



midlands aerospace alliance

MIDLANDS

# AEROSPACE

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MAGAZINE

## LIVING THE DREAMLINER



MIDLANDS TECHNOLOGY ONBOARD BOEING'S REVOLUTIONARY TWINJET – PAGE 3



### BOOST FOR RESEARCH

New engine facility for Coventry – P2

### FORGING NEW EUROLINKS

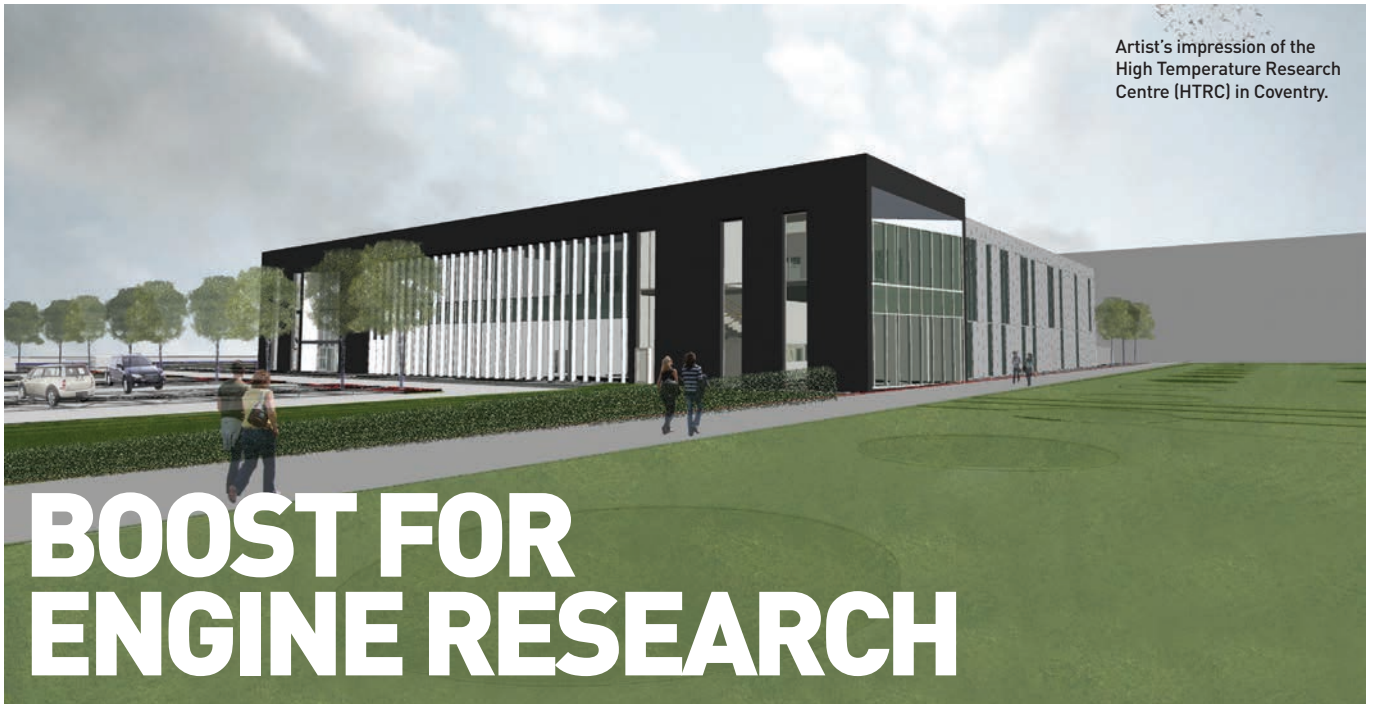
TransNetAero points to collaborative roles – P7



### 'SURVIVE AND PROSPER'


Preview of the 2014 MAA annual conference – P8

Artist's impression of the High Temperature Research Centre (HTRC) in Coventry.



## BOOST FOR ENGINE RESEARCH

THE MIDLANDS WILL BE HOME TO A NEW £60M RESEARCH CENTRE DEDICATED TO THE DEVELOPMENT OF FUTURE AIRCRAFT ENGINES.

 Ansty Business Park in Coventry has been confirmed as the site of the High Temperature Research Centre (HTRC), a collaboration between the University of Birmingham and Rolls-Royce. Building work begins this spring.

Funding for the 5,800 sqm centre comes from a £40m investment by Rolls-Royce and a £20m government grant through the UK Research Partnership Investment Fund (UKRPIF) of the Higher Education Funding Council for England (HEFCE).

The centre will be a unique casting, design, simulation and advanced manufacturing research facility. It will focus initially on the key design and manufacturing aspects of investment casting. Rolls-Royce's Gareth Davies, Turbines Executive Vice-President, said the HTRC "will enable step changes in turbine technology, which plays a critical role in jet engine performance."

The project strengthens the relationship between the University of Birmingham and Rolls-Royce and offers both the opportunity


to build on their existing relationship with the Manufacturing Technology Centre (MTC), which is also located at Ansty Park.

Professor David Eastwood, Vice-Chancellor and Principal of the University of Birmingham, calling the centre "exciting and innovative", said it will bring "enormous benefits to manufacturers in the region".



