

## Midea Refrigerator

1. Why did Midea Refrigerator's "go global" experience include separate product and brand stages?
2. What factors are driving Midea Refrigerator to shift from its existing export mode to FDI?
3. Which country is the best choice for Midea Refrigerator's FDI?
4. If Midea Refrigerator decides to invest in India, which mode is the most suitable one for this market?