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## **INVESTING INTO HOTEL BUSINESS**

At present, Eastern Europe countries are one of the most attractive direct and portfolio investment destinations with exciting opportunities for business development and expansion. Among these countries Ukraine for sure is one of the leaders due to a number of reasons:

- Ukrainian soil is the richest in the world (great opportunities for agricultural business);
- Ukraine has very tender and agro-friendly climate (no tornado, tsunami, deserts, dangerous insects, natural disasters);
- Ukrainian workers are skilled and lower-paid comparing to highly developed countries;
- Ukrainian market is huge – around 50 million consumers;
- Ukraine has extensive well-developed infrastructure (transportation, communication, hotels, etc);
- Ukraine is a net exporter of electricity (entrepreneur may save a lot on electricity though);
- Ukraine enjoys very favorable location (between Europe and Asia, North and South Europe) and geographical proximity to the EU market;
- Ukrainian environmental protection laws are very liberal comparing to highly developed countries.

Ukrainian legislation provides that (with some few exceptions), foreign investors are authorized to carry out their investment activity in Ukraine on the same basis as Ukrainian domestic investors (national treatment).

Ukraine has modern and up-to-date investment legislation in line with international standards (Ukraine ratified and transposed the WTO Agreement on Trade-Related Investment Measures (TRIMs), Convention On The Settlement Of Investment Disputes Between States And Nationals Of Other States (Washington, 1965) and International Centre for the Settlement of Investment Disputes agreement (Seoul, 1966).

All foreign investors are entitled to the following guarantees provided that their investments have been duly registered with the appropriate local state authorities (national treatment to all investors, 10-year protection against legislation change, ban to nationalize, confiscate or seize investment by governmental authorities, reimbursement of all damages caused to investor, a right to wind up your business and repatriate profits, etc).

The good chance to make money is to invest into active business. A lot of young promising companies in Dnipropetrovs'k need investments to develop their business in the best possible way. This is a good possibility for foreign investors to put up money advantageously. The main countries that invest into Dnipropetrovs'k region are Cyprus — \$860,1 millions, Germany — \$728,7 millions, Great Britain — \$156,8 millions, Austria — \$117,6 millions, the USA — \$100,2 millions.

Dnipropetrovs'k is one of the biggest industrial centers of Ukraine. The population of this city is more than a million inhabitants. Everything that refers to different services and industries is in great demand here. The main direct investments of \$1524 millions are put up into industrial enterprises. The other popular spheres for investments are retail and wholesale trade businesses.

The hotel business is always booming, even when oil prices soar. No matter the state of the economy, hotel tycoons seem to continue to thrive. When this is such a lucrative business to be involved in, many are interested in hotels for sale.

Today Ukraine is one of the world's highly competitive and emerging markets and experts believe that in years to come its economy will be among the strongest in the whole CIS and Eastern Europe region. Thus, if you want substantially reduce your business costs and be ahead of your competitors, invest in Ukraine. When you just starting up your business or planning to run any investment project in Ukraine.