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**THE MAIN DIRECTIONS OF IMPROVING THE ATTRACTIVENESS OF  
REGIONS IN THE INNOVATION ECONOMY INVESTISIYAVIY (FIRST  
PART)**

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*Abstract. The article provides a justification for the importance of regional investment policy for both the individual and the state as a whole for much of the region's remuneration. The essence of the manifestation of the interaction between regional, regional and municipal authorities in the process of implementing the investment business structure is revealed, the importance of coordinating the interests of the government and the business structure is emphasized. Regional investment potential difficulties in attracting and implementing regional investment policy directions and the key are highlighted. The size in the financing of regional investment (private and public) are characterized, the importance of the interaction between regional, municipal authorities and the business structure is the resource for the accumulation of investment is emphasized. The key indicators for assessing the existing social-economic situation and development potential of the region based on the use of multidimensional classification, taking into account the different level of social development your financial and tak in the region, are presented. General objectives of regional investment policy is a key are highlighted, including the rational use of the potential of technological information and region's in combination with increasing potential, infrastructure development, innovative production development, and the creation of high-performance jobs. The importance for developing effective regional investment financing of the financial market, the readiness of the infrastructure for the development and use of resource investment in region's is emphasized.*

*Keywords: region; regional investment; regional investment policy regional financing; investment; investment resource; investment activity; economic development of the region; regional investment projects; the provision of investment region*

The rational use of funds from investment in international operations from a wide range of effective and investisiyalashning many methods are used. "In this matter "from the top-down" (top-down) and "down-up" (bottom-up) methods investisiyaviy in making decisions on the basis of the principle of economic development is radically different from each other" . However, development to raise up to move the feature, if it has oddiydan-complex the up-down-up will go towards. In this context the "down-up" is divided into 3 stages based on the principle of development through, first of all, the district and the city, then the territory (region)s, then the republic of socio-economic development and plays a decisive role in increasing the attractiveness ensure investisiyaviy.

Investors by "down-up" the basis of the principle of the decision on the acceptance investisiyaviy lose their importance in the overall situation of the market in a certain sector. Thus, investors in a certain area of a particular directory (the company)in the world (establishing new and modernization of existing and the other.) investisiyalash chooses for review and evaluate the most promising directory and its main economic indicators, the main information on the plans of its development and management pays attention. To the investor interested in the general situation in a certain sector may actually happens and is not considered to be a decisive factor in this final stage. This method was

moved from an investor on its activity and on this basis to the common side xususiylik make up. "It investisiyalash results, in the first place, the right choice of objects is related to investisiyalash" . "From the top-down" on the principle of the implementation of this activity and make investment decisions to "down-up" principle -- a glimpse of this method is that the trader is expected to grow significantly in the near future macroeconomic indicators and market makes investment decisions on the basis of the detection of the sector.

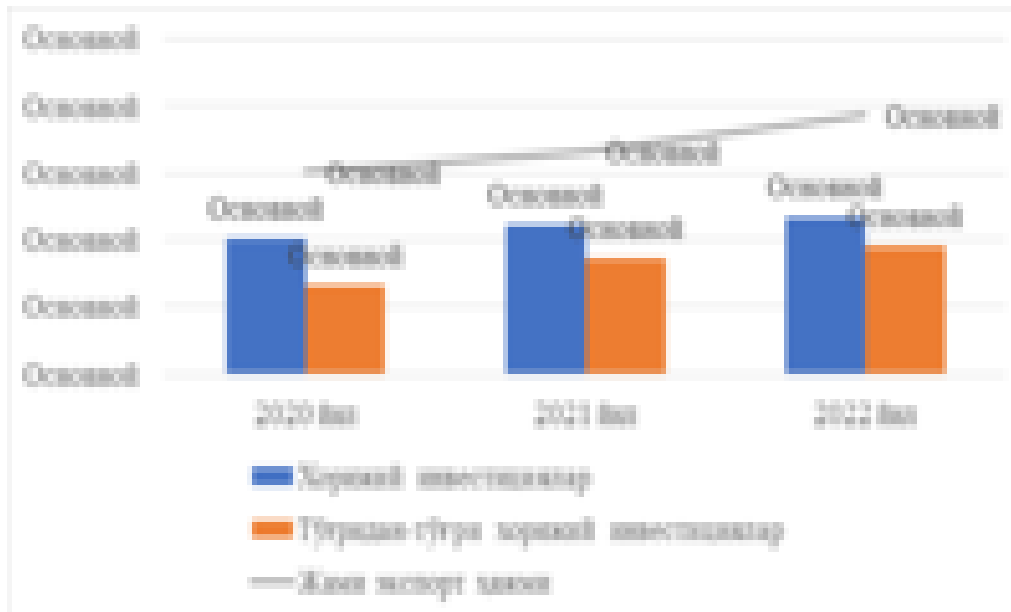
The effective use of investment from "down-up" based on the principle of the specific feature of the model is, above all, oddiydan-complex to go looking up from below, change based on the amount and quality of had happened in the past in a drastic change in the district, territory, and network through network creates an opportunity to attract investment to the area to ensure their further development. Also, this model implies the following: long-term investment network (5 years and above); and ways to achieve from the investment plans for the effective use; the power of the legislative and executive organs of the control system is carried out by the presence of the element of public control.

