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WAYS TO ASSESS AND INCREASE THE INVESTMENT ATTRACTIVENESS OF THE REPUBLIC OF KAZAKHSTAN

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Abstract: This is the key to economic growth, and the regional, the national income growth. An assessment of the investment environment and the attractiveness of the Republic of Kazakhstan is a very important stage of investment activities in the analysis and comparison of potential earnings, and risks, investors will make a final decision on the investment end, and capital investment, in a way, and the amount of the required wage. At present, the countries and their respective regions, and are faced with the task of ensuring the required amount of investment. The article provides information on the investment attractiveness of the Republic of Kazakhstan and the amount of GDP from 2016 to 2020, since this indicator is one of the main indicators that characterize the investment attractiveness. At the same time, the amount of the fixed asset investment in the last 5 years has been reviewed, and a set of actions and recommendations have been formulated for the return, and enhance the attractiveness of the investment. Due to the pandemic, the measures set out in the world, the investment is reduced.

Key words: investment, investment attractiveness, capital, factors, potential

Introduction

Investment plays an important role in maintaining and improving the country's economic potential. This, in turn, have a positive impact on the company's business, leading to an increase in the gross national product, as well as for the expansion of the state's activities in the international market[1].

This is an investment activity that plays an important role in the process of a major political, economic and social transformations in the direction of creation of favorable conditions for sustainable economic growth. From the point of view of the nature of the economic reforms, one of the main problem is the problem of increasing the activity of the investment and improving the investment climate.

Kazakhstan's investment policy is aimed at ensuring a favorable investment climate and will be based on the principles of economic pragmatism: profitability, return on investment and competitiveness, as well as to ensure the development of the economic potential of the development of a new point of economic growth and identifying new market niches.

In modern conditions, when the Republic of Kazakhstan has been making every effort to ensure that the development of china's economy due to the deterioration of the situation on the world market, the country's investment policy has to be one of the most important issues. Therefore, it is of Kazakhstan's investment policy should be aimed at the rational and efficient use of the investment, as well as the creation of a favorable investment climate.

The analysis of the theoretical part

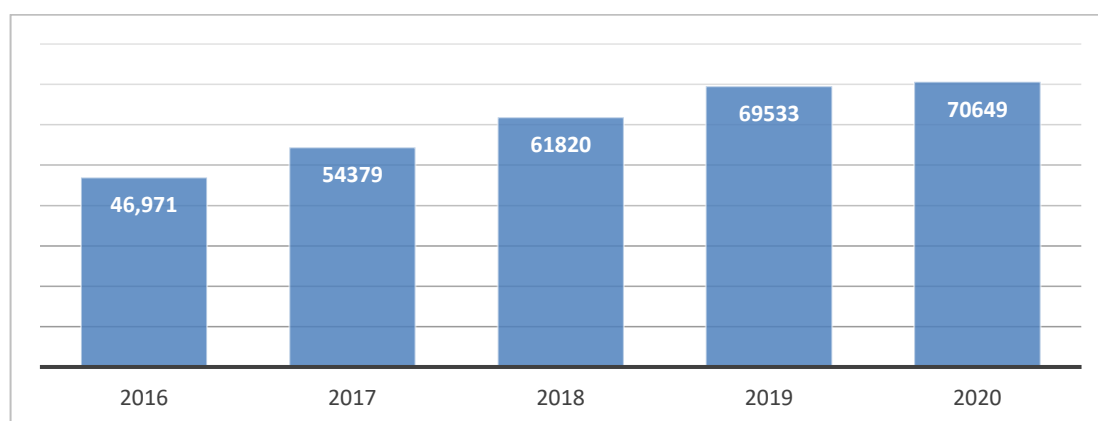
After the declaration of independence of the Republic of Kazakhstan, the work is constantly underway to protect the pace of economic growth and improving the welfare of the country's population. At the same time, it is one of the most important directions of the country's economic policies is still a comprehensive support and protection of investments. In the Strategy "Kazakhstan-2050", the Head of State set a long-term goal of the Government of

the Republic of Kazakhstan to enter the top 30 most developed countries of the world. At the moment, one of the priority areas of development of the economy of Kazakhstan is the attraction of foreign investment. The Global experience of many countries shows that the inflow of foreign capital and the state's regulation of its use have a positive impact on the economy. The investment contributes to the formation of an enterprise of the private sector and the stabilization of the financial situation in the countries with a high and low of the development of the economy, the mobilization of capital in the implementation of the project of the complex [6].

