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# Agric. Econ. – Czech

E. Horská

## Enlargement of the European Union – a new economic and social reality for agrobusiness entities

Agric. Econ. – Czech, 50 (2004): 353-358

Goal of the paper is to identify opportunities and threats following from the European integration process and influencing the agribusiness entities in the accession country – Slovak Republic. These topics have begun one of the current themes connected with the approaching date of the Slovak Republic accession to the European Union. It is related to the fact, that agrarian but mostly food processing markets have their own specificities, appearing with their typical high sensitivity to the outside environment influence and strong enterprise motivation to competition. In the paper, there are also outlined tasks for business management to analyze external environment, to identify the decisive strengths and weaknesses, to overcome difficulties to adopt European standards and to use opportunities in a wider market place.

**Keywords:**

European market, opportunities, threats,  
competition, management, marketing,  
expansion

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