



International Joint Ventures in Brazils Markets

Siegfried Hotter

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Scholarly Research Paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Munich University of Applied Sciences (Fakultät 09 für Wirtschafts-Ingenieurwesen: Master of Business Administration&Engineering), course: Foreign Direct Investment (FDI) and International Joint Venture (IJV) in Brazil, language: English, comment: Beschreibung der internationalen Geschäfts-Erweiterungs-Möglichkeiten für die Multi-National-Corporations in den Brasilianischen Märkten mittels FDI und IJV. Nachteile und Vorteile gegenüber dem Standard Export Business. Soziale und kulturelle Eintritts-Barrieren des Brasilianischen Marktes. Strategien und Taktiken um ein internationales Geschäft in Brasilien zu erweitern. Legale Aspekte und Strukturen der International Joint Venture. Beispiele erfolgreicher International Joint Ventures in Brasilianischen Märkten. Vorsichtsmaßnahmen und Hinweise zur Gründung einer IJV in Brasilien. , abstract: For several decades now, we are experiencing an unavoidable and strongly growing market globalization. Beyond the traditional export business, industrial globalization keeps penetrating the world's countries and markets under many different forms of international businesses and strategic alliances. This term paper describes, justifies and compares two forms of cross-border business expansion strategies into the Brazilian Market that a Multi-National-Corporation (MNC) may resort to: Foreign Direct Investment (FDI) and International Joint Venture (IJV). Their implementation strongly depends of the market type that a host country offers. A common denominator of both international market entry modes is the obviously advantageous presence of interests of the involved MNC's when trying to expand their businesses into host countries. This direct presence in a host country means additional speed to market and provides the MNC's far more possibilities of establishing, conduct

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