

## NEW INSTRUMENTS IN ATTRACTING INVESTMENTS: THE CAPITAL MARKET AND ETF AS AN IMPORTANT FACTOR IN INCREASING THE INVESTMENT ATTRACTIVENESS OF THE REGION

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### ABSTRACT

*The article discusses alternative ways to increase investment attractiveness, including through the activation of the capital market and the introduction of new instruments. As well as, the author presents the essence of ETF and its working mechanism.*

**KEYWORDS:** *Investment Attractiveness, Investments, Capital Market, Stock Exchange, Denationalization, Privatization, Stocks, Bonds, Mutual Funds, ETF.*

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