

THE APEX-BRASIL VALUE CHAIN AND ITS IMPACT AT THE THREE STAGES OF THE INTERNATIONALIZATION CYCLE

	Awareness	Behaviour Change		Business Generation	
	MARKET INTELLIGENCE	ENTREPRENEURIAL TRAINING	INTERNATIONALIZATION STRATEGIES	BUSINESS AND IMAGE PROMOTION	INVESTMENT ATTRACTION
Expansion of international operations	Which are the best markets and opportunities to expand my international operations?	How to prepare my company to expand my international operations?	Which is the best strategy to expand my international operations in the selected markets?	How to secure more business deals based on the expansion of my international operations?	How to prepare my company to receive FDI? How to attract FDI into my company?
Consolidation in international markets	Which are the best markets and opportunities to boost my international sales?	How to prepare my company to boost international sales?	Which is the best strategy to boost international sales in the selected markets?	How to distinctively position my product in the selected markets? How to access potential buyers in order to boost my international sales?	
International insertion	Which are the best markets and opportunities for my company's initial exports?	How to prepare my company to start exporting?	Which is the best strategy to start exporting to the selected markets?	How to access potential buyers to launch my exporting operations?	