

# 蒙古農業產品進入外國市場之探討性研究

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## 摘要

The main purpose of this exploratory study is to research current condition of agricultural export in Mongolia and focused on investigating agricultural company ' s owners ' desire to export. Due to Ministry, 200 companies were filtered and 87 owners were chosen and asked by telephone. Telephone survey was the most effective way. Most companies ' locations are quite far from each other and all are located in remote areas over the whole country. According to 4 hypotheses weren ' t supported, the results of present study reveal that factors as raised hypotheses are not influential to company ' s desire to export in Mongolia and as well as found this sector has good outlook from international increasing demand. The reason why study showing such a bad results is numbers participants of this survey was very few (agricultural companies in Mongolia) and their answer to agricultural sector ' s development is not enough good and also there are almost no agro-products export from Mongolia.

關鍵詞：農業產品、蒙古、出口能力

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