

*Abdelhafid Boussouf University Center – Mila*

*Faculty of Economics, Commercial & Management Sciences*

*Departement Of Economics*

*Lectures On : International Markets*

*Addressed To 3<sup>rd</sup> Year Students – 2<sup>nd</sup> Semester*

*By Teacher: Mekhtout Oumaima*

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## ***International Markets***

### ***Introduction***

International markets refer to the global exchange of goods, services, and investments between countries. Businesses expand internationally to access new customers, reduce costs, and increase competitiveness.

### ***Key Factors in International Markets***

1. **Market Entry Strategies** – Exporting, franchising, joint ventures, and direct investment.
2. **Trade Barriers** – Tariffs, quotas, and regulations that impact international trade.
3. **Currency Exchange Rates** – Affect pricing and profitability in foreign markets.
4. **Cultural Considerations** – Understanding local customs and consumer behavior.

### ***Key Terms***

- International markets = الأسواق الدولية
- Market entry strategies = استراتيجيات دخول السوق
- Trade barriers = الحواجز التجارية
- Currency exchange rate = سعر الصرف
- Foreign investment = الاستثمار الأجنبي