



Strategies of Multinationals in Central and Eastern Europe: Innovation Systems and Embeddedness

Yordanka Chobanova

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This book analyzes the level of embeddedness of Multinational Enterprises (MNEs) in Central and Eastern Europe (CEE). The focus of the study is on the largest food processing companies, which invested in the region – namely Nestlé, Unilever and InBev. This book discusses the motives of investment and the entry strategies of food MNEs, outlines their contribution to local development and stresses the national actors as forces to embedded FDI. The research discovered that EU membership facilitated the processes of global reorganizations of Nestlé, Unilever and InBev in CEE. All of the three MNEs closed partially or completely plants all over CEE (and Western Europe). Hence, in a liberal trade regime it is very difficult to talk about long-term embeddedness of MNEs. It seems that the global strategies of the companies and the size of the market are the factor, which pre-determines the level of embeddedness of food MNEs in a certain economy and not so much the national actors and institutions.

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