

EDITORIAL

ABOUT TARGETINGS

In the last years the professional meetings with the specialized Romanian manufacturing companies from the field have been dominated by questions like: "What would be better to set into production?" "Which are the European trends in the field of hydro pneumatics?" "How can I diversify production for being competitive on the market?" "How could we obtain some credits or less expensive facilities?" At first sight all these questions and many others seem to have their answers in other fields, probably in politics where it seems that are so much found incompetence and inactivity. Could this be the truth? Analyzing the matters closely and gradually we find that there are a series of elements which prove the incapability of the specialized manufacturing companies in understanding the economic evolution and particularly the evolution of the fluid power field. These companies are the one which do not participate at national and international fairs even when the costs are not due to them. Who stops these companies to get in touch with marketing or research specialists who know the actual European and global trends and have direct access to the information required for developing a profitable industrial activity in Romania. It is not normal to see that the small manufacturers do not try to get any advantage from accessing these information found in the databases of the professional association and ask for support in establishing contacts, not taking into account its relationship system or its regular meetings with specialists from home and abroad. Each year at HERVEX are presented informational reports about the European and international markets, the existent trends and tendencies. The small manufacturers have the chance to participate at the FLUIDAS meetings or at the workshops organized at HERVEX, at the presentation of some programs of development supported by the EU or the Romanian government for which the research institutions or non governmental organizations have the expertise and willingness to submit joint project proposals. The credits are cheap and the facilities are significant for a manufacturer only if are used for well structured, realistic projects which take into account the economic situation from Romania and Europe. The development of products without any future on the market and without any market to sell them will generate problems to the companies which access the funds only for the sake of making simple act of their presence. I still believe that our companies cannot be accepted on the specialized national and international markets in any field, knowing the tough competition existent in the field. I believe that the Romanian manufacturing companies must concern about setting into production unique products or of small series, of hydraulic systems specific for complex installations, of niche equipment or of equipment which represent patents of the Romanian specialists. It may be possible that the foreign manufacturer would ask from Romanian producers for executing some subassemblies or components and in special situations for manufacturing equipment for which we have the required competency in order to be accepted on the international markets. The small companies should also concern about the activities of maintenance and repairing because these may represent good directions of development for our industry and may also be the first step in a potential international cooperation without which the field cannot develop satisfactorily in our country. In order to reach these goals it is necessary from time to time for the companies to provide the professional training for the technical staff they have. All these thoughts expressed in the present editorial cover just a small part of the entire matter referring at the directions to be followed by the Romanian companies and represent just a personal view. I wish you success and prosperity.



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DESPRE DIRECTIONARI

In ultimii ani intalnirile profesionale cu firmele de profil din Romania sunt dominate de intrebari de tipul "Ce ar fi bine sa mai introduc in fabricatie? ; Care sunt tendintele europene in domeniul hidro-pneumaticii? ; Cum pot diversifica piata pentru firma mea? ; Cum pot obtine niste credite sau niste facilitati mai ieftine? " La prima impresie toate aceste intrebari si multe altele par a avea raspunsurile in afara domeniului, probabil in zona politicului, acolo unde se pare ca s-ar grupa incompetenta si inactivitatea. Oare asa o fi? Analizand lucrurile pas cu pas, apar surprinzator o serie de elemente care ne trimit la incapacitatea reprezentantilor firmelor de intelege mersul economiei si mai ales al domeniului. Aceste firme sunt cele care nu participa la targurile nationale si internationale chiar si atunci cand o buna parte a costurilor sunt suportate de altii.

Cine opreste aceste firme sa ia contact cu cei specializati in marketing sau in cercetare si care cunosc tendintele europene si mondiale si care au acces la informatiile necesare unei desfasurari industriale a activitatii producatorilor din tara. Este anormal ca micii producatori sa nu profite din plin de bazele de date ale asociatiei profesionale, de sistemul relational al acesteia si de intalnirile periodice ale specialistilor organizate la nivel national si international. In fiecare an in cadrul HERVEX sunt prezentate materiale despre pietele europene si mondiale atat ca realizari cat si ca tendinte. Micii producatori au sansa de a participa in cadrul sedintelor FLUIDAS cat si in cadrul unor workshop-uri la HERVEX la prezentarea unor programe de dezvoltare sustinute de UE sau de guvernul Romaniei pentru care unitatile de cercetare sau unele ONG-uri au experienta si dorinta de a depune proiecte comune. Creditele sunt ieftine iar facilitatile sunt importante pentru un producator numai daca se utilizeaza pentru proiecte bine structurate, bine gandite si bine ancorate in realitatea economica din Romania si din Europa. Dezvoltarea unor produse fara viitor si fara piata vor crea mari neplaceri firmelor care acceseaza fondurile doar de dragul participarii si cu speranta unor intamplari norocoase. In continuare eu cred ca firmele noastre nu se pot impune la nivel national sau european pe orice domeniu stiind concurenta acerba existenta pe plan mondial pe produsele de serie mare. De aceea eu cred cu consecventa ca firmele din tara trebuie sa fie preocupate de introducerea in fabricatie a echipamentelor unicat sau de serie mica, a sistemelor hidraulice specifice unor utilaje complexe, a unor echipamente de nisa sau a unor echipamente care rezulta din brevete ale specialistilor din tara. Este posibil ca unii producatori straini sa apeleze la micii producatori romani pentru executia unor repere sau/si subansamble iar in situatii speciale la fabricarea unor echipamente pentru care noi sa dispunem de competentele necesare incadrarii in competitia internationala. Firmele mici ar trebui sa se preocupe si de activitatile de mentenanta si reparatii, pentru ca pot reprezenta directii de mare interes national si de asemenea pot constitui un prim pas in cooperarea internationala fara de care sigur nu se poate dezvolta domeniul in tara noastra. Pentru toate acestea este necesar ca din timp in timp firmele sa asigure perfectionarea pregatirii profesionale pentru toate cadrele tehnice de care dispun. Toate aceste ganduri exprimate in prezentul editorial acopera doar o mica parte a directiilor pe care trebuie sa mearga firmele romanesti si sigur sunt doar o parere personala.

Va urez succes si multa sanatate.



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A handwritten signature in black ink, appearing to be the initials 'PD' or similar, written in a cursive style.