

## **The innovative system of Odessa region and its role in the development of wineries in the region**

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**Research methodology.** By a statistical analysis the state of wine-making industry was studied, as well as trends of innovative development of industrial enterprises of Ukraine and Odessa region, on the basis of which the characteristic conformities and main failings were defined.

**Results.** Non-compliance in cooperation of participants of innovative activity with each other within the framework the currently formed innovative system at all of levels was defined. Imperfect institutional provision of the indicated process by the levels of management and weak development of innovative infrastructure were defined. It is the consequence of the absence of functional, administrative and executive support of enterprises by the regional innovative system.

**Novelty.** Introduction of the target, innovative directed, state programs of support of viticulture and winemaking at the level of region was offered.

**Practical significance.** Regulatory influence at the level of the regional innovative system on the development of viticulture and winemaking is necessary to concentrate on terms and conduct of enterprises of industry and straight or indirectly influence on efficiency of their business processes. One of tools of management of socio-economic development of regions is the program- target approach to planning and management, the advantage of which is the possibility of considerable concentration of resources for the program solving of priority tasks of development of region.