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# INITIAL PUBLIC OFFERING (IPO) - GLOBAL POSITIONING OF SHARES

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## A B S T R A C T KE Y W O R D S

This article provides an overview of the global positioning of shares in the context of Initial public offering (IPO). An IPO is a process in which a privately held company offers its shares to the public for the first time. The global positioning of shares refers to the strategic factors and decisions associated with determining the availability of the offer and reaching out to investors around the world. In this annotation, we will study how companies approach the global positioning of shares during the IPO period. These include factors such as the selection of international markets for registration of shares, the assessment of demand for investors from different regions, the establishment of a different shareholder base. Companies may choose to list their shares on multiple stock exchanges to maximize access to global capital and increase visibility in the international investment landscape. Through this, they aim to attract a wide range of investors and increase their marketability. When choosing a Global position, various factors such as market conditions, regulatory requirements, investor preferences, strategic goals of the company are also taken into account. An in-depth analysis of these factors will help determine the optimal placement of shares in various global markets. In addition, the global positioning of shares through IPO can increase the company's reputation and trust, as a successful offer can express confidence and competence to investors around the world.

IPO, investor, innovative technologies, antiterrorism activities, auction. An IPO is an initial public offering. In IPO, a private company lists its shares on the stock exchange and makes them available for purchase by the general public..

#### Introduction

Initial public vows (IPOs) have become important in the world of Finance and investment. Companies choose to raise IPOs in capital by offering shares to the public and listing them in stock exchanges around the world. This article explores the concept of IPOs and their impact on global markets.

### 1. Concept about IPOs and share placement:

IPO refers to a process in which a privately held company offers its shares to the public for the first time. This allows individuals and institutional investors to buy these shares and become shareholders of the company. The global nature of modern financial markets allows companies to engage in public global positioning of shares during the IPO era.

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#### 2. Access and expansion of capital:

One of the primary motivations for companies to seek IPO is to raise capital for expansion and growth. By offering shares to a wide range of investors around the world, companies can acquire important financial resources needed for various purposes such as research and development, acquisition, market expansion, and technological advances. This capital injection facilitates business growth, motivates companies to new markets, and allows for emerging opportunities.

## 3. Increase visibility and reliability:

Making public via IPO increases visibility and confidence for the company. The IPO process typically involves deep proper diligence, market analysis, and regulatory compliance, which instill confidence in potential investors. Also, listing on stock exchanges exposes the company to a wider investor base and can attract institutional investors, further increasing its reputation and market positioning.

#### 4. Leasing for existing shareholders:

The IPO offers exit strategies and liquidity for existing shareholders, including founders, early stage investors, and employees with shares in the company. By selling part of their shares during the IPO period, these partners can monetize their investments and diversify their portfolios. This further encourages entrepreneurship and forms a supportive ecosystem for startups and emerging companies.

#### 5. Global market launch and packaging:

Public global positioning of shares through IPOs allows companies to access the global pool of investors. It expands its investor base beyond domestic borders and can garner international recognition. The participation of different investors leads to their experience, perspective and access to global markets, which can negatively affect the company's packaging, strategic partnerships and future growth prospects.

#### **Conclusion:**

Public global placement of shares through IPOs has changed the way companies access capital and expand their operations. These proposals facilitate the growth and diversification of companies while providing liquidity to existing shareholders. In addition, IPOs increase visibility, increase confidence, and allow companies to access a wider investor base across global markets. As IPOs continue to shape the financial landscape, businesses and investors must carefully assess the likely benefits and risks associated with this important event on a company trip.

Public Initial Public Offering (IPO) is the process of bringing Ebbing damages formally into the basin of domestication in our obmen with the stock. This, along with the restrictive-adjusted prospects on the issuing page, allows shares to have a public khayot, or one instructed biroka to develop the company, as well as to have a peaceha khissa.

An IPO in a company is made through the debut of the company's shares in bullshit. This can be special conversations about the phase-out of the company's options for buying or selling shares so that it can agree on shares by having a certain use.

In an IPO, the company's shares will have to be guided in stock rings or through the issuing management bodies that are developing investments. At the same time, the biroka company head is in a montage,

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and the shares strengthen the depreciation of the channels of sale of goods by raising workers similar to himself in Mana.

IPO shareholder rings are instructed to submit company shares to the Communist investments that come into the hub, that is, to show the possibility of stock agreement at axoli, to determine whether the resident alibi has operated in accordance with the development management framework, and to meet the taxil development situation at fi.

The Placer instructs its placers, who have reshaped the IPO process, regarding the movement of the purchase through online platforms or brokers in the company, from limiting the shares to the full, in accordance with the paperwork of the stock purchase process.

The reliability of the mass global placement of shares (IPO) allows the masses to attach, sell and purchase shares of the company. During this process, the company's lack of publicity changes with the first offer (Initial Public Offering), in which streaming to the exchange is gladly sold to the public.

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