

DOING BUSINESS BETWEEN TWO EMERGING ECONOMIES: THE ENTRY AND PERSPECTIVES OF BRAZILIAN WINERIES IN CHINA

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Abstract

Purpose: Considering the marketing context between two major emerging economies - China and Brazil, the aim of this paper is to analyze the internationalization trajectory of the Brazilian wine industry in China, more specifically to identify motivations, challenges, and barriers.

Methodology: This is a qualitative and exploratory research that uses documents, case studies and in-depth interviews as data collection techniques.

Findings: The Brazilian wine industry is changing its market positioning in the international markets to an “exotic wines” approach. As challenges to explore the Chinese wine market, we stress the cultural distance and the risk of the Chinese demand being greater than the Brazilian wine production capacity. Another element is the export costs, i.e. high taxes and logistic costs.

Practical implications: With the perspectives to increase the Brazilian wine presence in China, we identified three strategic actions. (i) to promote events with wine specialists in China to know the market and the perceptions on Brazilian wine better; (ii) to build the Brazilian wine image and reputation in China; and (iii) to add value to Brazilian wine as a strategy to achieve the Chinese market.

Keywords: emerging economies; internationalization trajectory; Brazilian wine industry; China.