The Entrance in Foreign Markets in the Field of Biotechnology and the Consideration of Socio-Cultural Particularities

By Annike Stahl

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GRIN Verlag Apr 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 'noch nicht bekanntgegeben', University of Cooperative Education Stuttgart, language: English, abstract: For many years now China represents one of the most popular target markets of the internationalisation of enterprises. The speed of economic development and social changes of China during the last years is indeed enormous and far above average. Today China is already the second largest economic nation and for many years receives the highest foreign investments worldwide. In 2002 China became Germany's biggest Asian trading partner taking the leadership over from Japan. Additionally 2012 shall be the German-Chinese cultural year. A comparable rapid change and development can be seen in the field of biotechnology. Over the last few years biotechnology became more and more important, popular and underwent a tremendous boom. Pharmaceutical industry is a sunrise industry, especially the biopharmaceuticals, which just starts its large-scale industrialization process. Many large biotech and pharmaceutical companies are strengthening their presence worldwide and have already entered the Chinese market - Roche, Novartis,...

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