SURVIVE & PROSPER

THE MAA ANNUAL CONFERENCE

18 MARCH 2014



Welcome to the MAA Annual Conference



This year we have asked our prestigious industry and government speakers to help us put under the microscope the future of our supply chain... On behalf of the board of the Midlands Aerospace Alliance, I wish you a warm welcome to the second MAA annual conference.

Last year's event proved a great success, with our keynote speakers sharing forecasts for aircraft production and future visions for the aerospace industry which everyone participating found of tremendous value.

This year we have asked our prestigious industry and government speakers to help us put under the microscope the future of our supply chain, especially small Midlands manufacturers, in an era of globalisation for our sector.

The present continuous global growth in civil aircraft markets – so vital to the booming Midlands aerospace cluster – brings both opportunities and threats. The opportunities come from the booming market in passenger aircraft. The big aerospace players like Airbus and

Boeing now have seven year 10,000 aircraft order books worth \$1 trillion, enough work to keep the entire Midlands economy busy for three whole years.

The threat is that the big players increasingly want to buy their parts and components from large suppliers that can operate at the same global scale they do. Our 300 or so smaller manufacturers still have huge experience and know-how to offer, but many may need to up their game, and others may need to find new market niches in the production system where their talents can excel.

This conference is dedicated to exploring exactly these challenges.

Clive Snowdon

Chairman Midlands Aerospace Alliance

ABOUT THE MAA

The Midlands Aerospace Alliance (MAA) was set up in 2003 and now has over 300 members. The MAA board includes senior managers from Aero Engine Controls, Meggitt, Moog Aircraft Group, Rolls-Royce and UTC Aerospace Systems as well as elected supply chain representatives and key regional partner bodies. The chairman since 2008 has been Clive Snowdon, until 2011 chief executive of Umeco plc.

MEMBERS DIRECTORY

The MAA member capability directory will help you identify world-class

Midlands partners and suppliers for your aerospace programmes and projects – available for on-line search and as a downloadable document published each summer.

BECOME A MEMBER

As a member of the MAA you will be joining a unique organisation that supports companies in the Midlands to develop new aerospace technologies, improve their competitive performance and win new business. Companies outside the Midlands are welcome to join the MAA as associate members.

CONTACT US

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Ready to take off?

So are we...

Derby, the UK capital for innovation, is delighted to sponsor the 2014 MAA Conference.

Derby City Council is looking to help your business. Derby has operated on the world aerospace stage since 1907, and with that wealth of experience we are ready to help you fly. Please contact us for further information on: 01332 640781.

See www.derby.gov.uk/degf for details of financial support we offer See www.enscite.co.uk for details of support to engineering supply chains. See www.infinityparkderby.com for details of a manufacturing focussed innovation and technology park.









OUR KEYNOTE SPEAKERS



Colin Smith

Aerospace.

Colin Smith CBE was appointed as
Director – Engineering & Technology,
Rolls-Royce in 2005, when he also became
a member of the Board of Rolls-Royce Group plc.
His roles immediately prior to this appointment
were the Director of Research & Technology and
Director of Engineering & Technology for Civil

Colin joined Rolls-Royce as an undergraduate apprentice in 1974. Following graduation in Mechanical Engineering he worked in a number of roles including Chief Engineer on helicopters and subsequently the Trent 700 and Trent 500.

Colin is a Fellow of the Royal Academy of Engineering, The Royal Aeronautical Society and The Institution of Mechanical Engineers and was a Royal Academy Silver Medal winner in 2002. He was awarded an Honorary Doctorate of Science by the University of Strathclyde in June 2007, an Honorary Doctorate of Science by the University of Southampton in July 2008 and an Honorary Doctorate of Technology from Loughborough University in July 2010.

He is Chairman of the Rolls-Royce Heritage Trust. Colin was appointed Commander of the Order of the British Empire in the Queen's Birthday Honours list in June 2012.

UK aerospace in a global context: are we doing all we can to maintain our leading position?

The UK civil aerospace industry is the second largest in the world and still growing. Colin Smith will describe the position of Rolls-Royce within the industry today. He will offer insights into the forecasted growth and the challenges and opportunities that Rolls-Royce and its supply chain face in this context. He will also discuss how the critical collaboration within the industry, with regional and governmental agencies, and with the education community can help the UK aerospace industry maintain its leading position.

Notes		



Andreas Schell

Andreas Schell, President, Actuation
& Propeller Systems, UTC Aerospace
Systems has responsibility for the Actuation
business worldwide, including sites in the United
Kingdom, France, Italy and the United States.

Andreas provides business direction, strategy implementation and profit and loss management as well as programme execution to ensure on-time delivery and superior quality.

Prior to his current appointment in 2013, Andreas held a number of senior positions at Hamilton Sundstrand and before that at Chrysler, including President Electric Systems, Hamilton Sundstrand and Vice-President Electrical Engineering and Director Business Strategy & RTP, Chrysler.

