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[3].

[5].

: 1.

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« »  
« »

*The necessity of introduction of innovations is considered, as motive force of competitiveness of enterprise, and similarly basic principles of innovative policy and adaptation of enterprise to the changes at the market by the use of certain measures during introduction of innovative activity*

[1].

[2].

[3].

[4].

[5].

[7].

: 1.

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6-2008. – . 8-16. 3.

1-2009. — . 2-7. **4.**  
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82 . **7.** . . . . . : . . . . . , 2006. -  
. . . . . , 1998.

• • , « »  
• • , « »

*Completed analysis of the metallurgical industry of Ukraine as a leading export industry through the available statistical indicators and data on the competitiveness of products on the market. Factors are distinguished negative impact on the innovative development of the industry, which intensified during the crisis is able to give impetus to the restoration of the economy as a whole.*

— ,  
25 % (96 955,5  
2005 ), 40 %  
10 %  
7,4 % (2007) [3].  
2007 38,7 , 33,4 ,  
-32 . . . . .

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( 8,7 -  
( 80% -  
)[2].

[1].  
: **1.** « » 09.11.2009. **2.**  
// . . . . . : . . . . . 2 / . . . . .  
. . . . . , 2007. — . 146-161. **3.**  
//  
-2007. — 1. **4.**  
. . . . . , 2006. — 345 . **5.** . . . . .  
// . . . . . -2007. — 5. — . 44-46.  
. . . . . , « »

*The article describes to importance and necessity of innovative processes in an energy-savings. Basic directions of energykeepings measures, problem and prospect of their introduction are resulted.*

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-  
-  
10-15%.  
85%