

Rexam Beverage Can South America SA in Packaging Industry (Brazil)

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Abstracts

Despite the increased competition, and exercising caution regarding the performance of the global economy, Rexam is expected to maintain its strategy of expanding in emerging markets. It will focus on cost, but also investment, to maintain its leadership, focusing on delivering innovation and service excellence to Brazilian consumers. The company will also maintain its competitive advantage with well-located plants (reducing its costs in terms of logistics), and long term exclusivity contracts...

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