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Dear Reader

This September, Bystronic celebrated its 25th anniversary. A quarter of a century has passed, one that has seen many changes of truly historic significance. These changes are important for everyone, including Bystronic. China's emergence as a global player is among the most significant of these developments. In 1986 – the year Bystronic was founded – Deng Xiaoping's daring economic reforms were still only a few years old. Today, China is one of the world's leading economic powerhouses, benefiting not only domestic firms, but enterprises and consumers the world over, as became evident especially during the financial crisis.

At the heart of this development are Chinese companies, which are seizing the opportunities brought about by their country's success – and are thus in turn contributing to this very success of which they are a part.

One of these companies is our long-standing customer Changzhou Pacific, which is featured in the title story of this BystronicWorld edition. Changzhou Pacific is exemplary for a whole generation of Chinese enterprises. Founded in 1992, it started as a small firm. Today, it is among the leading manufacturers of switchgear in the country. It supplies power plants and other industrial outfits, has a share in the building boom brought about by the large-scale urbanization taking place in China, and contributes significantly to the Chinese high-speed rail network. Changzhou Pacific has consistently identified and contributed to trendsetting developments. It continues to do so. This makes it a part of the Chinese success story.

China's track record of success also means that in spite of high-speed growth, its economy is beginning to show signs of normalization. This is a good thing, because it means that as wages are rising, so are living standards. As a consequence, the automation of work processes is increasingly important for Chinese companies. The partnership between Changzhou Pacific and Bystronic shows that we are well positioned to assist in this development.

It is precisely our long-standing experience in China that enables us to act in an innovative and future-oriented way. At the same time, we are aware that some things never change. Our key values are the same in all of our markets. Whether in China or in Switzerland, reliability and quality are recognized everywhere, today as much as 25 years ago.

LAURENT CASTELLA

Head of Division Asia/Pacific