He holds an MBA from Michigan State University and Master's degrees in Mechanical Engineering/ Electrical Engineering from the Technische Universität Clausthal and Electrical Engineering from the National University of Science and Technology (ZW).

Globalisation of the aerospace industry: what it means for UK suppliers.

Andreas will start by reviewing the new structure of UTC Aerospace Systems, and the Actuation Systems business within it. He will analyse the global challenges all aerospace businesses face, before addressing what UTC Actuation Systems in Wolverhampton is doing to stay competitive. Andreas will then set out with examples how his company tells the difference between good suppliers and poor suppliers, concluding with his thoughts about how small companies can prosper in tomorrow's aerospace industry.

Votes	

08.00 - 09.00	Registration, refreshments and networking
MORNING	PERSPECTIVES ON AEROSPACE 1
	 → Colin Smith, Director of Engineering & Technology, Rolls-Royce UK aerospace in a global context: are we doing all we can to maintain our leading position? → Andreas Schell, President, Actuation & Propeller Systems, UTC Aerospace Systems Globalisation of the aerospace industry: what it means for UK suppliers. → The small company perspective. Refreshments and networking
	PERSPECTIVES ON DEFENCE
	 → Philip Dunne MP, Minister For Defence Equipment, Support and Technology, MoD Prospering in a competitive defence market: the role of the SME. → Sir Brian Burridge, Vice-President Strategic Marketing, Finmeccanica Pushing Defence capability to market. → The small company perspective.
	Lunch and networking
AFTERNOON	PERSPECTIVES ON AEROSPACE 2
	 → Colin Sirett, Head of Research and Technology, Airbus in the UK What should the UK do to address the challenges and benefit from the growth of civil aerospace? → Robert W Thomson, Partner, Roland Berger Strategy Consultants What the world's aerospace industry leaders are thinking: implications for the supply chain. → The small company perspective.
	Q & A
	Ask your questions about where the industry is going.
16.00	Conference close and networking

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To find out more, visit our website http://engineering.quest-global.com

RBS is proud to support The 2014 Midlands Aerospace Alliance Conference

BUILDING TOMORROW

At RBS Corporate & Institutional Banking, we know what it takes to build a great partnership which is why we are delighted to support this year's conference.

To find out how we can work with you and your business, contact Rupert Boddington, Senior Relationship Director, on 0121 262 7419 or email rupert.boddington@rbs.co.uk





One week of seminars, workshops and market briefings to provide practical advice on doing business overseas

OUR KEYNOTE SPEAKERS



Philip Dunne MP



Philip Dunne MP is Minister For Defence Equipment, Support and Technology in the UK Ministry of Defence.

In September 2012, he was appointed Minister for Defence Equipment, Support and Technology with responsibility for Defence procurement and Defence exports. Mr Dunne is Member of Parliament for the constituency of Ludlow in Shropshire, which he has represented since 2005.

Following the 2010 General Election, Mr Dunne was appointed an Assistant Government Whip, having previously served as an Assistant Opposition Whip. In Parliament he has been a Member of the Work and Pensions Select Committee, the Public Accounts Committee and the Treasury Select Committee.

Before politics, Mr Dunne had a 20 year business career. He has experience of business both big and small having worked for investment banks in London, New York and Hong Kong and having helped start and build businesses. His former chairmanship of a Venture Capital Trust reflects his enthusiasm for encouraging entrepreneurship in the small business sector.

Brought up on the family farm near Ludlow, Mr Dunne read politics, philosophy and economics at Oxford University. He is married with two daughters and two sons.

Prospering in a competitive defence market: the role of the SME.

The UK has a world-leading defence industry, delivering the UK Armed Forces with battle-winning equipment. It also has an important role to play in delivering export-led growth and a rebalancing of the UK economy. Small and Medium Sized Enterprises, often working alongside larger companies, provide the innovation and competitiveness that help deliver such a world-leading sector. In his speech, Philip Dunne, the Minister responsible for defence procurement and exports, as well as the Ministry of Defence's Ministerial lead for SMEs, will address some of the initiatives this Government has pursued to give SMEs greater opportunities in defence, as well as current developments in defence reform.

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Sir Brian Burridge

Sir Brian Burridge is the Vice-President
Strategic Marketing at Finmeccanica UK and
is currently the Technology and Enterprise
Team lead in the Defence Growth Partnership. He
previously spent a full career as a pilot in the Royal
Air Force holding a front-line command at every level
in the Service and spent a number of years in MoD
in policy posts. He left the Royal Air Force in January
2006 as Commander-in-Chief Strike Command.

President of the Air League, he is also the Vice-Defence on the Council of ADS, the aerospace, defence and security sectors' trade association. With a first degree in physics, an MBA and two honorary doctorates, Sir Brian was also a research fellow in political science at King's London and is now a visiting professor at the School of Politics and International Relations at the University of Reading.