Java is a jib factor of the attractiveness of investment, the level of household savings, which are characterized by possible fluctuations in the country ' s overall domestic product level (GDP) indicators. Ownership is related to ownership and ownership. According to the results of 2020, billions of dollars of gross domestic production in Kazakhstan amounted to 70649.6. Stop. Dialdling and growth in 2016, 2020 to 70% increase.

The presidential elections Of The Republic of kazakhstan g pittt permanently managed to improve the pace of economic growth, to protect the welfare of the country's population. Looking At The Airlines While Looking At Directions from one side to the united states of america as an area protected by an Area protected by Information Protected by an Area protected by Information Protected by An Area protected by Information protected by an Area protected by An Area protected by information Protected by an area protected by inside information. The strategy "Kazakhstan-2050" was adopted by The Head of state Of The Government of The Republic of Kazakhstan on a long-term basis, and on the 30th anniversary of the most developed countries in the world. At the moment, foreign investment is the priority for the development of the kazakh economy. Global Experience with Lholnner indicates that the flow of foreign capital to regulate further development is positive for the economy. D'investment'dr silvit for the formation of an enterprise close to the private sector in order to stabilise the financial situation and stimulate the development of the economy, 'mobilise capital in the implementation of the complex project' [6].

Java is a determinant of attracting investments, the level of private savings, and variations in the total level of domestic products produced (GDP) as a whole. It is Available to them that they completed the asset of the tol of the tol of the mortz lit is. No result vun 2020 amounted to billions of dollars in gross domestic production In Kazakhstan op 70649.6.Era. Dialoge a wusstem and 2016, erh gwen 70% in 2020.



Source of information: CS NAE RK [2]

Figure 1. dynamics of Kazakhstan'S GDP for 2016-2020, bln. tenge

AT the same time, gdp per head OVER the past five years AMOUNTED to \$ 2.6 million in 2016 and 3.8 million tenge in 2020. tenge has a positive growth dynamic of 65.2%. In 2020, growth was 11.8% compared to 2019 [2]. Positive dynamics are associated with an increase in

productive and economic work indicators.

Given the rise in economic indicators, the volume of investments in the country is also increasing. The bottom table shows the volume of investments in Fixed assets Of The Republic of Kazakhstan for 2016-2020.

Table 1. volume of investments in fixed assets of the Republic of Kazakhstan for 2016-2020

Investments in fixed assets	2016	2017	2018	2019	2020
Mln. tenge	7762303	8 770572	11179036	12576793	12270144
Index of physical volume of investments in fixed assets	102,0	105,8	117,5	108,8	96,1
Index of physical volume of investments as a percentage.	203,4	215,2	252,9	275,1	264,4
<i>Source of information: CS NAE RK [2]</i>					

The number of investments in the Republic in Kazakhstan in 2016 reached 7762.3 billion US dollars. There Are 12270 You Moldov. [2020] eyes on gapas cffff Ambrosia. The most Inv of the world's largest economic sectors in mining SEC, the investment in 2020 stands at 5 5600.4 billion. there are 24,5% 2019 molepfile. In general, in 2019, over 5 thousand and one industries investment include: broken transaction cost-1637.9 billion rubles. There are 1637 Moldova.... the profit from them is usd 910 million. the tan. The province's strict, the investment nagaaganay be in the manufacturing industry buylohan in the process of diversification of the national economy.

