

## **ESTIMATION OF INNOVATIVE POTENTIAL OF KHARKOV REGION**

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Relevance of the study determined the expansion of innovative sphere, the intensification of innovation, which is an important priority for the region's development. Combining scientific potential with other elements of local economic complex is a necessary prerequisite for successful socio-economic and cultural development.

The purpose of research is to evaluate the innovative capacity of the region.

The object of this work is the innovative potential of the Kharkov region. Item – analysis of individual components of innovation potential, namely the latest technical equipment companies, highly trained, state support.

The study identified the main problems and prospects of increasing innovation potential Kharkiv region using tiered SWOT-analysis. Evaluation showed a high level of innovation infrastructure in the region. It includes a dozen independent organizations and dozens of units of scientific and industrial organizations and enterprises (“Kharkov Technologies,” Industrial Park “Rohan”, Kharkiv Centre for Scientific Technical and Economic Information), patent information departments, laboratories and departments’ of commercialization developments marketing departments, technical schools etc.

To go on an innovative way of development is important to ensure an adequate system of support and funding technological development, reorientation and upgrading of enterprises, restructuring, introduction of innovative motivation to maximize the innovation potential. Despite the difficulties and obstacles innovation developed in the Kharkiv region, which increases its attractiveness.