

The upside is found when the environmental consultant in Canada is able to identify a foreign partner with capital and a political base so that if any government sponsored contracts are available, the contract has a good opportunity to be "shuttled" to the joint venture. In addition, a foundation of mutual trust must emerge between the two partners and each must bring an equal in value or staff or equipment to the table at the outset.

The development of international environmental consulting practices requires an understanding of the risks, a comprehensive understanding of the culture, language and its nuances, and certainly the present status of laws relating to business conduct and environmental matters. Failure to enter into a relationship without this comprehensive knowledge will require one to be either very lucky or to absorb the almost inevitable financial losses.

Such are the myths and realities of doing business in emerging environmental markets.

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