Introduction: European markets as Markets of Cities

Abstract
Aproximació a la història contemporània dels mercats europeus mitjançant la col·laboració de tretze especialistes que aborden els casos britànics, francesos, italians, espanyols, alemanys, escandinaus, del centre i l'est d'Europa, i també la influència dels mercats europeus als Estats Units. S'obre amb una visió de conjunt elaborada pels coordinadors del llibre.


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Markets • Module 7 Europe, Developments in Consumer Markets • Module 8 Europe, Cultural Aspects. At the beginning of each module you will find a ‘route map’ which will tell you exactly where you are in the manual: 1•2•3•4•5•6•7•8. In general, the people who live in cities are exposed to new products and trends, whereas those who live in rural areas are less exposed to these products. What does this mean for you as an exporter?  

• Ageing population: the opportunities for selling products.  

Introduction  

This module covers infrastructure, use of internet and the presence of and investment in know-how in Europe. When relevant, differences between EU and EFTA countries are highlighted. Market resilience and growth • Destinations in Western and Northern Europe, and Southern / Mediterranean Europe have typically experienced resilience in their core established markets (generally the mature European and, to a lesser extent, North American markets) with stronger growth rates from emerging BRIC and Asian economies. • Destinations in SE Europe and Central / Eastern Europe identified the mature European economies as significant growth markets. Long haul markets, like North America, are not so important. • Central / Eastern Europe destinations emphasised the current importance of ma... US companies continue to expand into European markets. As you would imagine, though, there are challenges with expanding. There are a number of things companies need to do as they expand overseas into European markets. Some companies have successfully been able to do it and others are currently looking at expanding and that includes into Europe. A recent survey of US businesses found that 36% are currently looking to expand into the Euro...