## Stimulating Mathematics in Industry around the World

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The use of mathematics to solve industrial problems has escalated with the increased use of computers and is now relevant in almost all areas of human endeavour. Over the last forty years a number of different mechanisms have been adopted to promote this use of mathematics.

We are now moving into a new era where mathematicians can work as fruitfully with social scientists as with physical or biological ones. This trend will be illustrated with some examples from recent industrial applications worldwide.

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