

International Business Management

Student's Name

Institution of Learning

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According to The World Investment Report published annually by UNCTAD, there is only one top non-financial transnational corporation from the southeast Europe - Enka Insaat ve Sanayi AS based in Turkey. It represents construction and real estate industry (World Investment Report 2013: Annex Tables, 2013).

According to The World Investment Report published annually by UNCTAD, there are such top non-financial transnational corporations from the Commonwealth of independent states (CIS): VimpelCom Ltd (telecommunications), Lukoil OAO (petroleum and natural gas), Gazprom JSC (petroleum and natural gas), Evraz Group SA (metal and metal products), Severstal Group Holdings (metal and metal products), Mechel OAO (metal and metal products), Sistema JSFC (telecommunications), Rusal (metal and metal products) (World Investment Report 2013: Annex Tables, 2013).

The most spread industries of non-financial transnational corporations from the Commonwealth of independent states (CIS) are petroleum and natural gas industries and metal and metal products industries. The reason for that is quite clear. In developing countries, industrial manufacturing industries still remain the most important for the economy, on the other hand, technology is not very developed. Therefore, the largest corporations represent natural gas industry and metal and metal products industry.

According to Country Brand Index, there are two Asian Pacific countries with high indexes – Japan and Singapore. These countries are very good for partnership and doing business. Japan is on the third place, and Singapore – on the fourth place in the list of the best countries for doing business. However, rankings for different aspects of business differ (Country Brand Index 2012-13, 2013).

Choice of a country for doing business depends on the technologies it uses and the sphere of business. Both Japan and Singapore are good for high-technological business. According to Country Brand Index, Japan is on the first place, and Singapore – on the sixth place in the list of the best-technology countries. Therefore, Japan is better for doing business if it is highly-technological (Country Brand Index 2012-13, 2013).

Venture capital investing is very risky. It requires accurate choice of a country to create partnership with and invest into. According to Country Brand Index, Japan is on the fourth place, and Singapore – on the second place in the list of the countries according to their investment climate. Therefore, it is better to invest venture capital in Singapore (Country Brand Index 2012-13, 2013).

Currently, Japan and Singapore are the best Asian Pacific countries to invest into and do business with. However, the trends are changing, and they should be considered, if a company is aimed to be successful in the future. Therefore, trends and changes should be studied.

According to the Country Brand Index, there are four Asian Pacific countries that are expected to rise their indexes in the nearest future – Malaysia, China, Thailand and Vietnam. Malaysia is good for tourism and other businesses, and it is developing fast. China is very diversified and suitable for investment and business in any spheres. Thailand is good for investments and business, because its economy is developing and diversifying – manufacturing and tourism sectors are growing quickly. Vietnam is developing quickly, too. It is good for investments and business (Country Brand Index 2012-13, 2013).

References

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