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biggest
challenges for
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There are a
number of
challenges that
are associated

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with international
international
business. Some
of the challenges that
affect the local
business also
affect the
international
business at the
same capacity.
The challenges
are dynamic and
vary in nature

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according to the
participating
countries and
the type of
goods and
services that
the countries
trade in.

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business -
challenges and
opportunities*

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The following
points highlight
the seven main
problems of

International
business. The
problems are: 1.

Different Trade
Patterns 2.

Regulatory
Measures 3. Lop
Sided

Development of
Developing

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Countries 4.
Economic Unions
5. National
Policy of
Development 6.
Procedural
Difficulties 7.
Other Problems.

7 Main Problems of International Business

There are many
obstacles when

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going global.

Here are the top
5 challenges
that small

businesses may
experience when
doing

international
business: Laws &
Regulations:

Every country
has their own
regulations and
laws set up and

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it will be your
obligation to
know them.

Importers and
exporters must
be aware of
international
laws.

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That
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Business Brings
To Small ...*

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Political Risks

- An obvious risk for international business is political uncertainty and instability •

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considering
expansion into a
new or unknown
market, a risk
assessment of
the economic and
political
landscape is
critical •
Issues like ill-
defined or
unstable
policies and
corrupt

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practices can be
hugely
problematic in
emerging markets

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business is a
complex operatio

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n—"you're dealing with a lot of moving parts," Nicola illustrates. On the international consulting trip on her EMBA at Smurfit, Nicola saw the impact on a business when these moving parts

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don't line up.

She spent a week
on the ground at
a toy

manufacturer in
Lisbon, where
there had been

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*5 Biggest Trends
Impacting*

International

Business In 2020

The Challenges

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and
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Considerations
of International
Business Because
nation-states
have unique
government
systems, laws
and regulations,
taxes, duties,
currencies,
cultures,
practices, etc.
international

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International business is decidedly more complex than business that operates exclusively in domestic markets.

*What is
International
Business*
Business has
never faced the

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type of moral
challenges that
it faces in
today's global
economy.

Everyone is
struggling to be
more successful,
to make the next
quarterly
earnings
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