

AEROSPACE FUTURES AEROSPACE FORECASTS

THE MAA CONFERENCE

20 FEBRUARY 2013



midlands aerospace alliance

THE MAA CONFERENCE 2013

Welcome to the MAA Annual Conference



Today's conference is a first for us... designed to give our member companies both the strategic knowledge and the tactical facts they need to plan for the future.

The Midlands Aerospace Alliance (MAA) is pleased to welcome you to the first of what we hope will become a keenly anticipated annual event.

It gives me great pleasure to welcome you to the MAA Conference 2013. We know from feedback how much our member companies appreciate the many events the MAA team puts on over the course of a year, and we hope this will be no exception.

Networking and picking up the latest new ideas are the bedrock of the Midlands Aerospace Alliance. We work hard with partners and companies across the industry to bring you up-to-date knowledge that will help you make the best business decisions.

The MAA annual conference today is a first for us: an all-day event designed to give our member companies both the long-term strategic knowledge and the tactical facts they need to plan for the future – and give them the chance to engage with some of the top experts in the aerospace industry.

We are looking forward to welcoming some of our sector's most senior leaders and best analysts as keynote speakers at the prestigious Rolls-Royce Learning and Career Development Centre in Derby.

We are delighted that several of our member companies have agreed to sponsor the conference, and the agenda allows us to share the thinking of MAA directors and the MAA team itself with our member companies. It looks like an exciting day.

Lastly, in the spirit of networking, do make sure you introduce yourselves to me, members of the MAA board, the MAA team and your fellow delegates. I very much look forward to meeting you.

Clive Snowdon

Chairman
Midlands Aerospace Alliance

ABOUT THE MAA

The Midlands Aerospace Alliance (MAA) was set up in 2003 and now has over 290 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.



GOLD SPONSOR

Rolls-Royce, the global power systems and services company, is delighted to support the first MAA conference. Rolls-Royce has the broadest portfolio of any manufacturer in the civil aerospace sector, providing engines for applications ranging in scale from the smallest of helicopters to the giant of the skies, the Airbus A380. As the second-largest provider of defence aero-engine products and services, Rolls-Royce powers aircraft in all sectors: transport, combat, reconnaissance, training, helicopters and unmanned aerial vehicles. Rolls-Royce employs 40,000 people around the world.



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OUR KEYNOTE SPEAKERS



Pernille Boisen



Pernille Boisen is Chief Procurement Office of Rolls-Royce. She joined the company in 2010 as executive vice-president – Indirect Purchasing, and in that role ran a successful cost reduction and capability programme in this area before she transitioned to her current position.

Before joining Rolls-Royce, Pernille spent eight years at Novo Nordisk in Denmark where she moved through a number of senior roles to become corporate vice-president, Corporate Sourcing. She has also held significant purchasing, finance and business development roles within Carlsberg Breweries and the Danish Broadcasting Corporation.

Pernille has a master's degree in Business Administration and Supply Chain Management.

Notes



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Marcus Bryson



Marcus Bryson was appointed Chief Executive Officer of GKN Aerospace in 2006. He is responsible for the global operations of GKN Aerospace which includes aerostructures, propulsion systems and special products. He is also a member of the GKN Plc Executive Management Committee. Over his career, Marcus Bryson has managed several GKN Aerospace divisions in the UK, Europe and United States.

In addition to co-chairing the Aerospace Growth Partnership, Marcus Bryson is chair of UK aerospace trade association ADS's Civil Air Transport Board.