Table 2. investments in fixed assets by industry segments (billion US dollars) tenge)

№	Name	2019 year		2020 year		Increase, %
	Total:	11130,2	100	12546,0	100	12,7
1	By mining industry	4499,6	40,4	5600,4	44,6	24,5
2	Real estate transactions	1424,2	12,8	1637,9	13,0	15,0
3	For warehouse work by Transport	1408,9	12,6	1156,1	9,2	-17,9
4	By manufacturing industry	1247,2	11,2	994,0	8,0	-20,3
5	Electricity supply, gas, steam supply, air conditioning	523,5	4,7	910,0	7,2	73,8
6	Agriculture, forestry, fisheries	395,6	3,5	501,6	4,0	26,8
7	Work on water supply, sewerage, control over the collection and distribution of waste	292,4	2,6	309,6	2,4	5,9
8	Wholesale and retail trade	216,0	2,0	234,2	1,8	8,4
9	In the field of Education	204,9	1,8	212,1	1,6	3,5
10	Art, entertainment and recreation services	105,1	0,9	153,7	1,2	46,2
11	Health and social services	122,2	1,1	137,7	1,0	12,7
12	By construction industry	116,5	1,0	124,4	0,9	6,7
13	Catering services (guest waiting)	158,5	1,5	116,7	0,9	-26,4
14	Administrative and auxiliary services	137,2	1,2	116,6	0,9	-15,0
15	In the field of information and communication	92,5	0,8	102,7	0,8	11,0
16	Financial and insurance services	65,0	0,5	89,7	0,7	38,1
17	Professional, scientific and technical activities	43,2	0,4	71,4	0,5	65,1

18	On public administration and defense, compulsory social insurance	54,3	0,4	58,9	0,4	8,6
19	Other services	23,5	0,2	18,4	0,1	-21,6
<i>Source of information: CS NAE RK [2]</i>						

However, in some cases, most sectors of the economy are experiencing a shortage of funds to finance investment projects. The lack of funds slows down the pace of development of the national economy and hinders Kazakhstan's transition to the world investment space.

Results and discussion

As seen above (Table 1), there is a relative of the dynamics in the volume of investment in the country, despite the epidemic situation which have developed in the world, but it has decreased compared to 2019. In this regard, to restore and increase the investment attractiveness of the country, the President Kassym – Jomart Tokayev announced a message on September 1, 2020, which marked the address: "to strengthen the alliance between the state and the investor, a strategic investment agreement has been concluded. This method consists of a variety of various bonuses - in-kind grants, FCCC, part sure ,xx support system, providing the one package the mortgage purchase the product from the state of C and Q-state C." At the same time, the head of state, ordered the central state and local executive bodies will be able to update the pool of investment projects and goals indicators for attracting investment in fixed assets in the shortest possible time, taking into account the change of the situation of economy in the country and the world [3].

"To strengthen the services of the three-tier system of attracting investments, investment 65 programs of the country have been developed, in which the work to be carried out in a special way the selection and support of investment projects, as well as the identification of the active investors. Taking into account the strategic plan development, we will be able to select the most promising potential investors and invite them to put the project in Kazakhstan." So, during a preventive quarantine measures, KAZAKH INVEST has organized many events to promote investment in the form of country.

Meanwhile, attracted a lot of attention is paid to the strengthening of the institutions working in the world of investment. For example, in the fall of 2020, the Kazakh-American Business Council is located under US C Orf commerc, bringing together the entire American business community. At the beginning of 2021, the government of the united States, Kazakhstan, and Uzbekistan announced the formation of the investment in a partnership in Central Asia. Within the framework of this initiative, the plan of the US and the Financial and International Development Association (DFC), Kazakhstan, and Uzbekistan, which costs at least 11 billion during the five years. To improve the investment climate, improve the legal framework and the support of strategic investors, new investors support tool was introduced – the investment agreement [4]. According to the Sales organiz united States: "if at first the very capital of the region of the Americas is a mining and energy sectors of Kazakhstan, now we are planning to invest in the development of infrastructure, manufacturing, MECC engineering, agriculture and other high-tech companies" [5].

Of course, the events organized by the state related to increasing the investment attractiveness has a positive impact. In addition to these services, you can take the next step to increase the investment:

1. creating a backup of the investment project and the release of specific successful investment through, for example created a personal connection to C which allows the transmission of information effectively to the target audience; against unfair competition aimed at discrediting the country as investment items; informs about safe and reliable.

2. improving the Employee in Support of the investment process-the Organization of regular training and professional development of the head of a special body of the kingdom, the power, and the organizations involved in the investment process (especially at the expense of innovative money in leading foreign universities and business schools), inclusion in the training

program; Organization of the process of continuing professional development and the exchange of experience with foreign special organization, the organization and the organization; simplification of V and transition procedures for foreign investors and skilled labor.

