

Tomasz Bieliński, PhD
Tomasz Michałowski, PhD

Business in the world markets

Faculty of Economics



Office hours

Tomasz
Bieliński
PhD

Room no. 335
Wednesday
11.30-13.00
tomasz.bielinski@ug.edu.pl

Tomasz
Michałowski
PhD

Room no. 335
Tuesday
11.15-12.45
t.michalowski@ug.edu.pl

World markets

Asia:

China

Japan

America:

USA

Brazil

Africa:

Nigeria

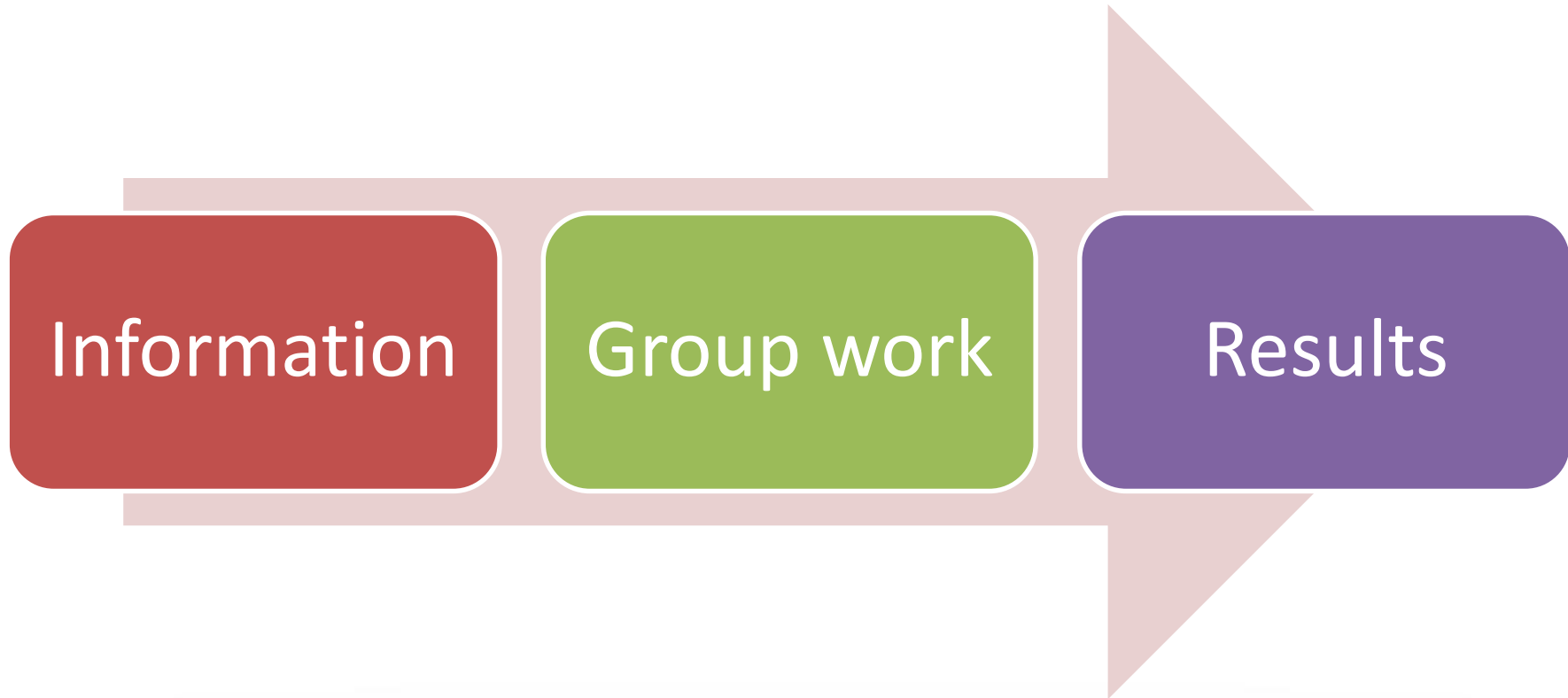
South
Africa

Europe:

Russia

Germany

Method



Grading system

Grade	%
5	91%-100%
4+	81%-90%
4	71%-80%
3+	61%-70%
3	51%-60%

Each group work should be summarized in a report.

Every report should:

- Be printed.
- Include names of all students that contributed to its creation.
- Include the name of the company.
- Include answers to all questions.
- Will be worth 10-20% of the points.

NO EXAM!

