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**Activity of the banking services market in Ukraine taking into account foreign experience**

The article examines the current state of the banking services market in Ukraine; the tasks are to find ways to activate lending to the real sector of the economy; concerning these tasks, the creation of new and accessible banking services for enterprises of priority and socially important sectors of the economy is defined; considered innovations that are applied in foreign banks and can be used in banking activities of Ukraine.

**Key words:** banking, banking services, development banks, innovative strategy of the bank, investments.