



*ABB Review* typically focuses on ABB's products and technologies. The present issue takes a different approach and asks how these products are affecting people and contributing towards a "better world."

There is no single product or concept that alone can fulfill everybody's idea of a better world. Rather, working towards this is about completing a puzzle of many different pieces, each concerned with improvements in a particular area. This edition of *ABB Review* illustrates how the company is contributing to many of these puzzle pieces.



## ... for a better world

Power and productivity for a better world – this is the essence of ABB.

ABB is one of the world's leading suppliers of products and systems for electrical infrastructure, from house installation to power generation, and for factory automation and optimization of industrial processes. Power and automation are two cornerstones of modern economies, the prosperity of which closely correlates with their ability to supply power in an efficient and reliable way and to continuously push productivity to world-class levels.

A reliable and cost-effective energy infrastructure enables industry to concentrate on its core competences and generate value for society; the same is true of highly productive manufacturing processes. ABB is fostering “a better world” for the industrial members of society, which benefits us as individuals as well.

Internally, ABB is also striving for a better world, as sustainability issues drive company projects and extensive employee safety programs are carried out. Our annual sustainability report provides a nice overview of all our efforts.

There are many ways in which ABB is also directly improving individuals' quality of life: A safe and reliable house installation, a well-functioning water supply, a comfortable train trip, a reliable elevator, a sunny seat in a football stadium and numerous other contributions are cultivating a better world. But while people in developed countries already feel uncomfortable when a train is not on schedule, there are more than one billion people who do not have access to the comfort of electricity at all. Clearly, the perception of “a better world” is very different across the globe.

ABB is proud to have a hand in developing a comfortable environment for everyone – in less developed societies and

in industrialized societies alike. The technology utilized is the same in many cases. In China, for example, the supply of electricity is provided by the world's largest, most modern and most powerful high-voltage direct current system from ABB. In Saudi Arabia, ABB recently installed modern desalination plants to produce fresh and healthy drinking water, and in Africa several projects are underway to provide electrical infrastructure to local villages.

If “a better world” is related to an increasing gross domestic product that is generated in a sustainable way, the required growth of energy consumption is – especially in the less developed countries – a major challenge for the global society. The efficient use of energy is therefore at the heart of almost all ABB products and systems. We want to create an infrastructure for a better and sustainable world – one that provides a level of comfort for all of us and at the same time does not deplete our resources or harm our environment. With this boundary condition, the comforts derived from ABB products can be enjoyed by everyone in all economies.

I invite you to discover in this issue of *ABB Review* how ABB is contributing to your quality of life. You may be surprised to learn how often ABB is the hidden source of comfort behind an application.

Enjoy your reading.

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