**ABSTRACT**

The aim of this paper is to identify the impact of a co-branding strategy on the innovations development on international market. The research has been conducted in 2013–2015, and has been targeting 50 large international companies which operated in minimum 3 countries of Europe and have implemented a co-branding strategy for 3 years. The analysis of findings has shown that the possibility of use of the new technologies and the use of knowledge and experience of partner’s through technical knowledge exchange are rated at the low level in case of implementation of co-branding strategy. These findings suggest that co-branding is not a source of innovation on international market due to the fact of the limited trust in the foreign partner and the protection of own’s know-how by the companies. These outcomes confirm also that today the managerial actions should focus mainly on the symbolic dimension of brands.