[www.birmingham.ac.uk](http://www.birmingham.ac.uk)  
[www.rolls-royce.co.uk](http://www.rolls-royce.co.uk)

## ANOTHER MANUFACTURING RESEARCH FIRST FOR MIDLANDS

 The UK's first National Netshape and Additive Manufacture Centre is to be set up at the Manufacturing Technology Centre (MTC) in Coventry as part of a £60m injection of joint government and industry funding for aerospace technology development.

The new centre will house projects such as 3D printing for metallic and alloy components for aero-engines and aircraft landing gears among other products.

This investment is part of the £2 billion of joint funding that will be invested in the UK's aerospace sector over the next seven years as part of the Aerospace Growth Partnership's Aerospace Technology Institute.

The cash injection was announced by Chancellor George

Osborne during a visit to the MTC which is one of the country's Catapult centres for innovation in high-tech manufacturing, and home of cutting-edge manufacturing technology such as the world's largest fibre laser operating in an industrial research environment.

Dick Elsy, chief executive of the High Value Manufacturing Catapult, said: "This latest expansion of capability at the MTC is a tremendous new resource which will help the UK's high value manufacturing sector – and the aerospace sector in particular – to continue to go from strength to strength."



[www.the-mtc.org](http://www.the-mtc.org)

# DREAM RESULT FOR MIDLANDS

## COVER STORY

### MIDLANDS AEROSPACE ENJOYS A SYMBIOTIC RELATIONSHIP WITH BOEING'S NEWEST AIRLINER, THE 787 DREAMLINER.

Midlands aerospace companies are benefiting from the acceleration in the 787's production schedule – just as the aircraft benefits from their world-class technologies and expertise.

Since its inception, the Boeing 787 Dreamliner has pushed the envelope of design, materials and performance of airframe and propulsion. Boeing has received orders for more than 1,000 of the aircraft – and has a backlog of about seven years to deliver.

Midlands aerospace companies have logged a rising share of work on successive new Boeing programmes over recent decades.

The main Midlands gateways for supply chain participation on the 787 are three of the region's biggest names in aerospace:

- Rolls-Royce of Derby, Nottinghamshire and Warwickshire, through the Trent 1000, one of two engine options on the 787;
- Aero Engine Controls of Birmingham and Derby, through its electronic controls which manage the Trent 1000;
- Moog Aircraft Group of Wolverhampton, through the high-lift actuation system for the 787 wings, used for takeoff and landing.

Rolls-Royce scored a first for the Midlands when its Trent 1000 was selected as launch engine on all three variants of the 787, the first time the Derby engine-

maker has been lead supplier on an all-new Boeing widebody. The enhanced Trent 1000-TEN is expected to enter service in 2016.

Other leading Midlands companies make parts for the 787 as direct suppliers to subsystem suppliers. They include:

- Meggitt in Coventry and Redditch-based Mettis Aerospace which supply components for the alternative GE GEnX engine;
- Mettis also supplies air management system components through Tier 1 contractor UTC Aerospace Systems;
- ITP Engines UK in Rugby and Leicester provided technology support during development of the GEnX engine programme.

In total some 34 members of the MAA are on the programme, many as suppliers to the companies listed above.

MAA chief executive Andrew Mair said the Midlands' contribution to the 787 underlines the region's "unique position" in the world aerospace industry as suppliers of the most advanced and sophisticated aircraft systems and "is a tribute to our companies and their employees."

Cover photo: a British Airways 787 equipped with Rolls-Royce engines lands in Toronto. The airline has ordered 42 of the aircraft. Photo: Flickr/BriYYZ



## NEWS

### ON THE WEB

CLICK THROUGH TO THE MAA WEBSITE FOR CURRENT NEWS ON MEMBERS' ACTIVITIES:

→ **UTAS** is to develop a new Centre of Excellence on the UTC site in Wolverhampton.

→ **Monarch Aircraft Engineering** opens a new MRO hangar at Birmingham airport.

→ **Invotec** wins approval from the European Space Agency (ESA) for advanced printed circuit boards (PCBs).

→ **Hexagon Metrology** introduces new measurement software.

→ **IPI Solutions** signs Sikorsky as a new customer for its part approval software.

→ **Delcam** expands its international workforce to more than 700 during 2013.



[www.midlandsaerospace.org.uk/news](http://www.midlandsaerospace.org.uk/news)

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# INVESTING IN THE UK SUPPLY CHAIN

JUDGING BY EARLY INDICATIONS, THE NATIONAL AEROSPACE TECHNOLOGY EXPLOITATION PROGRAMME (NATEP) IS LIVING UP TO EXPECTATIONS AND ITS OWN AMBITIOUS OBJECTIVES. ITS INSPIRATION COMES FROM THE MIDLANDS...

 The fledgling National Aerospace Technology Exploitation Programme (NATEP) is off to a good start following completion of the first (pilot) of the five planned calls for proposals, with four projects and a combined £350,000 in funding approved.

The programme, modelled on the MAA's successful Aerospace Technology Exploitation Programme (ATEP), has established its headquarters at the Business Innovation Centre in Coventry – next to the MAA offices.

