and their content to ensure competitiveness in the investment market.

The main components of the investment market, especially his formation for Ukraine under current unstable operating conditions. It is proved that, given the distinction between not give a clear understanding of the investment market and creates conditions to minimize investment risks.

The economic literature approaches to determining the investment market and its components are classified in three groups: territorial and subjective; object; object-functional. Unlike existing propose a new approach to the interpretation of the term market investments - trade and institutional and sectoral. The basis of the approach taken in this investment product, which is formed on the above markets, but becomes formalized and quality of the goods only to the investment market. The regulation of this market involve the formation of a system of economic and legal relations associated with buying and selling investment products.

The above approach will enable transparent form general register of investment products with a specified level of return, risk, compensation software, and in the context of cross-sectoral equity and financial intermediaries (collective investment unit and corporate investment funds, venture capital funds, etc.), financial institutions (insurance companies , pension funds, etc.), and will bring the buyer to the seller of the product, which will accelerate the realization of the investment potential of financial resources to the salesman and in general ensure intersectoral channels of investment resources.

To summarize, it should be noted that many authors supported feasibility of forming investment market. A model of the market is based on the concept of economic equilibrium and involves balancing the interests of market participants related to liquidity finance households and guarantee supply of acceptable return on investments to achieve a balance of supply and demand for investment products.

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