



## Strategy is No Luxury

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Current economic events may have at least an advantage: I believe this is the ultimate demonstration that long-term considerations should always be given priority to short-term thinking and speculations. Financial places are on fire. Should we wait our World to literally burn as well to begin doing something?

We all know China considers itself as the millenary civilization. It's just a matter of time: they will rule the world (soon, and again). Revenge is best as a cold dish, we all know that. They implement it.

What makes it interesting is that the Chinese mindset seems to be plugged with this horizon. No matter that many of them will not be living in 50-year time: they are aligning their efforts for the great benefit and pride of the generations to come. Collectivism prevails over our individualism.

On this matter, education is one pillar; Alain-Marie showed last week "Chindia" is embracing this challenge very seriously. Environment is definitely the second pillar of this ambitious construction.

I am not saying Asian countries are respecting the environment much better than we do ourselves. I just wanted to underline that some countries in Asia unify to imagine a greener future. A few months ago was held in Singapore the World Architecture Congress: according to architectural experts, Asia is turning cool and green by introducing techniques to reduce their ecological footprint.

To be honest, I am not breathing in Ho Chi Minh City the same air I enjoyed in my native Normandy. Still, these political wills are definitely a *bol* of fresh air in this smoggy period.

The good thing after a fire is that we can build anew... for a bright(er) and green(er) future?