Develop creative abilities



Companies/Groups

LPP

LPP



Fakro



CD Projekt



Solaris



Sunreef Yachts

Tasks to be performed

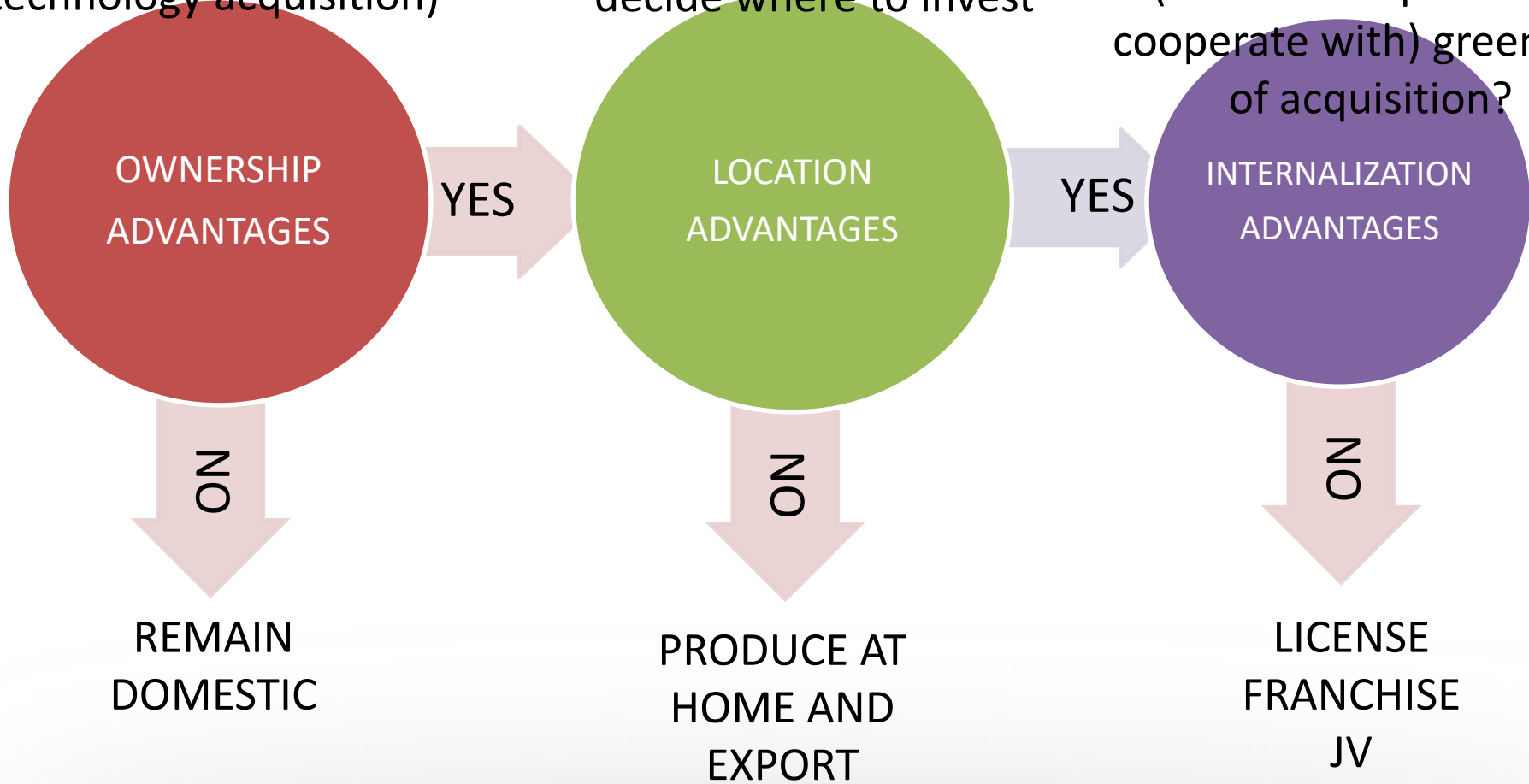
- Find and select the trade fair in which you should participate as an exhibitor or participant – explain why did you choose this fair (what kind of fair are you looking for?). What are your major objectives (finding partnership, sourcing materials, selling products, get to know your competition)?
- Create expansion strategy.

List your OA, what is your reason for expansion (sales, production, technology acquisition)

OLI paradigm

Find LA of each province, decide where to invest

Decide the mode of entry (choose companies to cooperate with) greenfield of acquisition?



Where to sources data?

Data:

- <http://data.stats.gov.cn/english/easyquery.htm?cn=E0103>

Report:

- <https://www.moodysanalytics.com/-/media/article/2019/china-provincial-economies.pdf>

Internet:

- <https://cnnic.com.cn/IDR/ReportDownloads/>

Other data:

- <https://www.statista.com/statistics/277525/millionaires-in-china-by-province/>