



HOW MUCH ENERGY EFFICIENCY CAN FIT IN AN OVEN?



IN-SHOP OVENS FROM WIESHEU – ENERGY-EFFICIENT
TECHNOLOGY WITH OPTIMUM INSULATION .

Energy is a valuable commodity and not just from a cost point of view. That is why in the development of our products we not only make high demands of the baking result and the ease of use, but also of the energy efficiency. We set benchmarks here that can be measured in kilowatts. More about our products at www.wiesheu.de

Hopes and risks

The state of the worldwide economy has brought with it many problems for the coming year and there are many people out there who want to spread their questionable forecasts as to how long the crisis will last and how deep it will hurt us. However, if you do not manage a company listed on the stock exchange or a company suffering from a dangerous load of debts from new owners, then you will be better off relying on common sense than on self-appointed prophets.

There will hardly be any money from national subsidiaries, warrantees or sponsor funds arriving at the manufacturers of baked goods' doors as the lobby contingent is small and there are a small number of jobs at risk. The banks will remain obdurate in providing credit and so whoever plans to invest has to either find the money from their own purse or find other partners.

The consumption of baked goods will not break down, but the market will still be divided amongst those consumers who look at the price and those who look for quality and are willing to pay for it. The market for organic baked goods has suffered slightly, but the growth rates are still in the two-digit range. This is more than in any other segment of the baked goods market. This segregation between price and quality oriented consumers is also found on the out-of-home market. This market cannot achieve two digit growth rates any more simply because the total market that these percentages refer to is already extremely large.

For the raw materials market, we can, in the future, anticipate more speculation bubbles as the winners of the cereal boom of last year were not all from outside this industry but came partly from within this industry. Those that earned their money so easily will not stop speculating again. However, the risks are not limited to cereals alone as there were similar developments on the market for fats and it will not stop in the future.

The globalized raw materials market is taking enormous risks because there is no country in the world which is completely monitoring the quality of imported products. This opens the door for fraudsters since fraud is a virulent disease whereby one can make quick money from it and then blame the pre-supplier at the same time.

However, the machine engineering sector is spreading good news. The next iba will be flooded with energy saving concepts although not all concepts will keep their promise. Finally, however, this subject is gaining importance, last but not least because the energy costs in companies have risen to a level that is starting to hurt. Added to this, the development departments are currently working on interesting solutions so that we all can hope for some exciting stories within the course of the year.

But there is still the risk of unmotivated and poorly trained employees within companies. This is a growing risk because many entrepreneurs immediately think about cutting wages instead of looking at other opportunities of saving money and this is the best way of damaging the motivation and loyalty of the staff. The result is clear. Quality, reliability and service are compromised and with this companies are drawn into a fast accelerating downwards spiral. For 2009 – the most important entrepreneurial challenge, in the bakery industry, will be to further motivate and gain the commitment of employees without spending more money.

Sincerely yours,

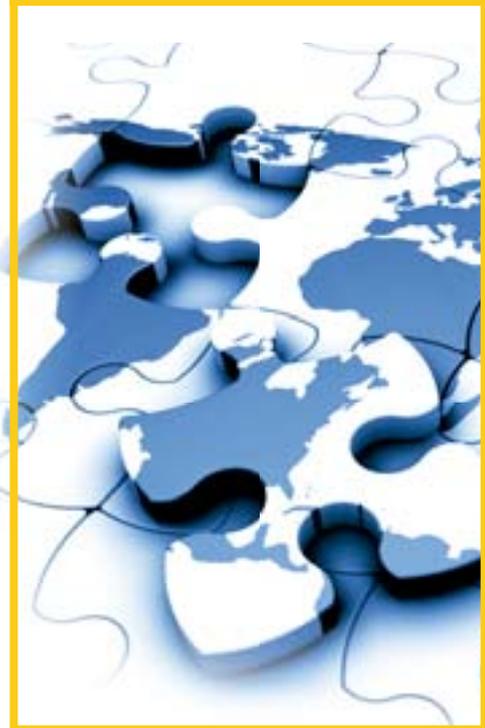


++ Hildegard Keil, editor-in-chief
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