Early indications suggest the second call, which closes on 20 March, will see a substantial increase in the number of approved projects as the programme gathers momentum. The technology managers of the regional aerospace alliances are working with a wide range of possible projects.

Participating in the four projects approved in the first call are 11 companies from around the country, six prime contractors as end-users, one university



and one Catapult centre. "We're working with smaller companies in a way nobody else is," said NATEP director Dave Dawson. The programme's goal is to deliver

100 new technology capabilities in the UK aerospace supply chain. "NATEP funding, expertise and mentoring will accelerate important technology development projects where perhaps they can't see an immediate return on investment and don't have all the skills and network required to succeed."

"Companies are coming to us with a wide variety of ideas," says Peter Knight,

*"We're working with smaller companies in a way nobody else is... NATEP funding, expertise and mentoring will accelerate important technology development projects."*

the MAA's new Technology Manager, "ranging from novel machining, tooling and forming processes, characterisation of non-metallic components, new high-temperature composites and composite structures in UAVs all the way to ITAR-free mechanical design of components and intelligent printing on harsh environment componentry."

The subsequent calls are phased over half-yearly periods; the third call is scheduled for August 2014, with the fourth and fifth following in November 2014 and May 2015 respectively. NATEP is scheduled to run until March 2017.

Dawson said the first call for projects has provided a useful testing ground for the processes of bidding, assessing and approving projects. "The indications are that some very interesting projects will come forward in the upcoming calls," he said.

An essential part of NATEP is mentoring, said the programme's deputy director, Bridget Day. "We're here to help aerospace supply chain companies develop the people and process capabilities they need to make

## NATEP IN A NUTSHELL

- NATEP is an AMSCI programme funded by BIS.
- £40m programme including £23m in government funding to support the development of 100 novel technologies through collaborative research.
- The collaboration must involve a supply chain partnership and a customer and could include an academic partner/High Value Manufacturing (HVM) Catapult centre.

- Technology developed must have exploitation potential.
- Grants, usually for 50% of spend, range from £50,000 – £150,000.
- Projects must have potential to create or safeguard jobs.
- Projects should have a duration of up to 18 months.

If you have a potential project, apply now: contact [peter.knight@midlandsaerospace.org.uk](mailto:peter.knight@midlandsaerospace.org.uk)



NATEP director Dave Dawson (right), deputy director Bridget Day (second right) and MAA chief executive Andrew Mair at the NATEP offices in the Business Innovation Centre, with centre manager Penny Robb.

their projects succeed. That's as important as the project funding."

Typically, the lead time from idea, through outline proposal to full proposal and selection, will be six months; longer if the project lead and mentor need time to sort out details. "There is time allowed between the outline and full proposal. This allows mentoring advice to companies to help them plug any gaps in their proposal, explain the business case and add detail to the full submission."


Unlike some other programmes, potential projects will have four chances to apply for NATEP funding, said Dawson. Project work can start and funding can be

claimed from the date of the grant offer letter.

Jeff Taylor, ADS aerospace director, said NATEP is aligned with the vision of the Aerospace Growth Partnership (AGP) in encouraging supply chain companies to develop their own intellectual property (IP) that they can offer to customers in the UK and, if appropriate, abroad. "That's why the involvement of foreign sponsors and primes in NATEP is so exciting," he said. "It's a route to market other than the UK primes."

 [www.natep.org.uk](http://www.natep.org.uk)

## KNIGHT JOINS MAA TEAM


 Peter Knight (right), the MAA's new NATEP Technology Manager, brings wide experience in engineering, manufacturing and project management to his new role.

During 44 years in aerospace and related industries – which started with a student apprenticeship at Lucas Gas Turbine Equipment and included 10 years at GEC Mechanical Engineering Laboratory, 15 years at Alstom and five years at ITP Engines UK – Peter has never been far from R&D. His name is on a number of patents.

He's pleased to be in a position now where he can make a difference to MAA members, particularly SMEs. "The NATEP programme is unique in offering suppliers support and mentoring in addition to funding, thereby helping them to develop a wider in-house technology skills base and a more strategic view of business growth," he said. "I see it as my job to help companies in the Midlands to grow their technology and compete successfully in a world market."



## CABLE GIVES CREDIT TO NEW SUPPLY CHAIN INITIATIVES

 Business Secretary Vince Cable told 850 guests at the annual dinner of the ADS on 28 January that support of the supply chain was needed to make the most of the opportunities for growth in aerospace, defence and security, the sectors on which ADS is focused.

He reflected on the progress made so far through the National Aerospace Technology Exploration Programme (NATEP) and Sharing in Growth – two relatively new initiatives specifically designed to support the supply chain.

Mr Cable also reflected on skills as a key issue and highlighted the work of many companies to develop skills through apprenticeship programmes and through programmes such as the 500 Aerospace Masters programme which is part of the Aerospace Growth Partnership (AGP).

His audience was made up of senior representatives from industry and government.

Earlier, incoming ADS president Marcus Bryson, chief executive of GKN Aerospace and Land Systems, said one of his goals for ADS in 2014 was to "encourage investment in innovation and new technology, and help member companies get access to new business opportunities at home and in important international markets.

