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Features of promoting Spanish brands in the global market.

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Despite the difficult global economic situation, Spanish companies successfully apply various strategies to promote their products and services in the global market. Spanish brands have established themselves as competitive and flexible business models in today's interconnected economic conditions. The international success of Spanish companies is recorded mainly in countries such as: Portugal, Italy, Mexico, France, Argentina, Germany, etc. The expansion of international business is the result of the ability of Spanish branded companies to understand and adapt to the specific features of the markets of different countries and regions, offering innovative and highly competitive products. In addition to the high quality of goods and services, it is necessary to pay attention to the policy of promoting Spanish enterprises, the specifics of building supply chains, forming production centers, opening representative offices, promoting franchises, using digital technologies, environmental projects, as well as using the capabilities of artificial intelligence. For example, the fashion sector of Spanish companies is positioned as the undisputed world leader, with a total of 71 brands, which is 22.9% of the total, and is present in 127 countries. In addition to such giants as the Inditex group of companies Inditex - is a Spanish company, the owner of large retail chains such as Zara, Pull & Bear, , which is one of the world's largest distributors of fashionable clothing, we can highlight such famous world brands as Malababa, Apodemia, Lodi, Leblon Madrid and many others, which are quite successfully gaining popularity in other countries. Today, the world is much more fragmented in commercial terms than before 2019. And this is not only about the problems brought by the pandemic and military conflicts, but also about the promotion of protectionist policies in many countries. In fact, with Donald Trump coming to power in the United States and the trade war he started with China, it is very likely that it will spread to other countries, including Europe, Latin America, and will affect Canada. The increase in trade duties could disrupt the trend towards economic openness, supported by the GATT agreements and the WTO. The affected countries will be forced to take retaliatory measures, and this is a more than predictable increase in consumer prices. It is in such a difficult situation that Spanish companies will need to develop their brands on the world market.