3. improve our efforts to improve the investment climate-the reduction of state participation in the economy, the activation of the independent process with the participation of investors with important technological skills; implementation of measures to increase the attractiveness of the priorities of the new things in various sectors of the economy to use; formation of a particular good government of the country and foreign investment in the creation of high-tech companies; a significant simplification of the procedure for providing land plots for the creation of new high-tech companies and the introduction of the production infrastructure.

Conclusion

In conclusion, the study may be a way to evaluate the investment attractiveness of the Republic of Kazakhstan can be seen that there are a number of significant errors, for example, the limited number of valuation factors, the stabilization of the weight values, the lack of information because of the quality sapagdala the account of the first, it is necessary to increase the investment attractiveness of the country and in the number of foreign direct investment attracted to live outside of the country. Direct live outside of the investment is to have a positive impact on the economic development of the host state, contributes to the promotion of efficiency, component factors of economic development based on the restructuring of the economy, infrastructure development, promotion of the work here on, the services, the transfer of technology, the management of the event, your right to use the logo to have a state regulates the flow of foreign investment on the basis of various criteria, including about the book that attracted the investment and the desktop section.

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Түйін: Нарықтық экономикада бәсекелестіктің алатын орны айтарлықтай зор, сондықтан аймақтың мемлекеттік орталыққа немесе нарыққа сәтті жылжуы инвестициялық әлеуетінің деңгейін жоғарылатуға мүмкіндік береді, бұл өз кезегінде осы аумақтың дамуына оң әсерін тигізеді. Инвестициялар экономикалық дамудың және өңірлердің ұлттық кірісінің өсуінің кепілі болып табылады. Қазақстан Республикасының инвестициялық ахуалын және тартымдылығын бағалау инвестициялық қызметтің маңызды кезеңі болып табылады: ықтимал кірістер мен тәуекелдерді талдап, салыстыра отырып, инвестор инвестициялардың бағыты, капиталды салу әдісі және қажетті сыйақының мөлшері туралы түпкілікті шешім қабылдайды. Қазіргі уақытта мемлекеттер мен олардың өңірлерінің алдында инвестициялық тартудың қажетті санын қамтамасыз ету міндеті тұр. Мақалада Қазақстан Республикасының инвестициялық тартымдылығы бойынша мәліметтер және де 2016-2020 жылдар аралығындағы жалпы ішкі өнім көлемі көрсетілген, себебі бұл көрсеткіш инвестициялық тартымдылықты сипаттайтын негізгі көрсеткіштердің бірі болып табылады. Сонымен қоса, соңғы 5 жылдағы негізгі капиталға салынған инвестициялар көлемі, әлемде орнаған пандемиялық шаралар кезінде төмендеген инвестициялық тартымдылық дәрежесін қалпына келтіру және арттыру мақсатында жасалған іс

шаралар мен ұсыныстар жиынтығы қарастырылған.

Кілт сөздер: инвестиция, инвестициялық тартымдылық, капитал, факторлар, әлеует

Аннотация: Место конкуренции в рыночной экономике достаточно велико, поэтому успешное продвижение региона в Государственный центр или на рынок позволяет повысить уровень инвестиционного потенциала, что, в свою очередь, положительно сказывается на развитии данной территории. Инвестиции являются залогом экономического развития и роста национальных доходов регионов. Оценка инвестиционного климата и привлекательности Республики Казахстан является важным этапом инвестиционной деятельности: анализируя и сопоставляя возможные доходы и риски, инвестор принимает окончательное решение о направлении инвестиций, методе вложения капитала и размере необходимого вознаграждения. В настоящее время перед государствами и их регионами стоит задача обеспечения необходимого количества инвестиционных вложений. В статье представлены данные по инвестиционной привлекательности Республики Казахстан, а также объем валового внутреннего продукта за период с 2016 по 2020 годы, так как данный показатель является одним из основных показателей, характеризующих инвестиционную привлекательность. Кроме того, за последние 5 лет предусмотрен комплекс мероприятий и предложений, направленных на восстановление и повышение степени инвестиционной привлекательности, которая снизилась при сложившихся в мире пандемических мерах, объем инвестиций в основной капитал.

Ключевые слова: инвестиции, инвестиционная привлекательность, капитал, факторы, потенциал