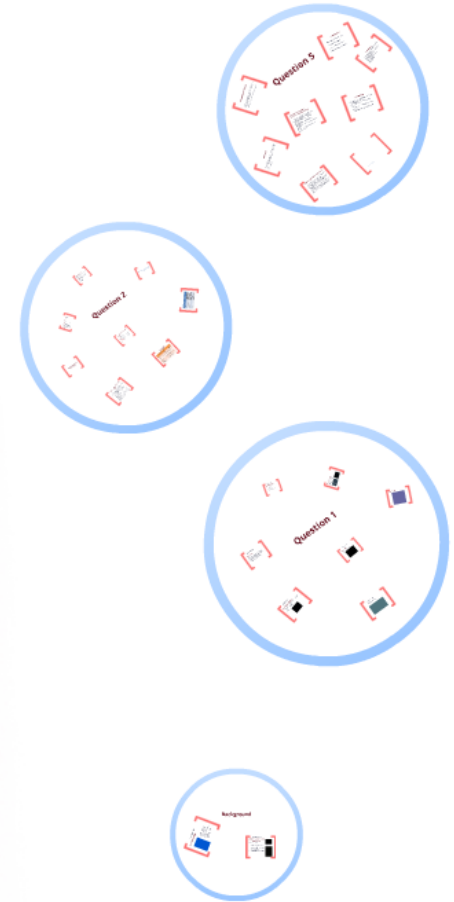
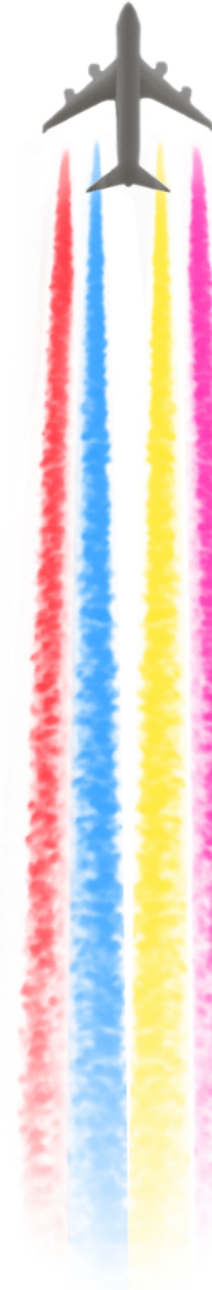


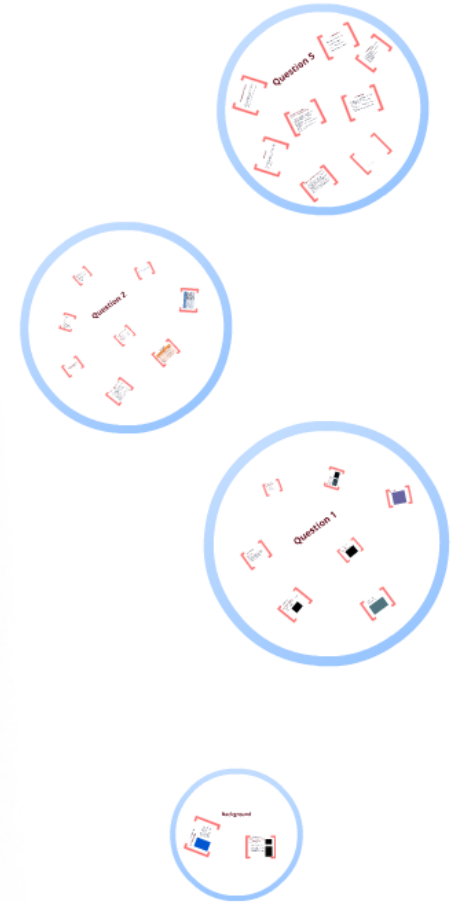
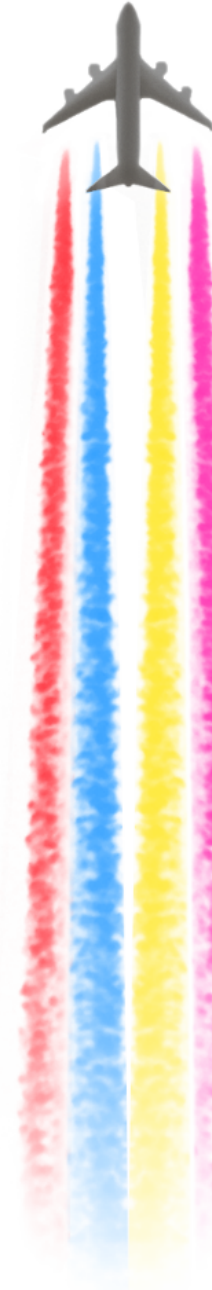
The Comeback (C): Baosteel Stays in Brazil

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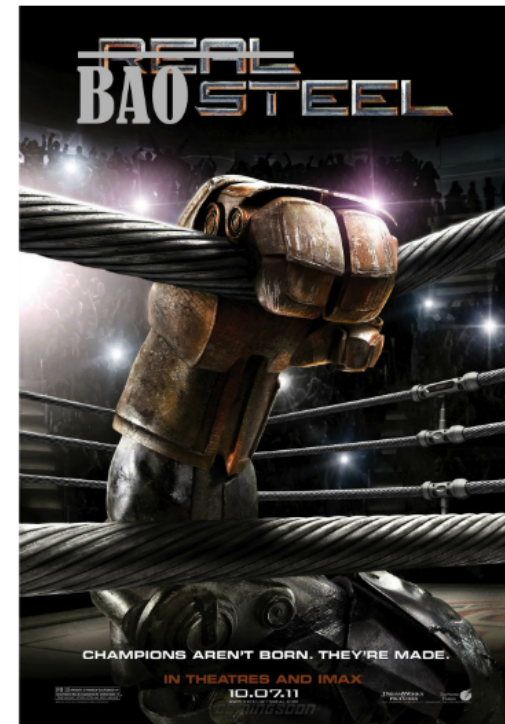
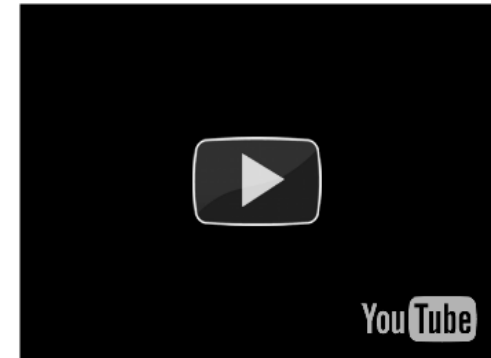


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Baosteel Group: Global Corporation

Background information:

- Typical enterprise founded and developed amid China's reform and opening-up
- Wholly State Owned Enterprise (SOE)
- Staggering home market
 - ---- China's largest producer of steel



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Baosteel Europe



- Formerly focused on domestic production
- Founded in 1993 – expanded into Hamburg, Germany
- Considered successful market entry

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Question 1

What location-specific advantages did Hamburg, Germany, provide Baosteel? Evaluate other European locations that might offer similar advantages.

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Location advantages

- Economic advantages
- Political advantages
- Social & culture advantages

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Hamburg, Germany

- Diplomatic, culture & economic relations
- Political advantages
- Economic advantages



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Genoa, Italy

- Social, cultural advantages



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- Economic advantages

