

judge behaviour by one set of standards. We can then develop strategies that are sensitive to the cultural context.

As a Canadian business person or technical advisor, you are likely to be more successful if you adapt your methods and approaches to Pakistan's reality. Look at your work as a two-way exchange of skills, rather than a one-way transfer. That is what

partnerships are all about. As you begin to understand your partner's values and motivations, the adaptations will become clearer.

Your very presence as a Canadian expert, with a mandate to help Pakistanis, creates a superior-inferior relationship. It is, therefore, all the more important to be humble, friendly and courteous. Let tolerance and an open mind guide you.