

# What is the Midlands Aerospace Alliance?



## Midlands aerospace

The Midlands region hosts one of the world's biggest aerospace clusters – even though we don't make aircraft. We design and make the aero-engines and sophisticated mechanical, electrical, hydraulic and electronic systems that make aircraft fly. We are home to nearly ¼ of the UK aerospace industry, 7% per cent of Europe's and 3% of the world's, with more than 40,000 FTE jobs supplying global aerospace markets – and another 20,000 jobs at 2 major airports and 8 RAF bases.

## Midlands Aerospace Alliance (MAA)

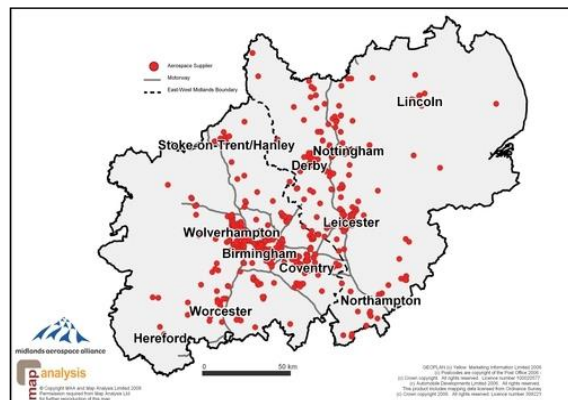
More than 300 organisations belong to the MAA, ranging from global players Meggitt, Moog Aircraft Group, Rolls-Royce and Collins Aerospace to small supply chain companies and key regional partner bodies.



Rolls-Royce Trent 1000 engine for Boeing 787



Collins Aerospace Airbus A320 wing flight control system



## Scope of membership

Membership is open to all companies and organisations that are part of the aerospace industry or have ambitions to join it. Half of the MAA's 300+ members make sophisticated "flying parts," while half make expert equipment for design, testing and manufacturing, or supply specialist services. Companies outside the Midlands region join as associates – for example to access Midlands customers.

## MAA vision for the Midlands aerospace cluster 2030

1. Our business revenue will **track the rapid expansion of the world's aerospace industry**, and by 2030 will be half as big again as in 2017 (our revenue doubled between 2005 and 2017).
2. Our vibrant aerospace supply chain will remain globally competitive and continue to **win business** based on **high productivity** and continuing investment in **new technology** to meet the future needs of the aerospace and aviation industries.
3. The cluster's aerospace business success will continue to support **high-value engineering and manufacturing jobs** in the Midlands that will attract the best talent to pursue rewarding careers.

## MAA directors

Our four big aerospace companies -- Meggitt, Moog Aircraft Group, Rolls-Royce and Collins Systems -- are permanently represented on the MAA board by senior managers. MAA members elect six further directors for two-year terms. Other directors are appointed to ensure a wide variety of expert perspectives from across our regional cluster are brought to bear on board decision-making. An additional 30 experts from our companies sit on three MAA working groups -- helping us help members, especially the smaller manufacturers and supply chain companies, with marketing, new technology or improved business performance.

- Peter Bruch, Managing Director, **AE Aerospace Ltd**
- Annette Rothwell, Director, **AR Procurement Services**
- Samantha Buckton, VP Procurement & Commercial, **Bromford Industries**
- Gareth Bates, Capability Director – Operations & Supply Chain, Actuation Systems, Mechanical Systems, **Collins Aerospace**
- Robin Hill, Head of Electronics, **Collins Aerospace**
- Stephen Molloy, Aerospace & Technology Director, **G&P Group Holdings**
- Steve McMulkin, Group Quality Manager, **Meggitt plc**
- Alan Dunbar, VP of Business Development, **Mettis Group**
- Craig Fullwood, Operations Director, **CCR Ltd**
- Stuart Mclachlan, Group Vice President and General Manager, Aircraft Control Components Sector, **Moog Aircraft Group**
- Jo Eva, Strategy Executive, **Rolls-Royce**
- Mark Johnson
- Tony Tinley, Regional Officer, **Unite the Union**
- Jay Patel, Head of Economic Development, **Wolverhampton City Council**



Aerospace Forum Birmingham and MAA Conference 2019: 350 delegates, 200 companies, 11 countries, 3,000 B2B meetings, international summit

# How does the MAA help its members?



## Sharing knowledge and information

The MAA's wide knowledge of the aerospace industry lets it connect member companies to customers, suppliers and partners, through:

- seminars, workshops and networking with customer companies -- **20 events each year**
- maintaining up-to-date data on member company capabilities – **7,000 hard copies distributed every year**
- distributing *Midlands Aerospace* magazine -- **to 4,000+ readers**
- disseminating information and opportunities in our regular e-letter, including funding opportunities



Business was brisk for the 25 companies exhibiting with the MAA at Farnborough 2018



50 1-to-1 meetings for MAA members with French aerospace giant Safran, British embassy, Paris



MAA experts teach technology roadmapping to an MAA member company



MAA members learn best practice in how to control manufacturing priorities from Meggitt

## Expert support for members

The MAA offers a range of support services focused on aerospace industry requirements to help you develop your business.

### Marketing and new business

- We help members exhibit professionally at Farnborough International and airshows in France, Germany and Italy – **250 pods at 20 events since 2004**
- We organise targeted trade missions and "meet-the-buyer/supplier" events.

### Technology funding and support

- The MAA team designed the innovative *Aerospace Technology Exploitation Programme* and its £40m successor NATEP to help smaller suppliers develop product and process technologies - **50 new technologies for tomorrow's aircraft since 2006**
- **Get funding and expert support for your ideas** on the Aerospace UP Programme.



Rob Holmes, Chair, Business Development Group



Robin Hill, Chair, Technology Group



### Help to improve supply chain performance

- The MAA supports the national Supply Chains for the 21<sup>st</sup> Century (SC21) programme to improve productivity.
- We help members adopt new manufacturing and management methods including additive manufacturing and Industry 4.0 techniques.



Annette Rothwell, Chair, Supply Chain Performance Group

## Leading coordination of shared strategy

We represent all members of the Midlands aerospace community in dialogue and strategy development, so we can make our local and regional economic ecosystems work better and maximise the effectiveness of the business and government resources available to companies in the Midlands. We work closely with the other UK regional aerospace alliances, we support the UK's Aerospace Growth Partnership (led by the national aerospace body ADS and the government department BEIS) and we are an active member of the 45-strong European Aerospace Cluster Partnership.



MAA board meeting



**EACP**  
EUROPEAN AEROSPACE  
CLUSTER PARTNERSHIP

## Join the MAA

We are a unique organisation in the Midlands – and one of the largest aerospace regional bodies in the world -- that supports supply chain companies to develop new aerospace technologies, improve their competitive performance and win new business. Companies outside the Midlands join as associate members.

West Midlands Mayor  
Andy Street addresses  
MAA annual dinner

