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[21368001]

William D. Forrester , president of the U.S.-U.S.S.R. Trade and Economic Council , has a warning for U.S. companies trying to do business in the Soviet Union .

[21368002]

" It ' s an extremely complex market , and you have to be prepared to make a big commitment . " Mr. Forrester says .

[21368003]

" We are not trying to encourage everyone . "

[21368004]

Undeterred by such words of caution , corporate America is flocking to Moscow , lured by a huge untapped market and Mikhail Gorbachev ' s attempt to overhaul the Soviet economy .

[21368006]

Reflecting the new-found interest , more than 140 U.S. companies are taking part in a Moscow exhibition organized by Mr. Forrester ' s trade group .

[21368007]

But while U.S. interest may be big and growing , the difficulties that have stymied deals in the past show no sign of abating .

[21368009]

Executives say Mr. Gorbachev ' s moves to break up the government ' s foreign trade monopoly have created uncertainties as well as opportunities .

[21368010]

Changing legislation has opened the field to thousands of inexperienced Soviet players , many who promise more than they can deliver .

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And some foreign firms are finding that even when they manage to overcome such hurdles , their ventures now have to be endorsed by such unpredictable bodies as the Soviet parliament and the governments of the nation ' s republics .

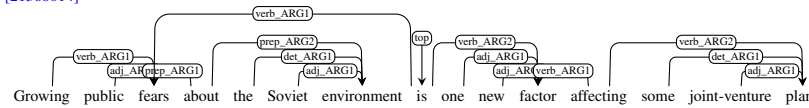
[21368012]

" You have to go out to all your constituents , " says James H. Giffen , who is spearheading the most ambitious attempt by U.S. firms to break into the Soviet market , involving investment of more than \$ 5 billion in some two dozen joint ventures .

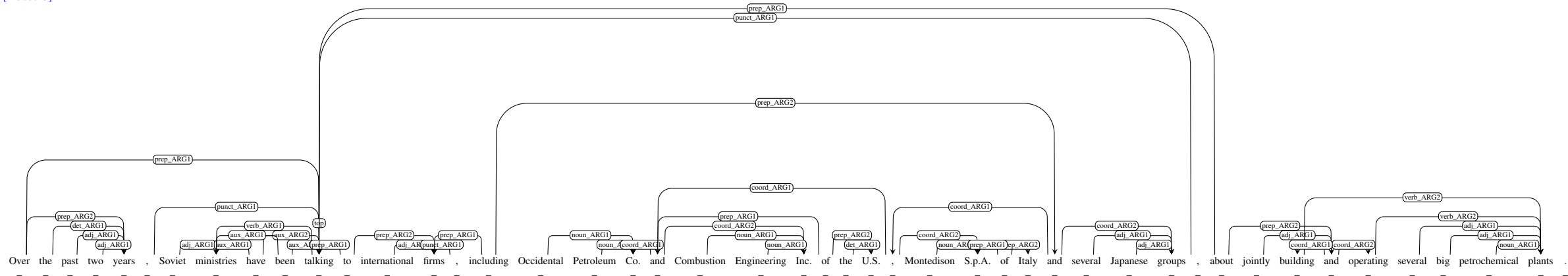
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As part of that attempt , by the American Trade Consortium , Mr. Giffen says he spends a lot of time lobbying .

