

Course: Globalization of business enterprise
Assignment: principle partner profiling
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General information

Country selected: the Netherlands

Countries with an intense trade relationship¹:

Country	% of exports
Germany (DE)	24
Belgium (BE)	12
United Kingdom (UK)	9

Step 1: Cultural distance

Country	Cultural similarities
Germany (DE)	<ul style="list-style-type: none">- Same religious tradition (Protestant/Lutheran/Calvinism)²- Language similarities (German and Dutch are similar languages)³- Similar level of power distance⁴
Belgium (BE)	<ul style="list-style-type: none">- Same language (Dutch)⁵- Belgium was part the Netherlands (till 1831)⁶
United Kingdom (UK)	<ul style="list-style-type: none">- Language similarities (English contains a number of Dutch words and vice versa)- Protestant culture (although the UK is an angelical)⁷- Similar enemies historically (Spain)⁸- Similar level of power distance⁹

¹ See: <http://maps.ghemawat.com/ShowMaps.aspx?MapName=ENLD>

² See: <http://en.wikipedia.org/wiki/Calvinism>

³ See: <http://forum.wordreference.com/showthread.php?t=631528&langid=13>

⁴ Source: video 6 week 4

⁵ Belgium has three official languages: Dutch, French and German. Dutch is primarily spoken in Flanders, French in Wallonia and German in a small portion of the eastern part of the country.

⁶ See: http://nl.wikipedia.org/wiki/Geschiedenis_van_Belgi%C3%AB

⁷ See: http://www.geheugenvannederland.nl/?/nl/collecties/nederland_engeland

⁸ Ibid.

⁹ Source: video 6 week 4

Step 2: Administrative distance

Country	Administrative similarities
Germany (DE)	<ul style="list-style-type: none">- Part of the European Union since the beginning^{10 11}- Part of the Council of Europe^{12 13}- Part of the Euro zone since 2002^{14 15}- Similar legal system (civil law)¹⁶- Widely held companies dominate¹⁷- Similar level of employment protection¹⁸
Belgium (BE)	<ul style="list-style-type: none">- Part of the European Union since the beginning¹⁹- Part of the Council of Europe²⁰- Part of the Euro zone since 2002²¹- Similar legal systems (civil law)²²- Similar level of employment protection²³
United Kingdom (UK)	<ul style="list-style-type: none">- Part of the European Union since the beginning²⁴- Part of the Council of Europe²⁵

¹⁰ The Netherlands was also part of the European union since the beginning

¹¹ See: http://europa.eu/about-eu/countries/index_en.htm

¹² The Netherlands is also part of the Council of Europe

¹³ See: <http://hub.coe.int/>

¹⁴ The Netherlands is also part of the Euro zone since 2002

¹⁵ See: <http://en.wikipedia.org/wiki/Eurozone>

¹⁶ Source: video 6 week 4

¹⁷ Source: video 4 week 4

¹⁸ Source: video 5 week 4

¹⁹ See: http://europa.eu/about-eu/countries/index_en.htm

²⁰ See: <http://hub.coe.int/>

²¹ See: <http://en.wikipedia.org/wiki/Eurozone>

²² Source: video 6 week 4

²³ Source: video 5 week 4

²⁴ See: http://europa.eu/about-eu/countries/index_en.htm

²⁵ See: <http://hub.coe.int/>

Step 3: Geographic distance

Country	Geographic similarities
Germany (DE)	<ul style="list-style-type: none">- Low weighted distance (compared to other countries)- Connected by land- Multiple rail connections (with one dedicated to freight trains running from the harbor of Rotterdam (one of the larger ports in the world) to the Ruhr area (important industrial area in Germany))- Multiple highway connections- Similar time zone- Part of the European region (high degree of intra-regional trade)
Belgium (BE)	<ul style="list-style-type: none">- Low weighted distance (compared to other countries)- Connected by land- Two rail connections- Similar time zone- Part of the European region (high degree of intra-regional trade)
United Kingdom (UK)	<ul style="list-style-type: none">- Low weighted distance (compared to other countries) (although higher than BE and DE)- Ferry connections- Good airline connections- Part of the European region (high degree of intra-regional trade)

Step 4: Economic distance

Country	Economic similarities
Germany (DE)	<ul style="list-style-type: none">- Similar GDP per capita²⁶- Similar economy structure (in terms of sectoral composition)²⁷
Belgium (BE)	<ul style="list-style-type: none">- Similar GDP per capita²⁸- Similar economy structure (in terms of sectoral composition)²⁹
United Kingdom (UK)	<ul style="list-style-type: none">- Similar GDP per capita³⁰- Similar economy structure (in terms of sectoral composition)³¹

²⁶ See <https://www.cia.gov/library/publications/the-world-factbook/geos/nl.html> and <https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html>

²⁷ Ibid.

²⁸ See <https://www.cia.gov/library/publications/the-world-factbook/geos/nl.html> and <https://www.cia.gov/library/publications/the-world-factbook/geos/uk.html>

²⁹ Ibid.

³⁰ See <https://www.cia.gov/library/publications/the-world-factbook/geos/nl.html> and <https://www.cia.gov/library/publications/the-world-factbook/geos/be.html>

³¹ Ibid.