

# Cooperation and a Win-Win Mentality

Message from Mdm Huang Xiaoyun, President FAOPMA



**T**here is an old Chinese saying: “if you give away roses, your hands would smell like roses.”  
Looking at history of human kind, competition

has always been a somewhat cruel topic. Society’s drive for moving forward wouldn’t have been possible without competition, but are we destined to be a self-serving species while engaging in competition? If you ever played the game of Tetris, you would understand the fact that in order to be successful in this game, we need to be able to identify the matching pieces of puzzles in various length and shapes falling from the top of the screen “competing” for space, and put them in the right place to form the perfect shape. The rules of this game also should be applied to our everyday lives.

An old and hardworking fruit farmer spent decades on cultivating a new variant of fruit tree that produced a higher yield and was quite successful in achieving his goal. Interestingly, he didn’t keep his new trees a secret, instead, he gave them away to the neighbouring farmers. Under his guidance, the entire village was planting his tree. People were befuddled by his generous acts and asked him why he didn’t want to keep it a secret and seemingly gave away his competitive advantage. His reply? “I am doing this for my own good. Think about it, if the neighbouring farmers were still planting the old fruit trees, my trees will be pollinized by the inferior trees, and why would I want that?” His words made people realize that not only he was able to keep his trees as productive as he intended them to be, he also helped his neighbours. In working with your competitors to make progress, isn’t this a wise way to win?

The founding of FAOPMA, the revamping of our wonderful magazine, and the annual FAOPMA-Pest Summit, are all parts of the efforts in building

a platform to cooperate and work with one another in order to win. The goal of this platform is for our industry to interact, understand, and learn from one another. This platform shall bring new ways of thinking, innovative ideas, and cutting-edge research and technologies to everyone in the region to create synergies to move the industry to the next level. This platform should also serve as a forum in which we could all get together to form new friendship, and forge a productive fellowship to plan for the future challenges. In another word, this is a platform of cooperation with a win-win mentality.

We all understand the important role cooperation played in the past, such as the integration of FAOPMA and Pest Summit, but it is ever more imperative moving forward. With an increasing level of globalization and the ever-tighter interdependence of various markets, cooperation and joint-development becomes a basic requirement of our times. The merger of capital and technology and exchange of ideas and culture are touching our everyday lives. There are incredible potentials in the sharing of industry and technical standards, service philosophy, and management expertise. This will bring us new experiences, better efficiency, improved professionalism and more opportunities for development. This will also create a healthy environment in which our diversity of people and culture will shine and flourish. Cooperation should not only happen at an international level, it is even more important at an individual level. Cooperation allows us to learn from others and overcome our own shortcomings. Cooperation will pull us closer together and turn competitors into friends.

**Cooperation = Win-Win. Let’s compete with a smile of confidence and sincerity, and grow together! ■**