

ACTIVITY. TESCO'S INTERNATIONALIZATION: LOOKING FOR INFORMATION

Working in teams of two persons:

- Imagine Tesco is interested in planning to entry into a new market, in Eastern Europe or Asia
- Evaluate four possible new markets (not mentioned in the text).
 - *Check first if these countries are available in the databases

Check the OECD database on FDI

<http://www.oecd.org/investment/fdiindex.htm>

<http://www.oecd.org/investment/statistics.htm>

Check the UNCTAD database on FDI

<http://unctad.org/en/Pages/Statistics.aspx>

Find:

1. The countries' openness to FDI, measured by the OECD' score in the FDI regulatory restrictiveness index, for the tertiary sector (general) and the sectors of wholesale and retail (trade)
 - Which are the main types of restrictions in these countries?
2. The countries' economic environment, selecting three representative indicators (GDP growth, trade, inflation, population, etc.).
3. Evolution of inward flows of FDI to the selected countries and in the total of the world in the last 20 years (as % of GDP).

Represent information answering to questions 1, 2 and 3 using a table. For information on question 3, use also a graph.

From this evidence, which country would you recommend for the plans of the company, and why?