

International Brands in a New Economic Concept in Albania

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Abstract

Foreign Investment by International Brands is a new economic concept, and had a rapid increasing development during time. Driven by technological change, global competition and market liberalization, foreign investment by international brands can play a key role in the process of global economic integration. They create effects in the host countries as well as in the investing economies. Effects on host countries are important for the diversity and for the economic, political and social importance that they generate. The benefit of these effects does not come automatically but is affected by the implementation of some specific conditions. Those brands bring the necessary capital, increase the productivity of the economy through the transfer of knowledge and technology, affect the opening of new markets for trade, increase the competitiveness of the economy by reducing the impact on the current account deficit, increase employment and above all affect the welfare of the population. Collecting these investments requires well defined policies and strategies in the legal and institutional framework, economic stability and sustainable growth, improvement and modernization of infrastructure and improvement in the climate for business and investment environment.

Keywords: international, brands, economy, concept, Albania.

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