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Iberian diaspora and internationalization processes

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28. Networking for internationalization: The cases of Vitrocristal (Portugal) and Wines of Brasil (Brazil)

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Abstract

The study compares the development dynamics of two business networks created to promote the internationalization of its members: Vitrocristal (Portugal) and Wines of Brasil (Brazil). Data were collected by interviewing five representatives of the Brazilian business network and nine representatives of the Portuguese one. The results describe the development pattern of both business networks, showing that the Brazilian network is consolidated while the Portuguese one finished its activities in 2007 after a period of financial constraint and the end of governmental support. The study has theoretical implications as it describes the development dynamics of such cooperative agreements and the difficulties they may face in their life cycle. As a practical implication, the experience of the Portuguese business network may be useful for the Brazilian on