"The next 18 months will shape the long-term prospects for industry. Our high value sectors will be critical to achieving the growth, exports and prosperity our country needs."

# STRATEGY

GETTING THE MOST FROM AIRSHOWS

# BERLIN CALLING

LIMITED SPACE REMAINS FOR UK AEROSPACE COMPANIES TO EXHIBIT AT THIS SPRING'S ILA BERLIN AIRSHOW AS PART OF THE UK AEROSPACE SUPPLIERS VILLAGE.

British exhibitors and customers at the last ILA Berlin.



➔ The UK stand will showcase the best of UK aerospace at this increasingly important show, which runs 20-22 May. The UK presence is managed by the MAA on behalf of ADS and the regional aerospace alliances, in cooperation with UK Trade & Investment (UKTI).

Statistics show that the German aerospace industry has almost caught up with the UK industry in terms of its business turnover and employment. It is considered a complete, mature industry with players in four tiers – system integrators, engine manufacturers, equipment manufacturers and component suppliers. It is growing faster than its UK counterpart and, on recent trends, will soon surpass it.

Three-quarters of Germany's aerospace industry is involved in the burgeoning civil aerospace markets, compared with half the UK's industry. But despite the formidable reputation of German manufacturing, recent studies have exposed weaknesses that UK industry can exploit.

A key finding is that parts of the German aerospace supply chain are struggling to

keep up with the growth in the sector.

ILA Berlin is a key gateway to the German aerospace industry. In 2012, ILA had 500 international exhibitors among its total of 1,243 exhibitors, and attracted 125,000 trade visitors.

MAA marketing manager Emma Burgess said the show is a great opportunity to meet new customers. "It's the flagship event of the German aerospace industry and has the active support of top German aerospace industry leaders and their companies," she said.

Exhibitors will also be able to hold meetings with customers over the three trade days at a high-quality international 'meet-the-

buyers' event exclusively for exhibitors at the show's International Suppliers Centre (ISC) hall.

"Exhibiting at the ISC, combined with participating in the ISC's three international buyers' days, offers suppliers a superb opportunity for networking and establishing contacts," said Emma.

For the first time, R&D experts will be available in the ISC for B2B meetings, alongside procurement specialists from close to 50 customer companies. Exhibitors can use the ISC's internet-based matchmaking system to schedule their meetings before the show.

"We have a premium location in the ISC," said Emma. "The stand is designed to give companies an excellent base for meetings and that all-important physical presence. With minimum input your company can turn up to the event and be welcomed by a highly visual and professional stand."

For details, contact the MAA.



[www.midlandsaerospace.org.uk](http://www.midlandsaerospace.org.uk)

## PRIMO TORINO

➔ Representatives of the seven UK suppliers which took part in Aerospace & Defence Meetings Torino 2013 are confident their meetings with leading Italian aerospace companies will bear fruit. The suppliers, including Cinch, Invotec, Manthorpe, Maycast, MG Sanders, Nasmyth and Tritech, had more than 100 meetings with key Italian customers over two days in October, plus factory tours to Alenia Aermacchi and Avio.

"We had access to the right contacts," said one participant; another noted

"encouraging meetings" with Italian OEMs.

The high-quality aerospace B2B event in Europe's fourth-biggest aerospace market was organised by the MAA working with UK Trade & Investment (UKTI). It built on the success of a trade mission earlier in 2013.

"The success of these events encourages us to continue working with UKTI and partners like our Italian cluster counterparts to plan more in a variety of markets," said MAA chief executive Andrew Mair.



Midlands suppliers took the opportunity to learn about opportunities in Italy.



[www.midlandsaerospace.org.uk](http://www.midlandsaerospace.org.uk)



NEW AVENUES FOR COOPERATION AND COLLABORATION ARE OPENING FOR MIDLANDS AEROSPACE SUPPLY CHAIN COMPANIES, THANKS TO THE TRANSNETAERO INITIATIVE.



Members of the recently formed pan-European TransNetAero grouping have been encouraged by the level of participation and enthusiasm at events in Coventry and Rouen, France.

The events – the first in a series planned throughout the six member regions – brought together suppliers from across Europe and major aerospace customers based in those regions to promote their expertise and learn about commercial and technology opportunities.

“It was good to have participation by big names like Thales and Snecma,” said Vitor Correia, Business Development Manager of Cobham Antenna Systems.

Thirty participants from regions in Belgium, France, Germany, Netherlands, Switzerland – and the Midlands – travelled to Coventry for an evening of networking followed by a day in the company of Rolls-Royce, Aero Engine Controls, the Manufacturing Technology Centre (MTC) and the University of Nottingham’s Institute for Aerospace Technology.

The event comprised workshops and one-to-one meetings designed to help participating suppliers build links with two global customers and two leading aerospace technology development centres.

The second event, hosted by the Normandie Aerospace Cluster and Centre des études supérieures industrielles (CESI)



**B2B meetings in Rouen.**

in Rouen, followed a similar pattern, with 20 participants making contacts within Snecma/Safran Group, Thales Air Systems and Research Institute for Embedded Systems (IRSEEM).

