

1. Are people in your country happy to buy products from abroad?
2. What is the world's most successful international brand in your opinion?
3. Do you worry about whether a product is made in your country or not?
4. Why are Italy and France so successful at producing luxury goods?
5. Which countries manufacture the best value products?
6. Are there any good products manufactured in your country which are sold abroad?
7. What are the typical challenges which face a company when it enters a foreign market?
8. Why do companies sometimes use different product names depending on the country?
9. What are the most important things to know about a foreign market before entering it?
10. Why have American fast food chains been so successful internationally? It is a good thing?
11. Why have Asian countries like Japan and Korea been so successful in the car industry?
12. Are consumers the same everywhere or do they differ from country to country?