



## Editorial

# YES WE CAN – I think only after a noisy wake up call

The world is burning these days and this effects due to the crisis in the automotive industry and the bank business, the thermal heat treatment business dramatically. Some of us have not seen any orders coming in the last some months or fight with cancellation of projects where they already spent a lot of money in engineering. Especially for the small sized companies in our branch, most are family owned without the background of investment groups or share holders will face a hard time not only for 2009. The SME's have to carry an unfair large part of the load and pressure for most of the programs in our country, Europe and worldwide promising support for the crisis do hardly include the problems of them. One of the most frustrating points from my point of view is that the fire-raisers now try to play the roll of fire brigades. It doesn't take wonder for greed, incompetence and megalomania in the finance business went out of control and politicians worldwide now overreact and mainly support only the big international structures and with them the people at their workbench.

We all have to cut cost in our companies, look in our – in some countries too luxurious – social welfare system without forgetting to continue and push more than in the last some years the education of young engineers and even in hard times continue increasing our R+D spending in companies, universities and other research organisations including especially the places – and increase the number of these – where R+D for the furnace industry / heat treatment industry is done. Politicians have to keep especially from this point of view their promises. We should combine and strengthen our forces over our borders to be well prepared for the world market and the challenges getting harder and harder for example in China, India, Russia and so on, these days.

With all these problems we should not forget one of the most important issues: ecology / pollution and energy efficiency. A revival of the nuclear industry should be one of the options for the oil problem, too.

Surveys with daily new figures and bad news without hardly any serious or unrealistic proposals and solutions how to carry on don't help our industry and SME's.

The political and economical shocks and changes of these days give us as entrepreneurs and managers and our staff a good chance to make our politicians listen attentive to us and react fast and find new and better regulations in several areas of the traditional economic rules in many countries, not only in Europe.

We should avoid standstill in Germany and Europe and show robustness then we will be winners of the next upturn after bankers have learned not only making profit with us but also share workloads with us SME's. These days from my point of view need again more lone fighters to push through assertive the problems of the crisis.

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