

CRITICAL FACTORS FOR THE INTERNATIONALIZATION OF THE CHILEAN WINERIES: THEORY AND EVIDENCE

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Abstract

From the beginnings of the nineties a strong process of internationalization of Chilean companies has been carried out. This phenomenon reflects a change of strategy of some companies that have privileged, over the direct exports, the investment as their preferred instrument for expansion towards the external markets. Between the reasons are counted the avoidance of trade barriers and the acquisition of the competitive advantages that are generated upon producing directly in the market of destination. This work characterizes the process of internationalization that a particular group of companies has followed: the wineries. The analysis aims to determine the incidence of a group of internal and external variables present in the literature, on the adoption of the several styles, strategies and forms of investment that Chilean wineries used in order to carry out the productive internationalization. The information was obtained by study cases and interviews. From the analysis emerge interesting results that allow us to understand in a better way the advantages of the process.