

# THE 10TH IBERIAN INTERNATIONAL BUSINESS CONFERENCE

IBERIAN MULTINATIONALS DRIVING THE CRISIS RECOVERY – ZARAGOZA, SPAIN, 26TH AND 27TH SEPTEMBER, 2014



## Welcome

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Dear Colleagues and friends,

As the organizers of the 10<sup>th</sup> Iberian International Business Conference, we would like to invite you to join us on September 26-27, 2014 in Zaragoza (Spain). The 10<sup>th</sup> IIBC will be hosted by the *Facultad de Economía y Empresa* (Campus Paraíso) from the University of Zaragoza. The main theme of the 2014 IIBC will be “IBERIAN MULTINATIONALS DRIVING THE CRISIS RECOVERY”. The Iberian firms and specifically those that have internationalized have played (and continue to play) an important role in the recovery process of the Portuguese and Spanish economies. The current news about our economies is positive; however we still need to work on it. This conference provides a privileged forum to discuss this situation along with your recent work on such an important subject. However, we welcome papers not only on this topic but also on traditional IIBC topics related to Multinationals, Foreign Direct Investment, Internationalization and Exporting with regard to both large firms and SMEs. Although as a general rule most papers will focus on the cases of Portugal and Spain, other cases/countries are also welcome. We hope you will consider this meeting as a great opportunity to share with us your research and your time. We look forward to seeing you in Zaragoza next September.

[NB.: If you have any questions, please do not hesitate to contact us at [iibc2014@unizar.es](mailto:iibc2014@unizar.es)]



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