



success. It is not so much the information you possess, but how you can use it and how you influence decision makers. This applies to the public sector and, to a lesser degree, to the private sector. Thus having the right local representative or joint venture partner is critical to success.

Cultural differences. While India has a strong entrepreneurial class, there are business methods unique to the country. India provokes one's senses, and first impressions may create internal conflicts that can influence business decisions. While the private sector functions like a free market economy, in many instances bureaucratic mind set remains inward-looking and resistant to change. Time and patience on the part of the Indian business and its foreign partners is the order of the day.

Appearances. India is a market where appearances and first impressions can be very deceiving. Business is part of a complex socio-economic environment; it is important to develop a relationship of trust and shared expectations with partners and clients and verify the accuracy of information.

Infrastructure. India's communications, power and transportation systems have not reached world class standards and can be frustrating at times when quick decisions have to be made.

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