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MODERN TENDENCIES OF FINANCIAL SERVICES MARKET DEVELOPMENT IN UKRAINE

For the stable development of economy of Ukraine the great importance has the creation and development of the effectively functioning market of financial services that can provide the economy of the country with the sufficient amount of investment resource.

The most developed sector of the financial services market in Ukraine is an insurance market segment; it is related to the considerable demand on insurance services.

In conditions of strengthening of the Ukrainian economy openness the great importance has the question of competitiveness of the Ukrainian insurance market and reformation of insurance industry.

The non-state pension system in Ukraine is on the initial stage of development; however there is a positive rate of development. Without regard to reduction of the amount of non-state pension fund, there is an increase the amount of the celled pension contracts, amount of persons who get the pension, and general volume of pension payments.

In recent year there is a tendency of increase of amount of credit establishments, it is caused by the increase of availability of receipt of credits at credit unions comparatively with bank credits and increase of trust of population to these establishments.

The public policy of financial market development must be sent to the permanent increase of level of capitalization of economy, and a financial market can and must be examined as an important lever of quality improvement of investment process in the state.