



La industria del vino chileno (Spanish Edition)

Silke Tischendorf

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Seminar paper del año 2003 en el tema Romanística - Español, literatura, cultura general, Nota: 1,5, Fachhochschule Worms (Fachbereich European Business Management), Materia: Spanisch im Hauptstudium von BWL, Idioma: Español, Resumen: El explosivo aumento de las exportaciones de vinos, tanto en volúmenes como en el

número de países a los que se exporta, entregan un atractivo tema a investigar, en el sentido de responder a la interrogante si la internacionalización de esta industria vitivinícola está alcanzando cierto grado de globalización. De la misma forma, atrae el conocer qué otras relaciones presenta esta industria con los mercados extranjeros, y si estas relaciones contribuyen a la globalización del vino chileno.

Lo anterior se respalda en los análisis de la industria vitivinícola chilena, que muestran el gran crecimiento que ha tenido en los últimos años, dado el gran mercado al que llegan, ya sea por sus características saludables, como por la excelente calidad del vino chileno, ligado al alto prestigio que ha logrado la industria, lo cual la ha llevado a ubicarse dentro de los principales exportadores mundiales de vinos finos.

Reconocido en el mundo entero, el vino nacional ha sido el soporte histórico de los recursos monetarios de nuestro país. Es así como cada año las cifras de la industria chilena del vino crecen de manera espectacular, lo que ha traído una serie de beneficios y posicionamientos en los mercados extranjeros. Sin embargo, la industria chilena está contrapuesta por la fuerte competencia que significan los poderosos productores de la vieja guardia como Francia, Italia y España, y la feroz arremetida de Australia y Estados Unidos lo que representa un nuevo desafío para la Industria vitivinícola chilena.

Objetivo General

Describir las estrategias de internacionalización de la Industria Vitivinícola chilena, su evolución durante las dos últimas décadas y determinar el grado de globalización de ésta.

Objetivos Específicos

- Describir la evolución de las exportaciones vitivinícolas chilenas en la década de los 80 y 90.
- Determinar cuales han sido los factores que han contribuido al éxito exportador de la Industria.
- Describir las estrategias de Internacionalización utilizadas por la Industria vitivinícola, durante las dos últimas décadas.
- Describir las estrategias de internacionalización que ha utilizado la Viña Lomas de Cauquenes.
- Determinar los factores más favorables para la globalización de la Industria.

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