In the advanced countries by investors stuck at the decision investisiyalash "from the top-down" and "down - up" approach for the selection of securities in principle and analysis method is applied. However, these terms of business, finance and there are many other areas of the economy. "Down up" add or investments to investors planning to invest on the basis of the principle of good business with investisiyalash allows you to introduce yourself.

In uzbekistan, "down-up" from the principle on the basis of the effective use of foreign investment to the city and all (208 total units district and the city) is known as further specialization, you will develop a network of.

"Down-up" increasing the attractiveness of the territory on the basis of the principle investisiyaviy that have been investing in economic efficiency, the territory of (natural-geographical and infrastructure) of the potential in the territory of tax policy, civil index, will be required to take the course as business conditions. At the same time, "down-up" principle, to achieve economic growth improve the attractiveness of the territory on the basis of investisiyaviy, ultimately, increase the size of the network involved in further foreign investment in our country are given the opportunity to create and export capacity.

In particular, the size of the network utilized foreign investment 11,7 billion in 2022. Us dollars, and this figure grew to 115,8 percent compared to the year 2020. Most importantly, foreign direct investment foreign investment percent in 2022 81,2 the organization of the network that have been utilized, accordingly, the growth rate compared to the year 2020-2021, you are able to also. Over the years 2020-2022 the volume of exports increased to about 1.3 times that of the country (3.2-picture).



**1-picture. Utilized foreign investment in network 2020-2021  
the volume of total exports (billion. Usd)**

In such a situation, first of all, in recent years, Uzbekistan and favorable business environment further improving investsiyaviy be the place to go to charm the form of; d, the foreign investor that is stabilizing the economy of the republic of go to be growing confidence of foreign investors reliable protection of the rights and interests of the various financial incentives and the creation of more effective systems that is caused by them. Secondly, the network utilized in the structure of foreign direct investment, foreign investment, foreign investors, government guarantees the weight of the upper dealers ministry without risk (risk) and joint ventures in uzbekistan in the conditions of investment activity show opening, management experience of mastering new technologies coming into the technology; the production of cost competitive products and spending less; the securities market, the development of export capacity from the standpoint of a positive condition. In turn, track the trend of growth in the size of the network utilized foreign direct investment manufactured products (services) to improve the quality of their competitiveness by providing export volumes will lead to an increase. In connection with this investment, particularly foreign direct investment on export volumes to increase organizational and effective use from the "down-up" on the basis of the principle of investment is desirable to increase the attractiveness of regions.

As it is known, this is one of the most important factors of raising the next investsiyaviy attractiveness of the territory - the territory of strategic investsiyaviy. "Working capital requires investment strategy to develop effective methods to identify some of will"1. This, in turn, to companies and prospective directions of their development activities on assessment of financial capacity will also create the conditions for investment to mobilize.

Enterprise strategy in Investsiyaviy high level of sustainable benefits, the order portfolio growth, liquidity and alternative investment for the rational use of resources, the level of risk that focuses on maintaining long-term home program. In this context, the

purpose of understanding the character of the tasks, while strategy can represent as a method to take them off.

In turn, the development of enterprise strategy defines the direction of the selected investisivi excellent resources and structured investment plan and change the directory using the estimate of the level of risk of the market with the other mediator in the relationship between pre-able to get a reduction it provides.

Investisiyaviy strategy aimed at increasing social welfare with a focus on investing in people's sought to increase the capacity of find resources, as well as a completely new approach to the aim of economic policy and is manifested in chief. In the medium term, while the level of life of the population and the growth of production defines the directions of effective use of investment resources.

