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## Problem Statement

- Emerging economies' firms have become key competitors in global markets.
- Economic literature on internationalization strategies is mainly focused on big Multinational Companies from developed countries or Asian countries as emerging economies.
- Scientific literature with such focus including goods from the agricultural sector is even more scarce.
- Countered viewpoints on firms' internationalization pathways and the systems used for firm categorization, resulting in controversial degree of firms' globalization.

## Objective

- To examine the changes in the internationalization strategies of export fruit companies in Chile and determine if they are rather globally or regionally oriented.

## Main Contributions

- Extension of Aggarwal et. al (2011) framework.
- In-depth view of the dynamics in the firms' internationalization process.
- Closing the research gap of internationalization strategies studies in the agricultural sector from Latin America.

## Framework to asses Firms' Internationalization

- Depth:** trade level by focusing in foreign sales.
- Scope:** firm's export dispersion within geographic regions: Far East & Pacific, Middle East & Africa, North America, Mexico-Central America & Caribbean, South America, and Europe.
- Scale:** share of every geographic region to total exports.
- Time:** uninterrupted exports between 2009-2015.
- Sample:** 233 exporters from Eximfruit data base.

## Classification of Firms' Internationalization

- Home regional (R): only home region.
- Host regional (H): only one region, but different than home region.
- Transregional (T2-T5): between three and five regions.
- Global (G): all the regions.

## Results

Figure 1. Distribution of total exports by geographical region

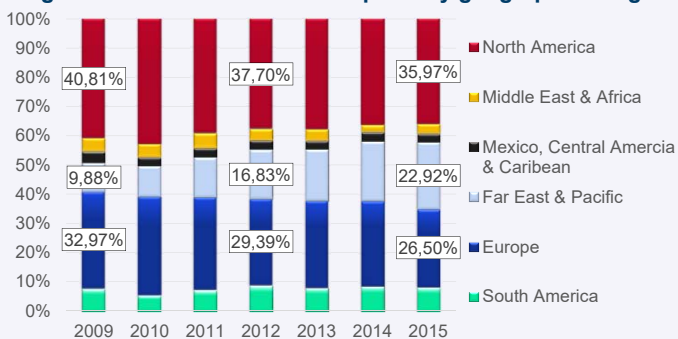


Figure 2. Classification of firm's internationalization

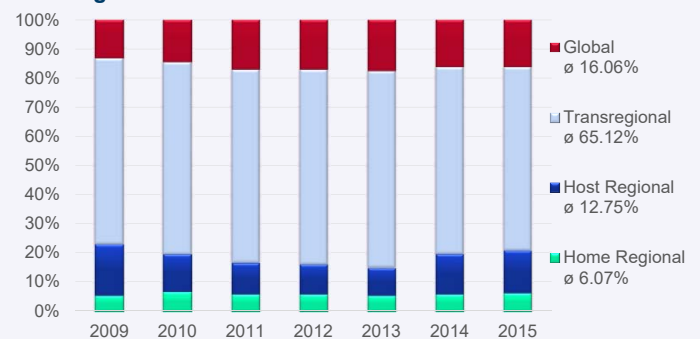


Table 1. Changes in the classification of firm's internationalization 2009-2015

No. of Changes	R	H	T2	T3	T4	T5	G	Total
-4	-	-	-	-	1 (2.86)	0 (0.00)	0 (0.00)	1 (0.43)
-3	-	-	-	1 (2.50)	2 (5.71)	1 (3.70)	1 (3.23)	5 (2.15)
-2	-	-	3 (6.52)	5 (12.50)	3 (8.57)	2 (7.41)	3 (9.68)	16 (6.87)
-1	-	0 (0.00)	11 (23.91)	5 (12.50)	10 (28.57)	5 (18.52)	2 (6.45)	33 (14.16)
0	10 (76.92)	16 (39.02)	12 (26.09)	14 (35.00)	13 (37.14)	12 (44.44)	25 (80.65)	102 (43.78)
+1	0 (0.00)	13 (31.71)	10 (21.74)	9 (22.50)	2 (5.71)	7 (25.93)	-	41 (17.60)
+2	2 (15.38)	5 (12.20)	4 (8.70)	6 (15.00)	4 (11.43)	-	-	21 (9.01)
+3	1 (7.69)	4 (9.76)	5 (10.87)	0 (0.00)	-	-	-	10 (4.29)
+4	0 (0.00)	2 (4.88)	1 (2.17)	-	-	-	-	3 (1.29)
+5	0 (0.00)	1 (2.44)	-	-	-	-	-	1 (0.43)
<b>Total</b>	<b>13 (100)</b>	<b>41 (100)</b>	<b>46 (100)</b>	<b>40 (100)</b>	<b>35 (100)</b>	<b>27 (100)</b>	<b>31 (100)</b>	<b>233 (100)</b>

## Conclusion and discussion:

- Firms are mostly transregionally (65.12%) and globally oriented (16.06%), following a pattern of incremental internationalization regarding the number of markets, but acting as born-global firms regarding the psychic distance.
- Existence of some liability of inter-regional foreignness.
- Firms in the agricultural sector show similar behavior than firms from other sectors in terms of internationalization.
- Extension to Aggarwal et. al, (2009) approach permits a better and more inclusive classification system.
- Future studies using this extended framework should include more export based activities to test its general applicability.



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### References

Aggarwal, R., Berrill, J., Hutson, E., & Kearney, C. (2011). What is a multinational corporation? Classifying the degree of firm-level multinationality. *International Business Review*, 20(5), 557-577.