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ANALYSIS OF THE POTENTIAL OF CLUSTERING IN THE AGROINDUSTRIAL COMPLEX OF CHERKASY REGION

Few entities in Ukraine are able to profit from the development of fundamentally new innovative products. These subjects are usually financially stable and concentrated in a few regions leading and working almost exclusively for export. The remaining subjects are on the periphery of public attention. This leads to fragmentation of business and government, a large number of pending initiatives to scale losses from non-existent potential. Financial and political crisis changed the situation, among the key strategic areas for regional economic development focus on modernization. But now dominates on modernizing the concept of "growth points", which is implemented in the form of state support selected "priority" areas of development. Thus not even considered the question of the mechanism of the effect of selected "priority" for the economy as a whole.

Authors believe that in terms of political and economic instability in the country, put the problem immediately transition to innovative development path prematurely, and the method of a priori allocation of priorities is counterproductive. It is necessary to develop a strategy for intermediate institutions that provide for the effective mobilization of borrowing and the gradual transition to innovative development based on the cluster approach. To ensure economic growth requires considerable accumulation of capital that are possible through the creation and development of spatial clusters of innovation and investment.

Article is devoted to the importance of cluster technologies in the inclusion of regions in solving national problems, focused on strong development of market relations at all levels of the economy. The authors reveal the cluster allocation of

capital as a function of the cluster that will be shown getting stronger as the strategic program of market investment and development on its basis a system of relations of partnership between government and business. Proved the formation of clusters of investment as the main feature of regional policy today. It is noted that the cluster structure the market makes use of cooperative factors in creating competitive advantage, including in spatial association of different types of owners, including the authorities. The authors argue that the spatial cluster, becoming part of the money of regional policy, creates a potential for an adequate supply in the market, based on its strategic innovation and investment base.

The article proved that the emergence of investment and innovation clusters actualizes the implementation of the new approach penetration synergetic paradigm in the field of regional policy. The authors conducted a study and calculation of club convergence as an example of Cherkasy region, based on the available potential clustering of the region, the dynamics of the gross regional product and production, gross value added the dynamics of agricultural production.

Feature innovation and investment regional cluster associations is to facilitate access to capital, since the concentration of enterprises, organizations, firms that engage in it, creates a favourable climate for the emergence of aggregate domestic investment resources, as well as to attract foreign direct investment in new technology activities.

Cherkasy region has all the possibilities to effectively use the potential of clustering for the stabilization of the socio-economic development of the region. a special role plays are available, but not yet fully exploited the regional agricultural potential.

One of the main sources of innovative development of agrarian enterprises of Cherkasy region is attracting foreign capital in the form of the tool of borrowing foreign advanced technologies of agricultural production, which will ensure sustainable economic growth, which is accompanied by the bringing into the economy of the regional agro-industrial complex not only technological innovation, but also new knowledge and innovation management.

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