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INVESTMENT ATTRACTIVENESS OF THE ORENBURG REGION

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Abstract. The socio-economic situation of the region largely depends on many factors, including investments, the scale, structure and effectiveness of which largely determine its condition and development prospects. Changes in the investments quantitative ratios affect the volume of social production and employment, the growth of the population welfare, structural shifts in the national economic complex, the industries and economical spheres development. In modern conditions, when the subjects of the Russian Federation carry out significant socio-economic development programs, the investment attractiveness of the territory is especially important. Increasing the investment attractiveness and investment activity intensification in the region is a necessary condition for strengthening its competitiveness. The article presents the Orenburg region investment attractiveness analysis. It is noted that in recent years of the current 2021, the Orenburg region has significantly increased its position in the leading country ratings, which was the result of the regional authorities' systematic work. In order to minimize the identified investment risks and use the existing investment potential of the region, the author gives key recommendations aimed at increasing the investment attractiveness of the Orenburg region.

Keywords: investments; investment attractiveness; investment activity; investment potential; investment risks; Orenburg region.

JEL codes: R11; R13.

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