



oice

Associazione delle organizzazioni di ingegneria
di architettura e di consulenza tecnico-economica

CONFINDUSTRIA

11th November 2011

Dear Associate,

I am addressing this letter to you in my capacity as President of EFCA, the European Federation of Engineering Consultancy Associations, of which OICE is a member.

These times are marked by energy insecurity, the threat of scarce resources, booming and ageing populations, and an environmentally weakened planet. In the European Union (EU), economies are slow, markets are shrinking or unstable, and international competitiveness is falling.

The EU has launched a strategy for sustainable growth, "Europe 2020". It is encouraging all sectors to innovate, educate, and make full use of modern technologies. Member States are being urged to work towards 'smart', '**sustainable**' and 'inclusive' growth.

It is EFCA's role to emphasize that we are an industry of people. We can take pride in our ability to foster the cross-fertilization of knowledge, **innovation** and ideas within, and between, sectors and disciplines. We present options and choices from an independent perspective, helping to strengthen our **clients' competitiveness**.

We believe that, for our clients, it is extremely important that our intellectual services are **purchased on the basis of competence, quality and independence**, through transparent and negotiated procedures. Acting in this way, our clients will enhance the profitability of their investment and will be assured of the future services of a competitive and innovative engineering consultancy industry.



We proudly present to you our new publication "Taking hold of our future", a briefing paper produced by EFCA's Consulting Future Committee, to give food for thought to firms coming to terms with the changing environment, and guidance in identifying where future opportunities lie for your business.

The booklet analyses global challenges, market opportunities, the engineering industry and the business environment, and concludes with six issues to trigger an internal reflection on the strategic direction that the firm should set in motion over the coming 5 years.

This publication costs EUR 20 and can be ordered online from the Publications section of the EFCA website - www.efcanet.org.

In closing, I should like to inform you that the **25 May 2012 EFCA Conference** will take place in Lisbon on the theme '*Developing the engineering world – Winning strategies*' and will address markets and growth strategies. It will offer a platform for debate to guide firms in orienting their corporate vision and business strategy. We hope to have the pleasure of meeting you there.

With my best regards

Ir Jan Bosschem
EFCA President