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## DID YOU KNOW

Dassault Systèmes has teamed up with AREVA NP's metrology services division to provide nuclear plant operators with precise 3D digital representations of their facilities.

## NEXT ISSUE

Do you have a new product or case study to showcase? Send us a press release or highlights to include on our newsletter.

Next issues topic is Pulse of the Industry - The plant industries are seeing a remarkable upgrade in available technologies for the entire lifecycle of a plant, from planning, design, construction, to operations and maintenance. Who's innovating and who's falling behind? Where have technology vendors invested substantially in the past year to bring new functionality to their customers? How are new evolving information platforms and data exchange standards affecting the solutions? Who are the new suppliers, and how are they redefining the approach available for many plant applications?

If you have an article to submit we will try to

## CHAIRMAN'S MESSAGE



### Thought Leadership

One of the three themes for the daratechPLANT 2009 conference is *Thought Leadership*. This is entirely appropriate given the tectonic changes that we are seeing in the plant industries over these past five years. Consider the challenges that we are facing;

- Mega-projects are now in the \$10B + range
- The demand for trained engineering resources is at an all time high and we are seeking educated personnel throughout the world
- Projects are now being performed through numerous partners, and the science of project management has been escalated to new heights
- Commodity/material prices continue to rise, and designs need to consider source price variability as a major factor.
- Procurement is being performed on a worldwide basis, and achieving standards on global programs introduces a whole new set of variables.

The answers to these issues are not trivial, nor are they able to be addressed by many of our past practices. I refer you to an excellent overview on [thought leadership](#), which provides a four-point litmus on thought leadership to companies and industries.

Real creative thinking and applying innovative application of technologies is, in many cases, the only way to succeed today. I am reminded of the early seventies when the design of nuclear power facilities required a complete new look at how a plant was designed and built. It is clear that real *Thought Leadership* within our companies, and our industries, is required to address the challenges. The good news is that we have a lot of very bright, innovative, and problem solving people in our industry. I look forward to hearing about the innovative methods that each of us are using at the 2009 conference

**Joseph Morray, Jr.**