Notes

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AGENDA

08.00 - 09.00	Registration, refreshments and networking
MORNING	Aerospace futures
	Keynote presentations on what the future holds for aerospace supply chain companies: → Pernille Boisen, Chief Procurement Officer, Rolls-Royce. → Marcus Bryson, Chief Executive Officer, GKN Aerospace.
	Refreshments and networking
	Your Big Questions discussed
	Ask the questions you need answered at this roundtable on supply chain trends, featuring industry keynote speakers and Midlands aerospace industry experts.
	Lunch and networking
AFTERNOON	Get your company ready for the future
	The MAA experts who work in-depth with aerospace companies on a day-to-day basis give you their top tips for success.
	Aerospace forecasts
	Forecasting the short and medium term with distinguished industry analysts: → Clive Lewis of Achieving the Difference. → David Hygate of TeamSAI. → Richard Aboulafia of Teal Consulting Group.
	Q & A for the analysts
	Ask your questions about where the industry is going to our expert analyst panel.
16.00	Conference close and networking

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Nasmyth is a global supplier of precision engineering. The group specialises in low and high-volume machining for complex components in a variety of metals and non-metallic materials, turnkey fabrication, and clean room assemblies integrating mechanical and electrical components. Nasmyth Group takes great pleasure in sponsoring its local and much supportive MAA in their first annual conference.



Paul Fabrications designs and manufactures complex, high precision, fabricated and machined parts and assemblies for the aerospace, industrial power and nuclear power industries. We are now part of a global enterprise, AGC Aerospace & Defense, which offers a broad array of innovative products and specialised services. Paul Fabrications proudly supports the Midlands Aerospace Alliance as a Silver Sponsor of the 2013 MAA Conference.



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Bromford Industries serves the aero-engine, landing gear and industrial gas turbine markets globally, supplying machined parts or fabricated assemblies. It offers engineering solutions in difficult-to-work materials to demanding tolerances, delivered quickly for the competitive advantage of customers.



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OUR KEYNOTE SPEAKERS



David Hygate

David Hygate, who joined TeamSAI in 2011, spent nearly 38 years working for Rolls-Royce PLC, covering a variety of responsibilities including spare parts forecasting and cost analysis, market forecasting and competitive analysis and marketing operations.

He was a founder member of the outstandingly successful Trent engine project team, accountable for marketing, before moving to Toulouse for five years where he ran the IAE and Rolls-Royce offices.

Returning to Derby, he was briefly responsible for single-aisle engine strategy and the Trent 900 before moving over to the fast-growing MRO side of the business. After a spell in front line Customer Business he moved to Business Development. Later he moved to Texas for three years to support the Rolls-Royce/American Airlines JV TAESL.

David has worked with TeamSAI on a variety of projects, mainly around MRO.

Notes

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Clive Lewis, MA, CM, FCIM

Clive Lewis is the managing partner of Achieving the Difference, the strategic marketing, branding and business development practice.

He produced Flightglobal's annual Commercial Fleet Forecast, which he developed in partnership with Flightglobal.

Highlights of Clive's career include the development and implementation of a best-practice marketing strategy process across a \$1bn business with five major product groups; resulting in strategic plans for double-digit growth... and the integration of a \$30m German acquisition over a six-month period.

Clive graduated with distinction with an MA in Marketing from the University of the West of England. He is a fellow of the Chartered Institute of Marketing and a qualified Six Sigma practitioner and facilitator. He is trained as a fitness review assessor to EFQM and British Quality Foundation standards.

Notes

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OUR KEYNOTE SPEAKERS



Richard Aboulafia



Richard is vice-president of Analysis at Teal Group. He manages consulting projects in the commercial and military aircraft field and analyses broader defence and aerospace trends. He has advised most prime and many second and third-tier contractors in the US, Europe and Asia. He also advises numerous financial institutions on aerospace market conditions.

Richard writes and edits Teal Group's World Military and Civil Aircraft Briefing, a forecasting tool covering more than 135 aircraft programmes and markets. He writes and comments about aviation and defence for many major publications and programmes.

Before he joined Teal Group in 1990, Richard analysed the jet engine market at Jane's Information Group and the Brookings Institution. He has a Masters degree in War Studies from King's College, University of London and a Bachelors degree from George Washington University.

Notes

JOIN US AT PARIS 2013

Why not exhibit at the 2013 Paris Airshow, 17-23 June, with the MAA? We'll take care of the logistics, leaving you free to concentrate on marketing your business.

For more details, contact Emma Burgess at emma.burgess@midlandsaerospace.org.uk or call 024 7643 0250.



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