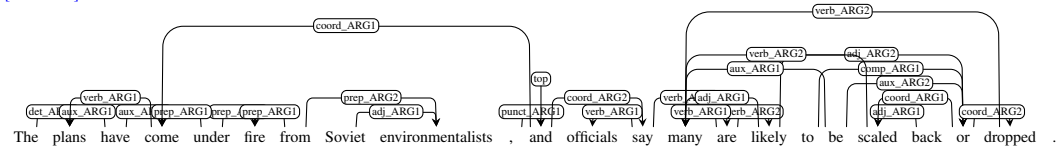
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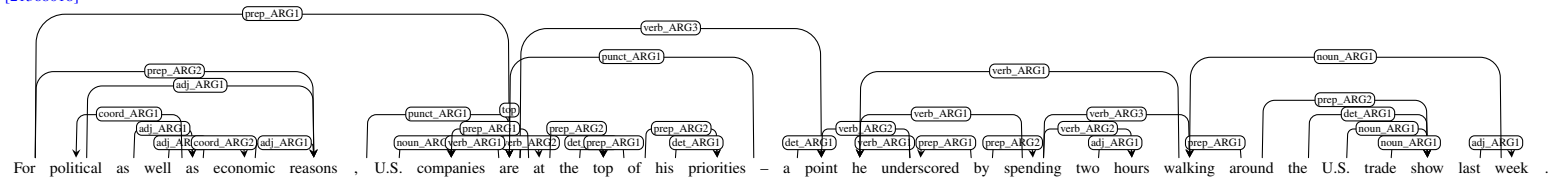
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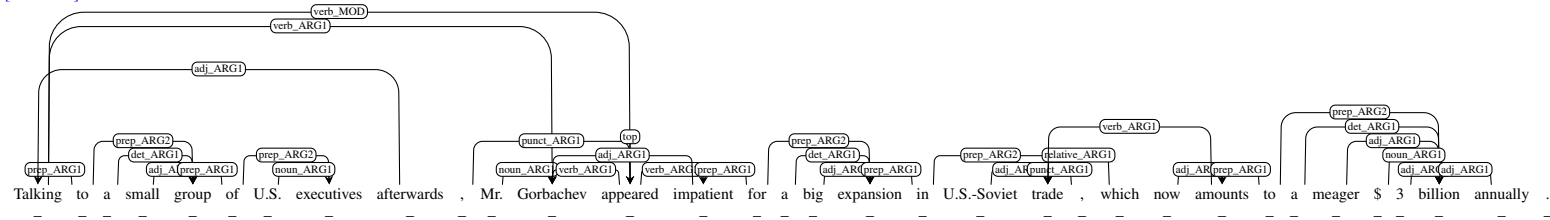
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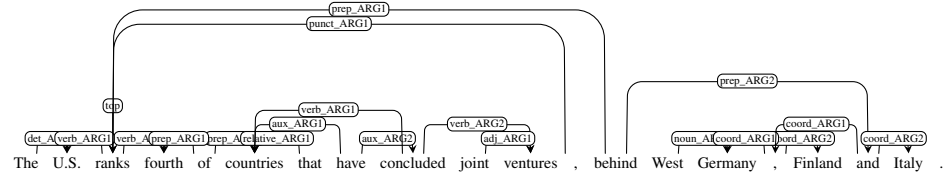
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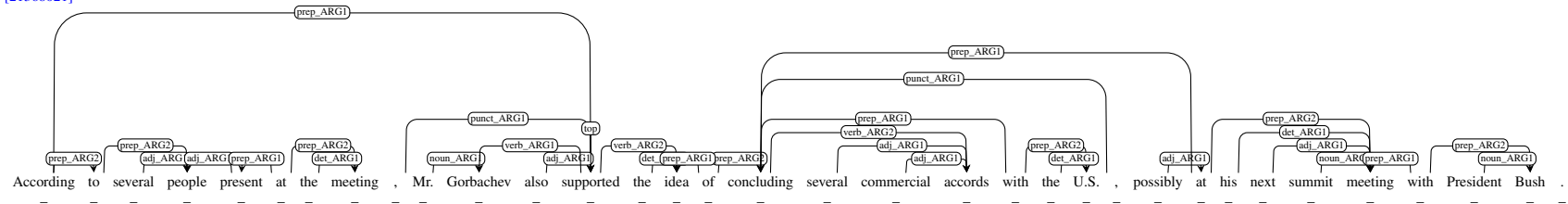
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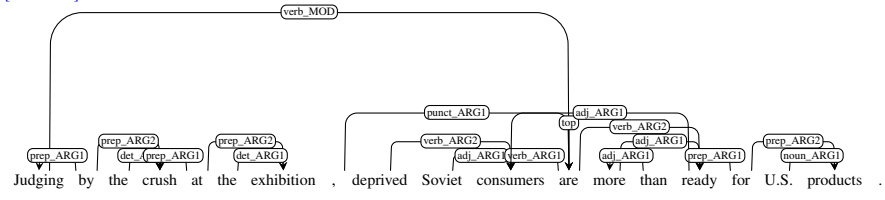
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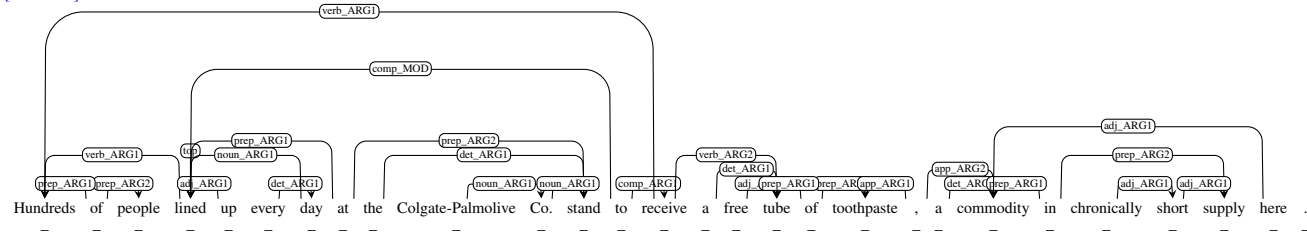
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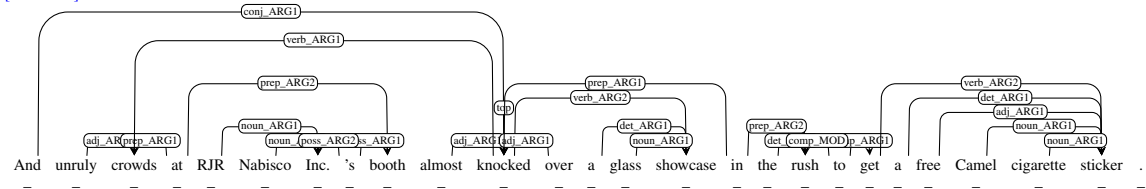
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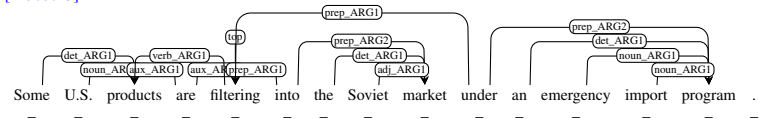
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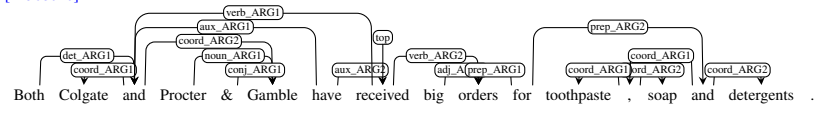
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