

Name:

Please submit your answers to sun@agi.or.jp before **July 29**.

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1 Video Case: Volvo in Brazil

Why did Volvo invest in Brazil?

Why did Volvo choose Curitiba as the production location?

How does Volvo transfer its brand image to South America?

How/Why did Curitiba turn into an automotive cluster?

Why did Volvo choose to built a plant (rather than buy one)?

Why does Volvo pay a wage premium to its workers?

How does Volvo adapt to local market?

2 Case: Fuyao Glass Sourcing Decision

In order to supply its customer in Ontario (Canada), which factory should Fuyao source from?