Launched in 2013, the Transnational Network for Aerospace, is a network of organisations in six European aerospace regions and small countries set up to stimulate cross-border collaboration between aerospace industry suppliers and providers of expert support and knowledge.

The participants are Wallonia (Belgium), Normandy (France), Baden-Württemberg (Germany), the Netherlands, Switzerland and the Midlands (UK).

All are expected to host events focusing on different major customers and technology centres by 2015.

### **TransNetAero – Switzerland**

25 March 2014

#### **Altenrhein Aviation Museum (near Zurich)**

The central Swiss aerospace region hosting this event has close links with the aerospace industries in the German regions of Baden-Württemberg and Bavaria, and in Austria. The event takes place the day before the annual Bodensee Aerospace Forum.

- 09.00 – 11.15: Welcome; introductions (European Aerospace Masters Programme, TransNetAero partners, participating companies)
- 11.15 – 11.45: B2B meetings
- 11.45 – 12.00: The Swiss aerospace industry and its challenges
- 12.00 – 12.20: RUAG Aerospace
- 12.20 – 13.20: Lunch, meetings
- 13.20 – 13.40: Diehl Aerospace
- 13.40 – 15.50: Site visit to BWB Group
- 15.50 – 16.20: B2B meetings
- 16.20 – 17.00: Variosystems; Swiss research institutions (ETH, ZHAW, HSG)
- 17.00 – 17.30: B2B meetings, optional visit to Air Museum
- 17.30: Bodensee Aerospace Forum reception

# MAA CONFERENCE

SURVIVE AND PROSPER




Delegates at the 2013 MAA annual conference.

# THE BIG QUESTIONS



**SUPPLY CHAIN COMPANIES AND THE CHALLENGES THEY FACE ARE THE FOCUS OF THE 2014 MAA ANNUAL CONFERENCE ON 18 MARCH IN DERBY...**

 The 2014 MAA annual conference once again focuses on an important question facing many in the supply chain: how to survive and prosper supplying the global aerospace industry.

It follows the success of the 2013 MAA conference 'Aerospace futures, aerospace forecasts' which proved invaluable for senior managers from Midlands and UK aerospace supply chain companies who needed to understand how the global aerospace business environment will evolve over the 10-20 year time horizon and over the one-five year time horizon.

For 2014, the conference switches from the business environment to what

companies need to do to survive and prosper supplying the global aerospace industry – with a special focus on the UK supply chain and the smaller aerospace company.

- **How will the future development of the aerospace industry affect smaller firms in the UK supply chain?**
- **Is there really a future for small companies in a global aerospace industry?**
- **What market niches can small companies thrive in?**
- **What do small companies need to do**

**now if they are to 'survive and prosper in global aerospace'?**

Our keynote speakers will present the latest 'big picture' views on the future development of the aerospace and defence industries.

In addition we will hear from a range of successful small companies on their business strategies and what it takes to prosper.

A big takeaway from the conference will be the first edition of a comprehensive MAA guide to all the government help schemes out there for small aerospace companies.

**→ To book your places at the 2014 MAA annual conference, go to [www.midlandsaerospace.org.uk/events/conference-2014](http://www.midlandsaerospace.org.uk/events/conference-2014)**



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The variable interest rates are **2.00%** plus 3 month LIBOR for 3 years and **2.25%** plus 3 month LIBOR for 5 years. The overall cost comparison for the variable rate option is **2.70% APR** for 3 years and **2.90% APR** for 5 years.

0.5% arrangement fees shall apply for any loan option.

This release is available for drawing between 02 January 2014 and 30 April 2014. Manufacturers should apply for this release no later than 16 April 2014. Funds will be available on a first come first served basis.

To find out how RBS can help your business grow, contact Rupert Boddington Senior Relationship Director on 0121 262 7419 [rupert.boddington@rbs.co.uk](mailto:rupert.boddington@rbs.co.uk). You may also visit [www.rbs.co.uk/supportingukbusiness](http://www.rbs.co.uk/supportingukbusiness)

Available to UK manufacturing companies with turnover of £25m and above. For details of our support to smaller manufacturers, please contact your local Relationship Manager.

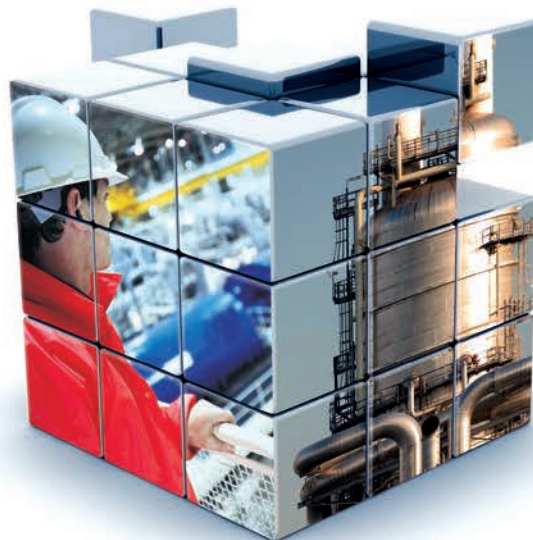
Early repayment charges may apply to the fixed rate option.

