

teamwork

— ISSUE #162 —



Last year, many business units completed important construction projects. Investments that help to serve the markets even better.

Building the future

Hubertus Bardt, head of the research division at the German Economic Institute, explains why investment is essential.

Investment is a key driver of economic growth. In a world where there was no investment, all income would be consumed immediately. Only when governments and businesses choose not to consume in the present—to save, in other words—and instead use the funds freed up by that choice to create future value—that is, to invest—does economic growth happen. That is why economists always study trends in government and business investment decisions very closely.

Core piece of doing business

Investment is also a core piece of doing business. Investment entails the risk of loss, uncertain outcomes, the hope of success, and the potential for the business' development and growth. Businesses must invest in order to develop their plans, improve their processes, and make their products. Business cannot exist without investment. And

companies that systematically underinvest cannot expect to remain competitive for long.

The world as market

For many companies, their relevant market is the entire world. Companies that operate internationally are typically more successful than those that stay within the borders of a single country. Having numerous sites around the globe enables companies to leverage cost advantages and tap into new markets. However, trends vary widely from one industry to another. Labor-intensive industries will look for opportunities to save on labor costs. Knowledge-driven industries will invest where there are skilled people and existing innovation networks.

Fundamental change

Transformative processes like the digitization of industry require substantial investment.

They not only bring about technological change, they also transform entire companies as investment decisions can impact business models, partnerships, and a company's entire culture.

Fortunately, German businesses can invest and continue upgrading and innovating. The challenge for companies lies in identifying the right projects for investment. Meanwhile, policymakers must establish conditions that ensure companies' ability to make the necessary investments.

Dr. Hubertus Bardt heads the research division at the German Economic Institute, a leading economic think tank, in Cologne, Germany.



TECHNOLOGY & PRODUCTION

And the Heraeus Award goes to ...

Over 150 projects submitted, 18 finalists, six winning teams: Every year, the Heraeus Awards honor outstanding employee ideas and projects from around the world.

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CORPORATE NEWS

“Safety often starts with the little things”

With the Task Force Safety, a “culture of occupational safety” aims to grow at Heraeus. In an interview, Heraeus CEO Jan Rinnert explains why this is an important strategic goal.

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CORPORATE NEWS

On tour for excellence

How do you raise awareness of the Heraeus production system? The HPS team knows the answer. It tours the world with a roadshow.

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Not all hazards are so obvious.

Irrespective of whether on the production floor, in the office or during business trips—the following is always applicable: concentrate on safety.

Our Vision:
Safety is part of our culture.