When Petrochemical Industries Company of Kuwait and Dow Chemical Company of the USA formed a joint venture in 2004 to sell ethylene glycol, they created an overnight financial success, but they nearly created a cultural disaster. The two firms formed MEGlobal, which became one of the world’s most successful JVs, but by overlooking several cultural differences, and minimizing the concerns of 150 manufacturing employees, the partners nearly destroyed their chances of success before they launched the new enterprise. This case study highlights the importance of understanding potential cultural clashes and how to avoid them in a multi-national JV.

**KEYWORDS:** MEGlobal, Joint Venture, Corporate Communications