

INTERNATIONALIZAREA GRUPULUI ELEN ALUMIL MILONAS SA

INTERNATIONALIZATION OF THE GREEK GROUP ALUMIL MILONAS SA

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Abstract: The present study case aims to emphasize how a company may internationalize on foreign markets. It is intended to ease students' comprehension of the internationalization process in order to bring the concept of foreign market development closer to their understanding. We also tried to include in the present study case examples that are useful for a proper comprehension of foreign market development. The case converges with questions that make the connection to the abstract theory.

Keywords: internationalization, foreign market development, aluminium market