



## Learning to succeed

Many companies are founded on the back of an innovative idea by forward thinking people skilled in design, engineering, project management, marketing or other discipline. Whilst still small, the skills required to operate all aspects may possibly be gained by the founder. In former, less complicated times this may have been true as the firm expanded, but the pace of change of technology, standards and legislation as well as in marketing and particularly in financial accounting necessitates constant learning and improvement. The huge range of applications and processes served by our industry just adds to this challenge.

However, help is at hand and indeed has been for the past thirty-five years in the shape of SHAPA. The Association puts education and training and dissemination of relevant knowledge at the forefront of its endeavours. A quick canter through this year's programme of events and a peek into next year's will demonstrate this commitment.

Earlier last year the 9<sup>th</sup> Annual Digital Marketing Workshop was presented, and we are looking forward to our 10<sup>th</sup> anniversary workshop in May. This seminar presented the latest ideas in an engaging and professional manner for the benefit of all who attended. Its future is assured.

Financial prowess is now an essential feature of business, but not all entrepreneurs are born experts. In November SHAPA presented a Financial and Commercial Awareness Workshop – the second for SHAPA – by popular demand from the membership. Aimed at de-mystifying the processes and jargon of financial accounting for those for whom accountancy is not their first expertise, it enabled delegates to gain confidence with focused knowledge.

In November another new course, an Introduction to Bulk Handling, will help those new to the industry and will aim to demystify the jargon used and by using an industrial kitchen theme it will be relevant, informative knowledgeable to all those who attend.

Addressing technical and legislative issues, a further ATEX seminar will be held early next Year. This constantly evolving topic touches many aspects of solids handling, with many engineers encountering it maybe for the first time.

Total cost of ownership is an important consideration for all purchasers of equipment and therefore vital to be understood by manufacturers and suppliers. The wisdom of considering all costs, capital, operating and end of life, is well known but not always applied. The Technical Committee will shortly add new information on this progressive topic to the SHAPA website.

Business will continue to succeed whatever the political conditions and SHAPA are equally committed to ensuring that their member companies can be armed with the best data and techniques available to maintain this good work throughout our industry. Whether a manufacturer, supplier or an end user, we strongly recommend a visit to the SHAPA website at [www.shapa.co.uk](http://www.shapa.co.uk), or send your enquiry to [info@shapa.co.uk](mailto:info@shapa.co.uk).

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