Opinion investisiyaviy also increasing the attractiveness of the territory to the territory of investisiyaviy to attract foreign investment and domestic resources to stimulate the development of strategy, implementation of strategy and goals period investisiyaviy thus, the key has a decisive importance in setting objectives and priorities of the following: 3.3-appreciate expressed by the picture.

From the survey results also attract foreign investment and domestic investment resources, which refers to the stimulation of local and foreign investment also it is desirable to develop a regional strategy involving. Opinion, such measures are not only included in the main areas of growth capital investment in the network, but also knew the volume of foreign investment to the territory involved in the growth rates of gross regional product and provide that also. Also, the welfare of the population through the creation of new jobs and increases real income improves.

Investisiyaviy in increasing the attractiveness of the territory in terms of their importance and priority measures on the factors mentioned above from the less important one in this business-investisiyaviy accelerate the improvement of the environment through the process of privatising state assets and potential investors (state packages of shares, stakes, real property of many ukladli the sale on the basis of the development of the economy, withstand raqbotga products production, create new jobs, intensive development to ensure efficient and rational use of natural resources available in the territory to provide.

Opinion investisiyaviy attractiveness of the territory, increasing financial resources, including the use of the capabilities of the funds of bank credit, it has an important role to improve conditions. However, the funds of the use of bank credit, primarily credit on time for the briefing together with the payment confirmation will see the credit percent return from the use requires. For this reason, and agreed in the loan agreement collateral to ensure repayment term accrued interest him credit supply are required. The credit risk associated with the debt of creditors and keep the rest for sure because the lowering of cost is called a mortgage. Mortgage - is a type of credit supply to clients in the it and real estate, the zakalat, in view of rights and goods, moreover, intellectual property, stock and raw materials, accounts, and can also be expected yield of agriculture and other property, that is, whose interests it is to use these mortgage types of mortgage credit supply and is to be returned for a full briefing. Thus, the value of collateral, the loan amount from an average of 20-30 percent more will be required and "today's banking practice percent of the amount of mortgage credit supply 120-125 make up" . Term of payment credit, not the back, in the case of payment by credit recovery will focus on the supply of mortgages to put.



As noted above, those who have known yes, the sale of state assets and agricultural parcels of land which are not intended to and on the basis of the reduction of the state's share in the economy from the standpoint of increasing the attractiveness of the country investisiyaviy a positive condition. However, the government sold land to agriculture and efficient use of assets which are not intended for a certain amount of financial funds, credit takes resources-or supply to the area as the main problem of this mortgage out. The conducted research-applied research "this shows that bank credit growth at a fast pace in recent years has produced high-risk" . "The effective functioning of the economic development of developing countries depends on the organization of bank lending practices and maintain. There is a strong correlation between credit growth and bank risk" . In this context it does decrease the level of credit risk for the bank property mortgage, the borrower (buyer) for the supply of mortgages and other types of property owned and creates the opportunity for you to put to handy to take a loan with maximum efficiency. With this regard is filled with land and agricultural assets which are not intended to state the condition to be sold with at least 35 percent of the initial payment in the amount of the assets and credit of the state performed at the same time to the buyer as collateral of mortgage of land to be given the right to put worthwhile if it is, first of all, through the activation of the process of privatisation of the state share in the economy to reduce further, and secondly, the state shares (stakes) sold directory objects and (or) the plot of land on the basis of intensive development to create additional comfort to investors through financial support of innovation projects and the charm of the territory, and ultimately the adjustment will lead to an increase investisiyaviy environment.

#### Summary

The sale of parcels of land and agricultural assets which are not intended to state on the basis of the reduction of the state's share in the economy from the standpoint of increasing the attractiveness of the country investisiyaviy a positive condition. However, the government sold land to agriculture, and assets which are not intended for efficient use of resources and takes a certain amount of mortgage credit supply to the area as the main problem of this out. The property does decrease the level of mortgage credit risk to the bank, the borrower (buyer) for the supply of mortgages and other types of property owned and creates the opportunity for you to put to handy to take a loan with maximum efficiency. With this regard is filled with land and agricultural assets which are not intended to state the condition to be sold with at least 35 percent of the initial payment in the amount of the assets and credit of the state performed at the same time to the buyer as collateral of mortgage of land to be given the right to put worthwhile if it is, first of all, through the activation iqtisodiyotdagi further reduce the share of the privatization process of the state, secondly, the state shares (stakes sold) directory objects and (or) the plot of land on the basis of intensive development to create additional comfort to investors through financial support of innovation projects and the charm of the territory, and ultimately the adjustment will lead to an increase investisiyaviy environment.



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