

Key words: *distribution, strategy, international distribution channel, physical distribution, international industrial market*

Abstract: In the paper we have dealt with the topic linked to the distribution strategy on the international industrial market.

At the beginning we have illustrated the process of the internationalizing in the field of distribution and we have also explained the components of an international distribution channel.

At the end of study, we have presented the importance of the physical distribution in the marketing strategy on the international industrial market.

The distribution is made up by the totality of activities which have as final goal the product transfer (materials, component parts, finished goods) from manufacturing firm to the consumer/beneficiary.