WORLD TRENDS AND PROSPECTS
ENTERPRISES OF LIGHT INDUSTRY OF UKRAINE

In article importance of light industry for development of the national economy as she always took significant place in production industrial goods of each country of the world is considered. Place in the world ranking of Ukraine, concerning conditions of conducting business activity and competitiveness in comparison with other countries of the world is explored. It is considered the current state and structure of light industry in Ukraine. Considering presence of enormous social potential (human capital and considerable demand environment), all the same there are problems which brake and block development of light industry.

Volumes of foreign trade of Ukraine in a section of textile finished products are specified. Key drivers production are defined that can significantly improve position of the Ukrainian producers and feature development of light industry Ukraine in the conditions of unstable external environment. It is investigated indicators of dynamics development of a world championship field in light industry and indicators their capitalization. Having considered indicators of level capitalization of the TOP 10 world leadership in light industry, becomes clear that the place of light industry Ukraine remains far behind in comparison with world giants.

It is examined indicators of assessment potential production in Ukraine by index of "drivers production" (Drivers of Production) that forms WEF. This rating of countries it is focused on readiness assessment, that is analysis of the average level, focused on production is carried out. Drivers of Production sub indexes were become: Technologies and innovations, human capital, global trade and investments, institutional structure, steady production, demand environment.

Considering that manifestations of characteristic signs an emergence are inherent in Ukrainian economy, influence on functioning industrial enterprises gradually amplifies that demands considerable concentration of efforts on innovative direction of development. In center of attention there is an innovation as a product and reconsideration technologies in context of innovative business processes. Therefore, the situation in market of light industry receives all new and new calls which solution demands modern approaches. More and more the role of small business working in sphere of light industry as their advantage is the high mobility that allows enterprises to carry out fast change of range and volume products increases.

It is specified that the level of capitalization of world leadership in light industry is considerable, and light industry of Ukraine remains far behind in comparison with world giants. It is marked separately out ponder ability on social capacity of the industry (human potential and environment of demand) which unfortunately leveled at not effective foreign economic activity and domestic enterprises therefore follows external economic policy of industry. The main system problems of decline industry are listed in article and strategic prospects of development enterprises of light industry of Ukraine are defined. It is as a result defined what for enterprises of light industry, is need.