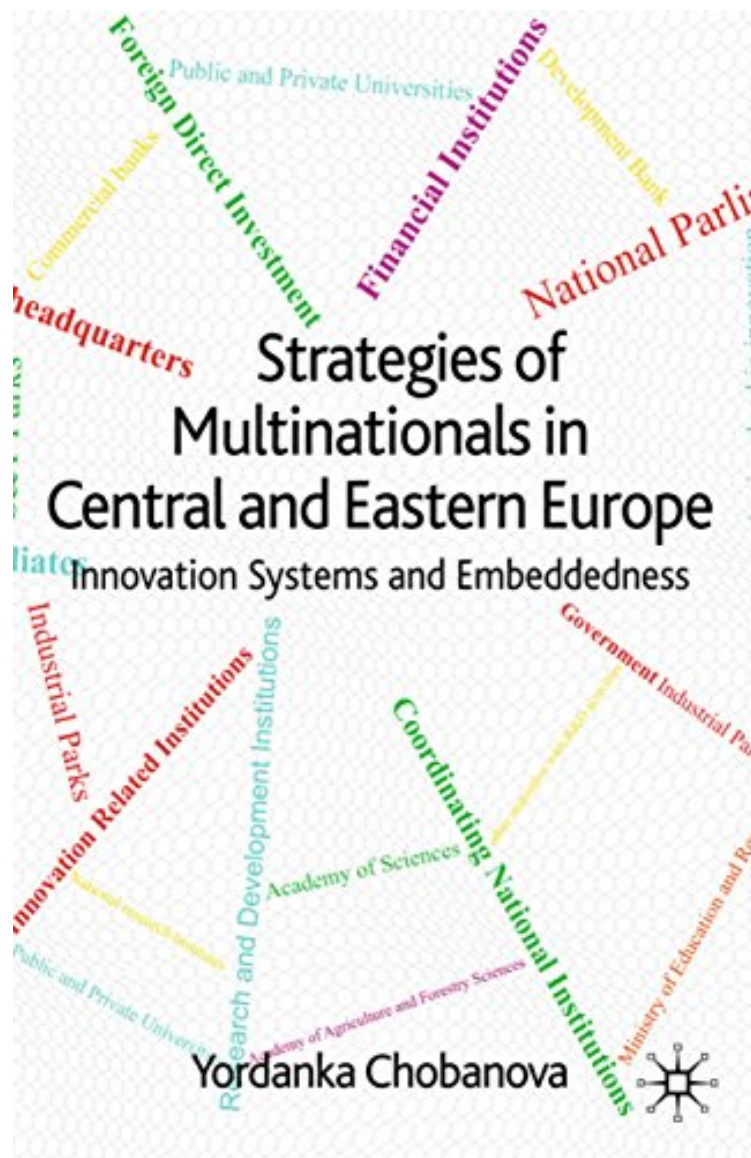


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Strategies of Multinationals in Central and Eastern Europe: Innovation Systems and Embeddedness

Yordanka Chobanova

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The focus of the study is on the larger food processing companies, which invested in Central and Eastern Europe – namely Nestlé, Unilever and InBev - and analyses the motives of investment and the entry strategies of food MNEs, outlines their contribution to the local development and stresses the national actors as forces to embedded FDI.

About the Author DR. YORDANKA CHOBANOVA has gained her PH.D. at European University Institute in Florence, Italy. She worked for ARC Fund in Sofia, Bulgaria where she was involved in the team preparing InnovationBg reports and numerous other policy studies related to the National Innovation System of Bulgaria. She is currently attaché at the Permanent Representation of the Republic of Bulgaria to the EU dealing with Structural Funds and regional development issues.