

HOW TO SUCCEED IN GLOBAL AEROSPACE

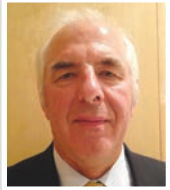
THE MAA ANNUAL CONFERENCE

26 MARCH 2015



THE MAA CONFERENCE 2015

Welcome to the MAA Annual Conference



We are delighted to be holding the Midlands Aerospace Alliance conference in

Wolverhampton this year.

Our previous two annual conferences were held in the aerospace city of Derby, supported by Derby City Council and Rolls-Royce. Both events were great successes. The tremendous feedback we received from participants confirmed the value they place on listening to expert industry leaders and reflecting on what their thoughts imply for each company and organisation present.

This year the conference takes place at the heart of another of our region's world-leading local aerospace

clusters. We are fortunate that another superb group of our industry's leaders and thinkers has agreed to share their thoughts, predictions and advice with us. And we are grateful indeed for the sponsorship of our friends at Moog, UTC Aerospace Systems and Wolverhampton City Council.

Everyone should leave an MAA conference inspired and armed with fresh ideas and I am sure this year will be no exception. As the aerospace industry continues its relentless growth and globalisation, each established aerospace region, local cluster and incumbent supplier faces challenges that seem to evolve year on year. Where does the real competition come from – is it emerging market China, or is it the rapidly growing aerospace industry of Germany, for instance? How should Midlands suppliers react to what seem to be accelerating demands from existing customers

for apparently contradictory things – more investment, better performance and lower prices simultaneously? And how can we work better collectively – locally and across the Midlands – to meet the changing needs of both UK and international aerospace customers? Let's continue to debate these issues together.

I bid you a warm welcome to the 2015 Midlands Aerospace Alliance conference, whether you are coming back again or it's your first time. The MAA board and team are constantly striving to offer the best possible support we can to the industry in our region. Do let us know if the conference meets your expectations and don't shy from telling us how we can do better.

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 Controls and Data Services, 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.

NOT CURRENTLY 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

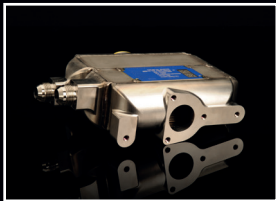
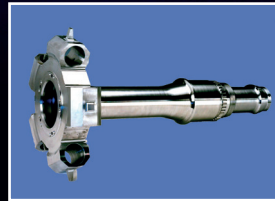
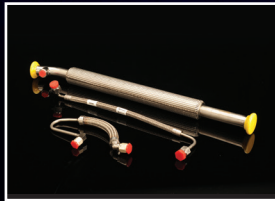
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midlands aerospace alliance

UTC Aerospace Systems is proud to sponsor the MAA 2015 Conference



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THE MAA CONFERENCE 2015

AGENDA

08.00	Registration, refreshments and networking
08.45	CONFERENCE OPENING
	→ Clive Snowdon , Chairman, Midlands Aerospace Alliance , and Roger Lawrence , Leader, Wolverhampton City Council <i>Introduction and welcome</i>
09.00	SESSION 1: PRIMES AND SUPPLIERS
	→ Tony Wood , President – Aerospace, Rolls-Royce plc <i>Better power for a changing world</i>
	→ Geoff Hunt , Vice President – Engineering, UTC Aerospace Systems <i>Aerospace trends: how market 'megatrends' are driving new technology</i>
	→ Craig Fullwood , Sales Manager, and Steve Cresswell , Commercial Manager, MJ Sections <i>Supplier view: MJ Sections</i>
	→ Neil Wyke , Managing Director, Heinrich Georg UK <i>Supplier view: Heinrich Georg UK</i>
11.00	Coffee, networking and meet the Midlands NATEP team
11.30	SESSION 2: WORKING TOGETHER NATIONALLY, REGIONALLY AND LOCALLY
	→ Bridget Day , Deputy Programme Director, NATEP , and Peter Knight , Technology Manager, Midlands Aerospace Alliance <i>100 new technologies from UK aerospace suppliers</i>
	→ Andrew Mair , Chief Executive, Midlands Aerospace Alliance <i>How do we work even better together?</i>
	→ Tim Johnson , Strategic Director, Wolverhampton City Council <i>Aerospace: a key cluster for Wolverhampton</i>
13.00	Lunch, networking and meet the Midlands NATEP team
14.00	SESSION 3: UK AEROSPACE SUPPLIERS IN GLOBAL CONTEXT
	→ Clive Lewis , Managing Partner, Achieving the Difference LLP <i>Business opportunities for UK suppliers in international markets</i>
	→ Neil McManus , Senior Vice-President Asia, GKN Aerospace <i>What UK suppliers need to do to succeed in the global market</i>
	→ Andy Moran , Head of Supplier Development, Airbus UK <i>How can Airbus help aerospace suppliers at all supply chain tiers stay competitive?</i>
16.00	CLOSE

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- Growth is our priority
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- You'll be in good company
- Wolverhampton is the right place, with the right people and the right attitude

For information contact:

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Proud sponsors of Midlands Aerospace Alliance conference 2015