



Myth #16: Emerging industrial nations have resources for infrastructure and other capital projects.

Reality: Emerging industrial nations have little to no capital of their own and therefore look for strong external financial inputs. Build, operate and transfer (BOT) projects are increasingly more sought after. Firms which offer this are finding it to be a good formula to do business in emerging environmental markets.

Myth #17: Emerging industrial nations will pay for consulting services,

Reality: To many countries this is a foreign concept. Advice should be free. Thus, the consulting activity must be linked to a project which you will get as a result. There are no guarantees that this will happen. Hence you must choose and weigh your time and knowledge investment carefully.

Myth #18: Having a local partner will ensure that you will get your share of projects.

Reality: Unless you found a partner who is as committed as you and stands to gain and lose as much as you, you may wind up putting in a lot of resources and getting nothing in return.

Myth #19: Market entry strategies are the same everywhere. If you have a neat gadget, the world will beat a path to your door.

Reality: Wrong. In the international arena it is critical to know who/what controls market entry. For example: in Spain, through technology demonstration; in Italy, through political connections; in Germany, through technology authentication.

Myth #20: It is difficult to identify environmental projects.

Reality: There is no shortage of projects. Only a shortage of money.

Myth #21: I must get paid in convertible currency.

Reality: Preferably but not necessarily so. If there is an opportunity to be paid in a commodity get a commodity trader involved at the contract negotiation stage.

Having identified and dispelled a number of myths about entering emerging environmental markets, it is also prudent to share a few thoughts and experiences on the cost of doing business