Two years interest-only and thereafter loans are to be repaid in accordance with a schedule agreed at the outset. Any amount outstanding at the end of the term will need to be refinanced. £1 billion represents the total fund being made available across the RBS Group, across all releases.

Security may be required.

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# VALUABLE ADDITION TO ANNUAL EVENT LINEUP

THE MAA ANNUAL CONFERENCE IS BACK WITH A STRONG LINEUP OF INDUSTRY LEADERS

➔ Last year's inaugural MAA annual aerospace conference is a hard act to follow – but the organisers wouldn't have it any other way.

The response from delegates was overwhelmingly positive. Many also took the opportunity to make suggestions for future topics, and that has helped guide the MAA team's planning for this year's event.

"We were greatly encouraged by comments and ideas that flowed from our first conference," said MAA operations manager Anne Esterson. "To hear delegates using words like informative, fascinating, useful and thought-provoking to describe it confirmed for us that the conference was filling a need."

MAA members and industry representatives made up the audience of 160 who packed Rolls-Royce's Derby Learning and Development Centre to hear leading figures address the topic 'Aerospace futures, aerospace forecasts'.

With its theme of 'the visions and volumes every aerospace supplier needs to know', the conference gave Midlands supply chain companies access to vital knowledge to help them plan their next business moves.



Richard Aboulafia shares his projections with delegates at the MAA's first annual conference.

The keynote speakers – Marcus Bryson, president and chief executive, GKN Aerospace; Pernille Boisen, chief procurement officer, Rolls-Royce; Richard Aboulafia, vice-president analysis, Teal Group; David Hygate, director, Europe, TeamSAI; and Clive Lewis, managing partner, Achieving the Difference LLP – provided insights from their unique perspectives.

Comments from attendees at the 2013 MAA annual conference:

*"Well done on a fantastic first conference – I look forward to 2014."*

*"The calibre of the speakers was extremely high."*

*"Very interesting day and great networking opportunities."*

*"Congratulations on a great event! The content was excellent, speakers interesting and turnout strong."*

*"Enjoyed this and would encourage making it a regular event."*

*"The site and premise facilities were ideal and the day's meeting and conference content was very informative and very well presented. Well done!"*

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## VIEW FROM WESTMINSTER

*“The MAA boasts an impressive membership of companies that actively support our UK armed forces.”*

*Philip Dunne, Ludlow MP and Minister for Defence Equipment, Support and Technology, underlines the importance of the Defence Growth Partnership.*

 The United Kingdom has a vibrant defence industry providing our armed forces with world-leading capabilities and making a significant contribution to the economy.

As the Minister for Defence Equipment, Support and Technology, I am responsible for ensuring the UK armed forces have the best capabilities. Every day I see how technology and innovation across the UK defence sector delivers battle-winning solutions for our armed forces.

More than 100,000 people work in the UK defence sector, making a significant contribution to the economy through its successes at home and overseas. In 2012 defence and security exports rose to £11.4bn, a significant increase on the previous year.

But there is no room for complacency. Against the backdrop of declining defence spending by many western nations, the UK defence industry needs to be lean, efficient and competitive to maintain its position as one of the leading exporters of defence equipment.

We have had to make radical reforms ourselves to ensure we will have the agile, adaptable, battle-winning armed forces we need for the future. For the first time in a generation we have balanced the defence budget, allowing us to provide industry with visibility of our equipment programme – worth some £160bn over 10 years. It is a stable



*“There is no room for complacency... the UK defence industry needs to be lean, efficient and competitive...”*

but responsive programme.

We are also committed to supporting UK companies in the global race. The defence industry cannot rely solely on MOD as it has done in the past. We must ensure the UK defence sector is well placed in an increasingly competitive global market. This is why the Defence Growth Partnership (DGP) is so important.

Jointly led by industry and the Department for Business, Innovation and Skills (BIS), the DGP is a vision for a strong, competitive and vibrant defence industry. Launched in September last year, the DGP provides a unique opportunity to secure a

thriving UK defence sector delivering security, growth and prosperity for the UK. The MOD fully supports the initiative.

I would urge members of the MAA, particularly those SMEs who are so critical to the future health of the defence sector and the wider economy, to attend the MAA annual conference on 18 March to learn more about the DGP. This is an opportunity for you to make your contribution to the future of the UK defence sector.

The Midlands has a long and proud defence and aerospace history. The MAA boasts an impressive membership of companies that actively support our UK armed forces in a number of areas – thank you for all that you do in delivering world-class capabilities to the armed forces.

We hope that the DGP will give British businesses the confidence to go out and win business in the global market. We will continue to support you overseas – this government is not ashamed of promoting British companies' success. From the prime minister down we are committed to supporting you in overseas markets.

The UK is a world leader in defence. Help us maintain that to make it better and to continue developing battle-winning capabilities our armed forces deserve.



[www.philipdunne.org.uk](http://www.philipdunne.org.uk)

# INDUSTRY ON THE MOVE

THE AEROSPACE SUPPLY CHAIN RELIES ON ITS LOGISTICS PROVIDERS FOR EFFICIENT DISTRIBUTION SERVICES, STORAGE AND, INCREASINGLY, MUCH MORE BESIDES...



