ABSTRACT
On the theme: Increasing the investment attractiveness of poles and growth points in the regional economy
(on the example of Sogd region of the Republic of Tajikistan)

Investment attractiveness as one of the key characteristics of the regional economy through investment attraction leads to an increase in the efficiency of the functioning of industries and industries in the regional economy. The key component in determining the investment attractiveness of a region is the choice of efficient objects for investing limited investment resources. The task of theoretically - methodical definition and substantiation of the objects of capital investment is relevant with the highest return, which comes out poles and points of growth in the regional economy.

In the course of the dissertation research, a conceptual approach was proposed to determine the investment attractiveness of the regional economy in the context of a joint consideration of the theory of investments and the theory of growth poles. It was substantiated that the high attractiveness of growth poles in the regional economy is due to the synergistic effect. A method for determining potential growth points has been developed in the regional economy, and a methodology has been adapted for assessing the investment attractiveness of branches of the regional economy for calculating the investment attractiveness of poles and growth points. A map of the poles and points of growth in the Sogd region of the Republic of Tajikistan has been compiled and it is proved that a developed growth pole has been formed in the region, located in the north of Khujand and the adjacent territories of B. Gafurov and J. Rasulov districts - the North Pole of growth. The concept of increasing the investment attractiveness of the North Pole of growth of RT and practical recommendations of an institutional and commercial nature on its implementation are proposed.

Keywords: investments, investment attractiveness, investment climate, investment potential, investment risk, capital investment, growth pole, growth point, growth engine, growth pole map, profitability, labor productivity, light industry, food industry, synergistic effect, diversification, integration