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Dear Reader

While 2010 has already shown some signs of improvement in the business of many of us, it would, however, be still very early to claim that we are already out of the tunnel and enjoying precrisis business levels again. Many economies will have to clean their ground and return to the basics before this period of wealth returns, if it ever does.

Fortunately, China and a few other countries seem to have been immune to the global recession so far and continue to grow at an amazing pace, helping many international companies to compensate for the reduced demand in their traditional markets. This has been the case for Bystronic as well.

China is on the verge of becoming the second-largest economy of the world after the USA, if it is not already, as some economists claim. Some of the well-known ingredients of China's success have been the low wages of its large educated workforce and its strong and enlightened central government that favors growth and supports its industries in good times as well as in more difficult times like now. Less well-known perhaps, but in my opinion just as important, is the speed at which business is conducted in this country and the facility of adaptation Chinese entrepreneurs have when facing adversity. Companies here come and go and transform themselves whenever a greater benefit can be gained. The same is true in many other Asian countries, especially where business is dominated by Chinese immigrants, like in Southeast Asia. Taiwan is surely no exception and perhaps even the champion in this category.

As you will read in the article about SEEI Laser of Taiwan in this edition, it is the continuous search for speed and positive transformation that made one of our key customers so successful. Their President Mr. Su Ching Hsiang is also a model of courage and leadership, always trying to follow his convictions and gut feelings, even when conventional wisdom would paint him as a fool. This story is proof that success in business is not just a matter of luck and hard work, but also of a sixth sense and the courage to take decisions in order to be continuously ahead of the competition.

We are proud to have been the partner of SEEI Laser for so many years and have seen this company prosper, thanks to the speed, performance, and reliability of our machines and our excellent cooperation. We have received many positive suggestions from SEEI Laser on how to improve our machines, and some of them have been adopted in our latest products. This is also how we see and value our partnership with you, our dear customers.

I wish you all an interesting reading of this new edition of BystronicWorld.

LAURENT CASTELLA

Head of Division Asia/Pacific