Flexibility, capability and service are the keys to success in the highly competitive logistics industry.

Just ask John Donovan, managing director of Wolverhampton-based MAA member JJX Logistics. "Customers are looking for a one-stop solution to logistics," he says. "You have to be contactable 24/7 – the last thing the customer with an aircraft-on-ground (AOG) wants to hear is a voice message."

The logistics industry evolved as an added-value outsourcing service for package and freight movement. Increasingly, however, operators of all sizes are extending their offer with a variety of specialist services in supply chain management and fulfilment. JJX,

a same-day fast freight and next-day pallet services specialist, has developed a same-day time-critical service, which covers 'just in time' (JIT) and 'aircraft on the ground' (AOG) support. The firm has just moved to a 1,100sq m warehouse and office to expand its storage capability.

"The times have changed and the haulier who does not reinvest will fail to meet the client's expectations," says Donovan.

Those expectations can extend well beyond traditional storage and delivery functions into full supply chain management, procurement, material planning, inventory control and receiving inspections. In the case of MAA member KWE (UK) Ltd of Castle Donington, part of global group with 280 offices in 30

countries, its integrated logistics services include inventory management of parts for the MRO programmes of major airlines, says regional manager Stephen Jeffery.

KWE sees the trend toward globalisation of the supply chain leading to a need among manufacturers for continuous offshore outsourcing activity. Globalisation will result in increasingly complex relationships within the supply chain that will take in new emerging markets as well as the more established.

In this environment, the capability of the logistics provider will prove vital for the success of the entire enterprise.

→ **Consult the MAA website or Capabilities Directory for members providing logistics support.**

2 4 H O U R S D I S T R I B U T I O N F A C I L I T I E S

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## PROFILE

VIEW FROM THE BOARDROOM

# “It’s important for an SME to have a vision”

*MAA board member Craig Askew, VP/GM of Power & Hybrids at TT Electronics plc, sees a future for those SMEs who see a future for themselves.*

### **Q. WHERE HAS YOUR CAREER PATH TAKEN YOU?**

**A.** I spent the early part of my career as an engineer working towards CEng status. When I decided to focus more on project and business management, I did an MBA which accelerated my learning and helped me land my first general management role at the age of 32, as GM ALSTOM Aerospace. I moved with the business when it was acquired by the ITP Group. After five challenging and rewarding years as CEO of ITP Engines UK Ltd, I felt it was the right time to make a change, which is when I joined TT Electronics as VP/GM of Power & Hybrids.

### **Q. WHO HAS BEEN THE BIGGEST INFLUENCE ON YOUR CAREER?**

**A.** One of my managers was a fantastic role model. He helped me develop an ability to cut through the noise, focus on the critical issues, and have the confidence to stand by my decisions. Nobody makes the right decision 100% of the time, but we can't be paralysed by the fear of being wrong.

### **Q. WHAT HAVE YOU LEARNED IN INDUSTRY THAT NO UNIVERSITY COURSE COULD TEACH YOU?**

**A.** The importance of communication and engaging with people. If you are able to build rapport, connect and truly understand what is communicated to you, then you are better able to lead.

### **Q. IS THE SME AN ENDANGERED SPECIES?**

**A.** No, I think we're actually getting back to where SMEs are the hub of innovation. UK aerospace now has a good central support



network through initiatives such as NATEP and AGP to help SMEs turn ideas into commercial reality.

I have the privilege of looking after Welwyn Components Ltd and Semelab Ltd. Both are now part of TT Electronics plc but still operate largely as independent SMEs, as they have for a long time. Welwyn celebrated its 75th anniversary in 2012, and this year Semelab is celebrating its 40th anniversary.

### **Q. WHAT CAN AN SME LEARN FROM A MULTINATIONAL, AND VICE VERSA?**

**A.** It's important for an SME to have a vision and be clear on its long-term goal. It can be easy to serve a prime and believe you can carry on doing tomorrow what you're doing today. I think this is where we're

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*“Multinationals could learn how to make decisions quickly from SMEs. Some big companies have such detailed delegated levels of authorisation that their decision-making is really slow, and this tends to be expensive.”*

---

weak in the UK. Be clear on how you are differentiated and where you add value.

Multinationals could learn how to make decisions quickly from SMEs. Some big companies have such detailed delegated levels of authorisation that their decision-making is really slow, and this tends to be expensive.

### **Q. CAN THERE EVER BE A TRULY 'LEVEL PLAYING FIELD' IN A GLOBAL MARKET?**

**A.** I certainly enjoyed life in early 2009 when I had a hedged rate of 1.39 against the US dollar. Contrast that to a few years earlier when we were trying to compete in conditions of nearly \$2 to the pound. But in aerospace, with complex products and high levels of added value, you can always compete. You need to focus on lean operations and ensure that you continue to invest.



