

FACEBOOK BUSINESS CONNECTIONS IN INDIA AND CHINA

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Facebook is one of the world's largest social media platforms, with over 2.8 billion monthly active users as of 2021. However, the company faces unique challenges when expanding its business connections in countries like India and China, where local competitors and government regulations can limit its growth potential.

In India, Facebook has had some success in building business connections through its Facebook Business Pages and Ads Manager platform. The company has partnered with local businesses to offer targeted advertising solutions, and has also launched initiatives to support small and medium-sized businesses in the country. However, Facebook has faced criticism in India over issues like hate speech and misinformation on its platform, which have led to government scrutiny and occasional temporary bans on its services.

In China, Facebook has been largely blocked by the government since 2009. Despite this, the company has made efforts to establish business connections in the country through partnerships and investments in local companies. For example, Facebook has invested in Chinese startups like Xiaomi and Meitu, and has partnered with local companies like Baidu to offer its services to Chinese users outside of China.

Discussion questions:

How do the cultural and political differences between India and China impact Facebook's business connections in these countries?

What specific challenges has Facebook faced in building business connections in India, and how has the company addressed these challenges?

How has Facebook's limited presence in China impacted its ability to build business connections in the country? What opportunities for expansion might exist in the future?

What are some of the risks and benefits of partnering with local companies in India and China for Facebook? How might these partnerships help the company overcome challenges in these markets?

How might Facebook continue to innovate its business connections in India and China to remain competitive in these markets?