

## **211a Doing Business in Eurasia: a Chemical Engineer's Experience**

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Eurasia has been open to Western businessmen for a decade and a half, with a notably spotty record of accomplishments. In many ways similar to other transition economies (such as those of China and Eastern Europe), the countries of Eurasia nevertheless exhibit some distinct characteristics deriving from their shared experience as constituent parts of the former Soviet Union. Understanding their business environments and cultural perspectives is critical for American firms considering investments in the region, especially in technologies typical of the chemical process industries. The author, trained as a chemical engineer, draws on his experience as an American business executive working on projects in and for Eurasian locations, primarily related to the chemical, petroleum and environmental industries. He has been involved with large multinational corporations, small businesses and entrepreneurial ventures. Several case studies are described, with itemized conclusions about what Eurasians need to keep in mind in dealing with Americans, and what Americans need to keep in mind in dealing with Eurasians.