

Chemistry

1. Are your business cultures and attitudes compatible?

2. What is your partner's orientation towards risk and profit?

3. Are your operating policies compatible?

4. Are your management teams compatible?

5. What is your partner's track record on cooperation?

3. What measures can you take to guard against unfair appropriation of your know-how?

4. What do people who have already partnered in the country have to say about their experience there?

5. What are the various legal risks regarding competition in the market you are entering?

Protection

1. Are there measures in place to protect your contribution (e.g., proprietary technology)?

2. Do you know the intellectual property laws in force in the prospect's country?