[www.semelab.co.uk](http://www.semelab.co.uk)

# FOR YOUR DIARY

ONLINE: [WWW.MIDLANDSAEROSPACE.ORG.UK/EVENTS](http://WWW.MIDLANDSAEROSPACE.ORG.UK/EVENTS)

## CALENDAR

### THE MAA ANNUAL CONFERENCE

18 March

**Rolls-Royce Learning and Development Centre, Derby**

'Survive and prosper in global aerospace' is the theme of this year's annual conference.

### ILA BERLIN 2014

20-22 May

**Berlin ExpoCenter Airport**

Get to the heart of Germany's aerospace industry by exhibiting as part of the UK Aerospace Suppliers Village at the flagship event of the German aerospace industry.

### FARNBOROUGH 2014

14-20 July

**Farnborough**

Exhibit with the MAA at the premier international aerospace event and globally renowned showcase of aerospace equipment and technology.

### 24 HOURS INSIDE SWISS AEROSPACE

25 March, Zurich

A TransNetAero event. Learn what international aerospace customers really want. Promote your company internationally. See how technology centres can give you new capabilities.

### NATEP TECHNOLOGY FUNDING EVENTS

Check the MAA website for the next workshops on how to obtain NATEP funding for technology research, innovation and exploitation.



For further information and to book your place at an MAA event, please scan the QR code or visit [www.midlandsaerospace.org.uk/events](http://www.midlandsaerospace.org.uk/events)



## ABOUT THE MAA...

The Midlands Aerospace Alliance (MAA) is the voice of companies in the British Midlands supplying global aerospace. Its 300 member organisations range from global aerospace players to SMEs. The MAA board comprises senior managers from Aero Engine Controls, UTAS Actuation Systems, Meggitt, Moog Aircraft Group



and Rolls-Royce, elected supply chain representatives and key regional partner bodies.

For additional copies of *Midlands Aerospace*, or to add your colleagues to the distribution database, please contact the MAA by any of the means below.

If you have a query or suggestion that you would like to make, please contact the MAA.

T: +44 (0) 2476 430250  
F: +44 (0) 2476 430251  
E: [info@midlandsaerospace.org.uk](mailto:info@midlandsaerospace.org.uk)

## NEW MEMBERS

The MAA welcomes the following new members

### AEROSPACE MANUFACTURING STRATEGY & SUPPORT

*Stafford*  
Management consultancy.

### ATS APPLIED TECH SYSTEMS

*Nuneaton*  
Industrial and process automation, quality and IT solutions.

### CMA MOLDFORM

*Birmingham*  
Manufacture of rapid prototypes.

### DS SMITH

*Hinckley*  
Manufacture of industrial packaging.

### MASTER ABRASIVES

*Daventry*  
Manufacture and sale of abrasive products.

### MEP

*Aylesford*  
Moulding and machining in plastics and metal.

### MIDLAND TOOL & DESIGN

*Tipton*  
Precision machining and manufacture of precision tools.

### MNB PRECISION

*Coventry*  
Precision engineering and CNC machining.

### MOMENTUM ENGINEERING

*Coleshill*  
CNC machining.

### MORGAN TECHNICAL CERAMICS - CERTECH

*Corby*  
Manufacture of ceramic components.

### QUEST GLOBAL

*Derby*  
Outsourced engineering solutions.

### ROBOTAS TECHNOLOGIES

*Wolverhampton*  
Automated assembly products.

### TRUST PRECISION ENGINEERING

*Nottingham*  
Specialist machining.

### VACUUM BRAZING CONSULTANTS

*Loughborough*  
Brazing and welding filler alloys.

**FIVE REASONS...** for your company to become a member of the MAA – it costs only £395 per year if you are in the Midlands or £590 if not – and you will get these five big benefits:

- Regular networking with your peers and customers.
- Active promotion of your company in the MAA's annual directory and the MAA website.
- Unique access to government funding for the UK aerospace supply chain, and expert support to obtain it.
- Do your part to support one of the UK's crown manufacturing jewels by joining our community.
- The prestige of belonging to the world's second largest regional aerospace organisation.

For more information about any of the above items go to our website: [midlandsaerospace.org.uk](http://midlandsaerospace.org.uk) or contact the MAA office.



[www.midlandsaerospace.org.uk/join](http://www.midlandsaerospace.org.uk/join)



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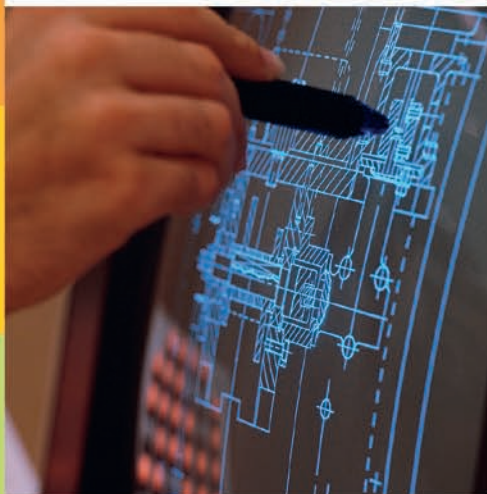
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See [www.enscite.co.uk](http://www.enscite.co.uk) for details of support to engineering supply chains.

See [www.infinityparkderby.com](http://www.infinityparkderby.com) for details of a manufacturing focussed innovation and technology park.



Derby City Council