Industries of Ukraine have different innovative potential for development after the crisis. Competitive advantages and the growth of automotive production depend on the renewal of banks’ lending, which accounts for the bulk of demand. Promising is the production of electrical equipment, the demand for which in the world markets has remained and will continue to grow. The critical situation has developed in such a huge sector as the production of machinery and equipment, where production remains uncompetitive, and production requires large-scale technical upgrades. Such promising sectors as rocket space and aviation, as well as agricultural machinery without reform, have no innovative prospects, as the preservation of state ownership is blocking the involvement of private investment in them [5, 7].

In 2017, the positive dynamics of the development of the real sector of the economy, which was formed during the last year, was really affected: the index of production of basic industries amounted to 11,1% in the analyzed period to the corresponding period of last year (in November - 6.9%, in October – 9,3% ) As before, the highest growth rates were recorded in 2010 in such basic types of economic activity as manufacturing and retail trade (13,5% and 7,6% respectively in 2016, respectively).

Machine building (due to the preservation of high external investment demand for products of domestic transport machine building) and metallurgy contributed significantly to the increase in production volumes of the manufacturing industry. In 2010, the machine-building complex of Ukraine showed a growth of 35% and remained the traditional leader in the growth of the industrial complex. The positive dynamics is
largely attributable to the low base of comparison (in 2016, compared to 2015, the decline in industrial production was -44.6%). Among the branches of mechanical engineering, the largest increase was observed in the production of buses (+32.7%), passenger cars cars (+39%), cars (+37%), which is explained by the external demand for this product (from the side of the Russian Federation, which carries out modernization of the railroad railroad car) and domestic ones.

The main risks for the industry in 2019-2020 may be the increase in the cost of raw materials and energy, changes related to the growth of tariffs for rail freight, as well as the possible increase in fiscal pressure.

In the Ukrainian market of mechanical engineering, the growth rates are determined more dependent on demand in the CIS markets. The products of the Ukrainian machine-building complex (vehicles, wagon production, equipment for the gas and chemical industry, rolling, metallurgical, forging and pressing, hydrotechnical, mining, lifting and transport equipment and specialized equipment) occupy a respectable place in the individual positions. The potential of the company is concentrated on 365 enterprises and 57 research organizations. Among the largest manufacturers of machine-building products are CJSC Novokramatorsky Machine-Building Plant, Azovshash Concern, Ukrvuglemash TPK, OJSC Kryukov Wagon-Building Plant, Zaporizhtransformator and others.

For a more complete analysis of the existing competitive advantages and problems of the machine-building industry, one should consider the dynamics of export-import and their main structure with the indication of the main articles (Table 1).

The data in Table 1 show a certain advantage of the import component (approximately one and a half times), which in some way characterizes the negative trade balance in relation to the production of machine building, as well as the insufficient level of its competitor undergoes only slight fluctuations (Table 1) [5, 7, 11]. Among the export nomenclature is the advantages in the foreign market. The share in the total exports of mechanical engineering products during 2010-2017 is about 17% and is dominated by: mechanical equipment, machinery and mechanisms, vehicles, appliances, etc. The production of machine building in Ukraine is characterized by a high degree of product differentiation. This is evidenced by the volume of intra-industry trade in vertically differentiated goods, which is 76.2% [5].

As for the import of machine-engineering products, in recent years its share has a steady growth trend and in 2014 reached a level of 30,4%. In
recent years (2019-2020) this share has slightly decreased.

Table 1 - Dynamics of export-import indices of the Ukrainian machine-building industry

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>The share of machine building exports in the total export of goods, (%)</td>
<td>14,1</td>
<td>14,65</td>
<td>17,32</td>
<td>14,5</td>
<td>17,2</td>
<td>17,3</td>
<td>18,1</td>
</tr>
<tr>
<td>In the volume of:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- mechanical equipment; machinery and mechanisms; electrical equipment and parts thereof, %</td>
<td>10,4</td>
<td>9,79</td>
<td>9,28</td>
<td>8,7</td>
<td>10,1</td>
<td>12,6</td>
<td>11,8</td>
</tr>
<tr>
<td>- vehicles and road equipment, %</td>
<td>3,28</td>
<td>3,84</td>
<td>6,24</td>
<td>5,40</td>
<td>6,70</td>
<td>4,00</td>
<td>5,20</td>
</tr>
<tr>
<td>Optical and medical-surgical instruments and apparatus, %</td>
<td>0,42</td>
<td>1,02</td>
<td>1,80</td>
<td>0,40</td>
<td>0,40</td>
<td>0,70</td>
<td>1,10</td>
</tr>
<tr>
<td>The share of machine-building imports in the total import of goods, (%)</td>
<td>21,0</td>
<td>22,34</td>
<td>26,88</td>
<td>30,4</td>
<td>32,6</td>
<td>20,1</td>
<td>25,8</td>
</tr>
<tr>
<td>In the volume of:</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>- mechanical equipment; machinery and mechanisms; electrical equipment and parts thereof, %</td>
<td>14,8</td>
<td>14,74</td>
<td>16,35</td>
<td>17,50</td>
<td>17,40</td>
<td>13,80</td>
<td>16,48</td>
</tr>
<tr>
<td>- vehicles and road equipment, %</td>
<td>4,70</td>
<td>6,02</td>
<td>8,60</td>
<td>11,40</td>
<td>13,50</td>
<td>4,80</td>
<td>8,12</td>
</tr>
<tr>
<td>Optical and medical-surgical instruments and apparatus, %</td>
<td>1,50</td>
<td>1,58</td>
<td>1,93</td>
<td>1,50</td>
<td>1,70</td>
<td>1,50</td>
<td>1,20</td>
</tr>
</tbody>
</table>

Attention should also be paid to the low level of capacity utilization, which in 2005 was at most 62% at individual industries [5, 7]. This led to a number of problems, in particular the write-down of depreciation of fixed assets accounted for less production, which leads to higher prices for products. And this, accordingly, leads to the loss of enterprises in price competition.

The index of intra-industry trade in machine building products is 24%, but within the three commodity groups the values of these indicators are higher. Thus, the index of intra-industry trade in machinery and equipment is 39,7%, electric machines - 34,4%, aircraft, spacecraft and their parts – 31,8% [4, 5, 7, 11, 16, 21]. Long-term bilateral deliveries of product data for product groups provide stable foreign exchange earnings and stimulate growth of Ukraine’s competitiveness. Significant volumes of simultaneous export and import within these groups will increase the level of competitiveness of international trade by reducing trade barriers.

The regional structure of intra-industry trade in Ukraine is represented by the following indicators: 10% is the index of intra-industry trade with the EU countries, 30% - with the CIS countries. Of particular importance in trade with the countries of the last group is the trade in electric machines, devices, the index of intra-industry trade for which
reached 38.6% and 55.6% respectively [7, 11].

On this basis, we can state that one of the main areas of machine building in Ukraine is energy and oil and gas engineering, which did not suffer from the crisis, and a number of leading enterprises in the sub-sector even showed a slight increase. Power engineering includes the production of equipment for power plants and substations: turbines, boilers, transformers. Oil and gas engineering products include pumps, turbines, gas and compressor units.

References:
At present, in the scientific literature, there is a lack of methodological information on the evaluation of the efficiency of innovative processes and projects. At the same time, in the literature there is extensive material on the evaluation of the efficiency of investment projects and investment activity of the enterprise.

Any production, entrepreneurial, innovative and other activities for the purpose of obtaining profit or other end results (raising the standard of living, nature conservation, etc.) needs investment. However, investments are limited, and their needs are immensely, so entrepreneurs, traders,