Pushing Defence capability to market

The UK Defence aerospace sector has an enviable export record based on leading-edge technology backed up by the notion that the seal of approval of the UK Armed Forces speaks volumes. But, both these aspects are changing. So, has the traditional requirement-driven, platform-based model had its day? Does it simply now lack the agility to meet global market demand in an intensely competitive environment and is it missing the significance of novel, niche technology within the SME community?

This address will explore the future technology environment, consider the alternative models and explain how some of these ideas are being embraced in the UK's Defence Growth Partnership.

Votes

OUR KEYNOTE SPEAKERS



Colin Sirett



Colin Sirett holds the position of R&T National Representative, and Head of Research & Technology for Airbus in

the UK.

He joined the R&T team on 1 February 2010 from his previous position of Head of Landing Gear PDT (Product Delivery Team) on the A350XWB Programme, which he had held for four years.

He is a member of the Steering Board for the National Composites Centre, and a Director of the National Composites Network. Other Industry involvement includes member of Aerospace Technology Strategy Group and CBI Innovation and Strategy Group.

He holds an Honours Degree from the University of Aston in Birmingham, Production Technology and Management, and a MBA from the University of Bath.

What should the UK do to address the challenges and benefit from the growth of civil aerospace?

Global demand growth, environmental requirements and competitive pressures are creating both a threat and an opportunity for UK aerospace companies. What should be our priorities to secure future positions in this evergrowing market? Colin will offer an Airbus perspective on this question with a special focus on drawing out implications for the UK aerospace supply chain.

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Robert W Thomson

Robert Thomson is a Partner in Roland
Berger's Aerospace & Defence competence
centre, based in London. He has extensive
consulting experience encompassing strategic and
operational improvement assignments for leading
aerospace and industrial companies and governments
in the UK, Europe, North America and Asia.

His recent work spans all aspects of the aerospace lifecycle from winning new bids, launching and managing complex new development programmes, supply chain design and management, maintenance, repair & overhaul (MRO), aircraft financing and operation, and recycling. In addition, he has also been closely involved in much of the M&A activity in the sector.

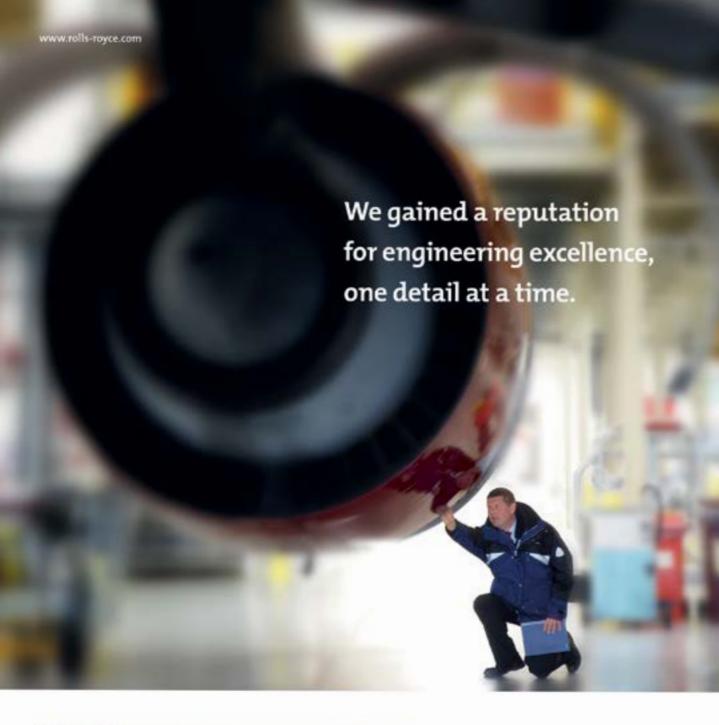
Prior to joining Roland Berger, Robert worked as an engineer at Rolls-Royce and an investment analyst in the City of London.

He holds an MBA with Distinction from the London Business School, and a first class engineering degree from Cambridge University, where he was elected to the Sir Henry Royce scholarship.

What the world's aerospace industry leaders are thinking: implications for the supply chain.

Over the last 5-10 years, a number of trends have become well-established in the supply chains of the major aerospace companies, including prime contractors becoming system integrators, 'tiering' of the supply chain, the flow down of cost and risk, and the shift to low labour cost regions. As these trends develop and evolve, Robert Thomson will discuss how the impact on the supply chain continues to be felt, and address the following questions: How will the balance between the civil and defence sectors shift? What will the next stages of globalisation bring? How can UK-based suppliers compete in future?

Votes	



We know it's the small things that make a big difference. In fact it goes a very long way towards explaining why Rolls-Royce has become a world-leader in power systems and services on land, at sea and in the air. With manufacturing and service facilities in go countries and customers in well over 150 countries, we place a great deal of importance on the detail in order to maintain the very highest standards that our name has become associated with. It's what our clients have come to expect and we don't do it lightly. Last year alone we invested close to fabilition in research and development of our products and services. And, like everything else we do, we did it one detail at a time.

