



Reality: Not necessarily so. You need a partner who is established in a market area which may comprise a group of countries, but definitely you require an overseas partner.

Myth #6: Finding a partner should not be too difficult.

Reality: Finding the right partner is a time consuming and arduous task. It requires patience, perseverance, financial resources and commitment. Invite the potential partner to meet at your offices (at his cost). This tests his sincerity and commitment.

Myth #7: Foreign countries always want foreign technologies and/or services.

Reality: Many foreign countries have technologies and a strong technical base, but little application experience. This offers the opportunity to forge strategic alliances to make your product/service look local and come up with more cost-effective solutions. In addition, many countries have very strong national pride and dignity. The overseas consultant must preserve this national pride.

Myth #8: A country must have strong environmental laws which are enforced.

Reality: Market forces will drive an industry/sector to self enforce high environmental standards as dictated by their export market countries. This phenomenon we call 'virtual regulations'. An example is Turkey where they have a significant market for their textiles in Germany and other European countries. Germany is insisting that the Turkish textile industry implement production and treatment strategies which result in German equivalent effluent quality. Otherwise the German market will no longer be accessible. This is a unique case and must be viewed cautiously.

Myth #9: High-tech, end-of-pipe solutions to wastewater management problems will solve all industrial water pollution problems.

Reality: Cost-effective wastewater management lies with production integrated waste management strategies which in many instances will generate additional revenue or cost reduction for industries and thus give them a competitive advantage.

Myth #10: Business meetings are easily arranged and you will meet at the agreed-to time.

Reality: While this may appear to be true, often, agreed-to meeting times become rather elusive. As well the intended subject of the meeting often gets side-tracked.