

**Conclusion.** To ensure food safety in modern conditions, it is necessary to pay attention to the following aspects:

- a) Acceleration of approval of technical regulations for main types of food products developed and submitted for public discussion.
- b) Harmonization of the requirements of national standards with international standards.
- c) Introduction of harmonized national and international standards for food quality and safety at industry enterprises.
- d) Training of qualified specialists in the field of standardization and conformity assessment for the competent implementation of the modern regulatory framework into practice” [5].

It is also proposed to introduce “graded” standards, providing for several levels or “thresholds” of quality in the future and to increase penalties for the production, storage or transportation of goods and products that do not meet safety requirements, as well as for the unauthorized issuance or use of an official document certifying the conformity of these goods safety requirements.

Ensuring the quality and safety of food products is an important factor for the well-being of the population and the prevention of diseases of nutritional origin, as well as for improving the quality of life of the population and ensuring food security in Uzbekistan.

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## **STRATEGIES TO INCREASE THE INVESTMENT ATTRACTIVENESS OF REGIONS**

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For an investor, assessing the attractiveness of a country's investiture, taking into account its capabilities, is among the important issues. Today, it is one of the priorities to ensure regular improvement of favorable investiture environment conditions in our country. In this case, the main task of the state is explained by creating a favorable investment environment for attracting capital and increasing its attractiveness.

Stable and effective development of the regions of Uzbekistan should be ensured by faster growth rates of labor productivity and, consequently, sufficient capital investments. In modern market conditions, one of the most pressing problems is the search for new approaches and methods of increasing investments in the national economy of the regions, which make it possible to ensure the economic development of the territories.

In this regard, the relevance and importance of theoretical, methodological, scientific and practical substantiation of the development and implementation of strategies to increase the investment attractiveness of regions based on the identification of priority areas for their development, opportunities for coordination and intensification of production and marketing activities of all business entities, more effective use of state forms of support in order to achieve economic sustainability and growth of regions increases.

Thus, the search for new approaches to the development and implementation of strategic tools to increase the investment attractiveness of regions is relevant, which led to the choice of topics, goals and objectives.

The main subjects of investment activity in any economic system (region, industry, etc.) are the customer (user of investments) and the investor. Taking into account the essence and content of the category "investment attractiveness", the following basic principles of the organization of investment activity can be distinguished:

- voluntary investment;
- equality of participants in the investment process;
- equality of all investors (regardless of the types of activities and forms of ownership), unless otherwise provided by law;
- non-interference of the subjects of the investment process in investment activities, subject to compliance with current legislation;
- independence in the selection of criteria for investment activities;
- respect for the rights and interests of participants in the investment process when they carry out investment activities [1].

**Material and methods.** The article explores the processes associated with the theoretical foundations of the mechanism for the organization and implementation of territorial investment policy in the country using research techniques such as scientific abstraction, induction and deduction.

**Results and their discussion.** As a rule, own funds of economic entities, attracted financial resources, borrowed funds, investment allocations from budgets of funds and extra-budgetary funds, foreign investments, etc. are considered as sources of investment [2].

The implementation of investment processes in the regions of the country and strategically important industries for the state, which include the agro-industrial complex, should be carried out under the strict control of regional authorities, which not only provide certain guarantees to subjects of investment activity, but also develop investment policies for the purpose of comprehensive socio-economic and scientific and technical improvement of the regions.

The conditions for successful investments at the macro level are determined by the following factors:

- stability and predictability of the political system;
- the state of the national economy (inflation rate, GDP growth rates, production volumes of the most important types of products, budget deficit, etc.) and prospects for its development;
- the level of development of the system of state regulation of innovation and investment development of territories and industries;
- the tax policy of the state;
- the level of socio-economic development of the country, the standard of living of the population;
- the level of investment risks and uncertainty of the operating environment [3].

The subjects of the investment attractiveness management process are the main participants of the economic system: business, the state and employees focused on changing the properties of the object of investment attractiveness and obtaining investment income.

**Conclusion.** Thus, the process of managing the investment attractiveness of the region has all the features of a system. Therefore, the investment attractiveness of the region can be considered as a system consisting of the main elements: factors of investment attractiveness, investment process and investment income. Summarizing the above, it can be concluded that the economic content of the investment attractiveness of the region depends on the level of socio-

economic development, territorial characteristics and, as a result, the sectoral characteristics of production that determine the investor's preferences in choosing an investment object.

In conclusion, it should be noted that on the way to ensuring the experience, the path traveled, economic development of developed countries, the country's investment laws on the recovery of the environment, the study of the developed decisions, the application of the necessary aspects of the methods and methods developed to attract investments to the conditions of Uzbekistan is one of the important issues. After all, the application of accumulated experiences taking into account the peculiarities of the country leads to a reduction in risk, the acquisition of abstraction, the repair of high efficiency.

The main means of attracting investments, taking into account regional characteristics, are as follows:

- investition collaborative relationship building program development;
- improving the mechanisms of implementation and assessment of the presentation of projects aimed at the goal;
- conclusion of agreements and agreements on mutual cooperation and their monitoring;
- granting special benefits, preferences and other measures to local, foreign investors and target projects.

Particular attention should be paid to the areas that are in the complex solution of issues on investment policies that can be applied to the regions taking into account the possibilities of the territory:

- strict monitoring of the timely implementation of development programs affecting the strategic development of the territory;
- involvement of direct domestic and foreign investments in effective projects to promote the development of the regional economy;
- to increase the attractiveness of the regions investition, to develop infrastructure that supports the investment process;
- wide use of external and internal opportunities in the process of attracting investments in regional enterprises based on the implementation of innovation technologies in the entrepreneurial environment;
- creation of a database on the projects and opportunities of investments being carried out, improvement of Information Communication Systems in this regard.

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## COMPETITIVENESS OF AN ENTERPRISE IN A MARKET ECONOMY

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Increasing competition is the task of every company that deals with market conditions. There are many companies that have the necessary technical power and can produce high-quality products that are not successful in the market.

One of the most important tasks of the enterprise today is to ensure the competitiveness of its products. The mediocrity of fixed assets and the high cost of production prevent many companies from successfully solving this task. Since tool manufacturing enterprises have experienced a serious crisis in recent decades, which could not affect the technologies used and competitiveness, the problem of increasing it is very important for the economy of Uzbekistan.