

THE PROJECT OF INTERNET PLATFORM “INVESTMENT PASSPORT OF THE REGION”

MANIN ANDREY

Belgorod state technological university n. a. V.G. Shukhov, Belgorod, Russia
belgorodstu@mail.ru

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***Abstract:** Current article represents a brief description of the investment passport project; implementation of current project will allow to boost the economy of any region, state and country with investment funds.*

***Keywords:** IT, investments, innovations, project, passport, internet, platform.*

1. INTRODUCTION: THE ROLE OF IT IN OUR LIFE

At the current moment, in Russia the competition between separate regions for investment attraction is growing. Russian states are significantly distinguished at a level of infrastructure development, business potential, conditions for investment activity, risks. In tough competition struggle, those subjects would win, which create an optimal conditions for investors and conduct an active PR company of the informing of potential business partners about the conditions of business making in the region [1].

2. PROJECT DESCRIPTION

When decision about starting the work in Russia or specific region is being accepted, there are two groups of factors they examine first:

1. Investment potential and its implementation rate (the total level of investment activity);
2. Rate and specification of regional investment risk.

The wide range of indicators is being used for estimation of investment potential, among them are:

1. Resources potential;
2. Labor potential
3. Production potential
4. Market potential

5. Financial potential
6. Scientific and innovation potential
7. Infrastructure potential
8. Institutional potential

However, besides investment potential in terms also risks take into account, which accompany to entrepreneurship activity, among which are: economic, political, law, financial, social, criminal and ecological. Optimal correlation between invest potential and risk in specific region – is a necessary condition for making the decision about the realization of investment project. By that way, the information, which is necessary for investor, holds a complex characteristics. Even the lack of part of necessary information makes potential investor to waste additional time and financial resources for data searching, and in specific cases becomes the cause of stopping the business activity in current region or city. The task of ensuring transparency is solved by various conventional methods, such as participation in various investment exhibitions, conferences, regional, national and international level, publication of brochures and CD-ROM drive. These methods have their advantages but also disadvantages, such as the rapid obsolescence of the information provided, a limited audience of users, high cost, inability to reflect the information in full, which prevents them from becoming a universal tool for solving problems mentioned above. [2] The most optimal way, demonstrate the investment potential of the region and contains comprehensive information on all matters of interest to investors is the "Investment passport of the region." The main idea of the Investment passport is to provide investors with the whole set of information about the regional investment climate required for the decision to start working with the region. Investment passport is implemented as a web site (Site Module) on the Internet, and includes the following information components:

1. Regional politics;
2. Economic and social statistics;
3. Administrative infrastructure in investment field;
4. Law regulations of investments, including guarantees system, and also the procedure order of investment projects implementation;
5. Business infrastructure (financial-banking system, security infrastructure and etc.)
6. Available resources (minerals, scientific potential, labor force and etc.)
7. Economic complex, which includes the description of new manufacturing industries, agriculture, construction sector, and consumer market
8. Infrastructure (engineering and transport infrastructure, level of communication development and telecommunications);
9. Available investment project;
10. Suggestions about land property selling, objects of unfinished construction, ready business, information concerning the free manufacturing areas.

Layout of the information content of the Investment Passport is based on analysis of many similar projects targeting - investment sites of cities and regions of Russia, the sites in Europe and developing countries, booklets, etc. One of the features of the project - the widespread use of geographic information systems. [2] Much of the information is available for viewing through an interactive map of the city (draft-free area, etc.). Data Visualization - an important principle of bringing the information to the investor (the overcoming of "the instinct of distrust"). Distinctive features of the project "Investment passport of the region" are:

1. clear structuring of the information content corresponding to the information needs of potential investors and the system of criteria for evaluating the investment attractiveness;
2. depth of the disclosure of specific sites of investment, which is sufficient to evaluate the commercial viability of projects and risks;
3. clarity of information, the use of modern GIS and Internet technologies.

3. TECHNICAL IMPLEMENTATION

From a technical point of view, "Investment passport of the region" is a multi-component information system, which functionally interact with various modules for collecting and displaying individual information elements. [4] The advantages of the electronic version of the passport of the region of the print are:

1. Wider audience and availability 24/7 anywhere in the world, as well as processing of all investment requests in real time;
2. Simplified system of corrections and additions;
3. In introducing the new information in the passport, there is no need to publish additional copies.

Belgorod Region intends to identify its presence in the financial centers of the world, therefore, extremely important to optimize the rapid development of English and Chinese versions of the. For example, the basis of one of the best implementations of the passport of the investment in the region in the Russian Federation can take the site of the Agency for Regional Development of the Kaluga region: <http://arrko.ru/> with greater emphasis on the graphical user interface and interact with the investor, namely:

1. Enabling a virtual tour of investment sites adds to the feeling of immersion area and the opportunity to look at the area from different angles; Example: <http://bel360.ru/>
2. Enabling the questionnaire, reflecting supply and demand for a particular investor; Example: <http://arrko.ru/sotrudnichestvo/zayavka-na-razmeschenie-proizvodstva/>
3. Creation of regional proposals in the form of a set of investment projects visualized with the characteristics of a uniform type, a choice of location and range of services for investors (to the transparency of pricing of services) in implementing the project as well as an indication of the medium-term results of the investment project. Ability to select the location of the object of the options. The main objective is to create development platforms, software visualization and interactivity in conjunction with databases:
 - a. Investment sites;
 - b. Investment projects;
4. Example: analogs passports for investment at the moment no, but, as demonstrated by the exhibition "Regions of CFD", working on similar projects underway in several regions.
5. Ability to view live video from the scene of the facility; Example: <http://www.belcam.ru/>
6. Total imaging maps of the Belgorod region showing information on key infrastructure (logistics, gas stations, hotels, municipal authorities, utilities, etc.) and detailed visualization of the investment / project area; Example: <http://invest.tatar.ru/map/>

4. CONCLUSION

The main task in creating an ergonomic platform online "Investment passport of the Belgorod region" is the balance between informative and visualization through the formation of an optimum graphical user interface. As a result of this project will be a powerful working tool for increasing the investment attractiveness of the region, growth in investment activity.

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