

“To activate innovation and energy to perform”

It is easy to find motivation to take action and to lead when you are faced with difficulties, have identified the problems, and found ways of solving them. But once the crisis has been overcome – how do you keep your team going? How do you provide them with sustainable goals and a direction? How do you keep on meeting new challenges over and over again? You need a vision. Write it down, communicate it, and make it the example you lead by.

Following the introduction of its new strategy, Braunschweigische Maschinenbauanstalt AG has once more been doing business successfully with stable financial results, for the third year since 2003. In 2005, BMA's international management team developed a vision for the group's future. This company vision and its key principles will provide all BMA companies and employees with a focus for their commitment, and support for their actions, today and tomorrow.

We are committed to upholding the traditions of a 150-year-old yet innovative and dynamic business, so our key principles include continuity and stability. Serving our customers well and ensuring customer satisfaction are of paramount importance to us. We assume responsibility for our employees, and we are committed to fair partnership with our suppliers and business partners worldwide. We look after the society and the environment we live and work in. We develop and maintain intercultural business relations.

Our customers rely on BMA processes, machinery, equipment and plants for producing the food we eat from nature's products. We will continue to provide expert advice and assistance to the growing international sugar, starch and food sectors. But agricultural products are also important to industry, as a source of energy and as renewable raw materials. We aim to establish and expand our position as a competent partner for our customers in this exciting new market segment.

Dear Readers of this year's **BMA Info 2006 / 2007** – we would like to thank you for the trust you have placed in the BMA group and look forward to a continued collaboration with you.

Braunschweigische Maschinenbauanstalt AG



Dr. Rolf Mayer

