

Business not as usual

With today's growing focus on the need to reduce energy consumption, energy-efficient technological solutions are becoming increasingly popular. It is not only a matter of preserving the environment for future generations, it is also about improving efficiency and reducing costs - in short, good business. Energy efficiency has proved to be a cost-effective strategy for businesses. In the long-term, efficiency measures cost less than the energy itself. The returns on investment speak for themselves.

Energy issues in China present a primary example of the magnitude of the challenge. China's environmental markets are experiencing strong growth, and the Chinese wish to make use of the best environmental know-how and technology available to solve their mounting environmental problems.

The Finnish Environmental Cluster for China (FECC) is a two-year project that aims to build a network involving Finnish environmental businesses, like Vaisala, in the Chinese markets. Vaisala participated in the China - Finland Cleantech Conference held in Finland in August. The conference provided a venue for environmental companies and research organizations to meet and exchange ideas. The FECC work continues with the goal of

reporting some concrete cooperation success stories in the near future.

Economic growth and sustainable development can go hand-in-hand. A country's development does not have to follow the accustomed, environmentally destructive path, if provided with the right partners and support.

Advanced technology plays a significant role in energy-efficiency issues. Vaisala is the global leader in environmental measurement technologies that promote better quality of life, environmental protection, safety, efficiency and cost-savings. Vaisala provides tools to support energy-efficient heating and cooling solutions. Other examples, also presented in this magazine, are the inexpensive and energy-efficient use of CO₂ as a refrigerant, and the use of oxygen in pulp bleaching, contributing to more environmentally friendly paper production. Vaisala equipment helps you to reach the best results technology can provide.

I would like to take this opportunity to thank you, our customers, for choosing to do business with Vaisala. We strive to reward you with increasingly better support and services. Let's continue to do business that is - not as usual - but more beneficial for all parties. ■



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CEO