HOW TO SUCCEED IN GLOBAL AEROSPACE

THE MAA ANNUAL CONFERENCE 26 MARCH 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 worldleading 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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OUR KEYNOTE SPEAKERS



Tony Wood

Tony Wood joined Rolls-Royce in 2001 and was appointed President – Aerospace in May 2013.

His first role with the company was as Director of Operations – Defence Aerospace, following a 17-year career with Dowty and Messier-Dowty. He was subsequently appointed Managing Director – Defence Aerospace in January 2004. He became Chief Operating Officer – Civil Aerospace in January 2006. In 2008, he was appointed President – Gas Turbine Services with responsibility for Services across the Group. In January 2012, he was appointed President – Marine.

He began his career as a sponsored undergraduate with the Dowty Group in 1984 and held a variety of engineering, production, purchasing and programme management roles before becoming Vice-President Manufacturing for Messier-Dowty Inc in Toronto, in 1995. In 1998, he was appointed Vice-President Operations, also based in Canada.

Tony is a former board member of Rolls-Royce Engine Services joint ventures in Hong Kong, Singapore, Germany and the USA. He is a fellow of the Royal Aeronautical Society and the Association of Project Management.

Born in Leicestershire, Tony undertook an apprenticeship programme with Dowty, which led to an Open University degree in Engineering. He also holds an MBA from INSEAD in Fontainebleau, France.

Better power for a changing world

Tony Wood will explore some of the 'mega trends' impacting the global aerospace industry, and discuss how Rolls-Royce is adapting to the opportunities and challenges facing both the company and its supply chain.



Geoff Hunt

Geoff Hunt is Vice-President, Engineering at UTC Aerospace Systems, where he is responsible for engineering and technology in the Engine and Environmental Control Systems division.

Geoff began his career as an engineer at Rolls-Royce, where he spent 13 years working on large commercial engine development programmes before joining United Technologies. His past 17 years of experience include roles of increasing responsibility in engineering and programme management at both Pratt & Whitney and UTC Aerospace Systems before his most recent position providing leadership to the Boeing 787 Platform programme. Earlier this year, Geoff was named to his current position as the engineering leader of UTC Aerospace Systems' largest business division, which has 17 locations around the world including HS Marston in Wolverhampton and one in Widnes, UK.

Geoff holds a master's degree in business administration from Boston University and a bachelor's degree in mechanical engineering from Sheffield University.

Aerospace trends: how market 'megatrends' are driving new technology

Geoff Hunt will discuss how one of the world's largest suppliers of technologically advanced aerospace and defence products analyses long-term global changes and demographic trends to design and build more electric, intelligent, integrated and efficient products.

AGENDA 08.00 **Registration, refreshments and networking** 08.45 **CONFERENCE OPENING** -> Clive Snowdon, Chairman, Midlands Aerospace Alliance, and Roger Lawrence, Leader, Wolverhampton City Council Introduction and welcome 09.00 SESSION 1: PRIMES AND SUPPLIERS → Tony Wood, President – Aerospace, Rolls-Royce plc Better power for a changing world → Geoff Hunt, Vice President – Engineering, UTC Aerospace Systems Aerospace trends: how market 'megatrends' are driving new technology -> Craig Fullwood, Sales Manager, and Steve Cresswell, Commercial Manager, MJ Sections Supplier view: MJ Sections → Neil Wyke, Managing Director, Heinrich Georg UK Supplier view: Heinrich Georg UK 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 100 new technologies from UK aerospace suppliers Andrew Mair, Chief Executive, Midlands Aerospace Alliance How do we work even better together? -> Tim Johnson, Strategic Director, Wolverhampton City Council Aerospace: a key cluster for Wolverhampton 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 Business opportunities for UK suppliers in international markets → Neil McManus, Senior Vice-President Asia, GKN Aerospace What UK suppliers need to do to succeed in the global market → Andy Moran, Head of Supplier Development, Airbus UK How can Airbus help aerospace suppliers at all supply chain tiers stay competitive? 16.00 **CLOSE**

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OUR KEYNOTE SPEAKERS



Clive Lewis

Clive Lewis is Managing Partner, Achieving the Difference LLP. His career includes the development and implementation of a best-practice marketing strategy process across a \$1bn revenue business with five major product groups; with strategic plans developed for doubledigit growth... and the integration of a \$30m German acquisition into a \$1bn organisation over a sixmonth period. He also led the forecasting team for the same organisation.

Clive holds a Distinction grade MA in Marketing from a top university, is a Fellow of the Chartered Institute of Marketing and Chartered Marketer, a qualified Six Sigma practitioner and facilitator. He is trained as a Fitness Review Assessor to European Foundation for Quality Management (EFQM) and British Quality Foundation standards.

Business opportunities for UK suppliers in international markets

Where do the aerospace primes and Tier 1s think the real business opportunities of the future lie? How can UK aerospace suppliers get hold of this vital knowledge to make sure their own business plans are based on the most accurate information? Long-term MAA collaborator Clive Lewis will present highlights from a unique dataset he has created, working with ADS and UKTI. Data on future aircraft build comes directly from a wide range of major aerospace companies, based on their own best forecasts – and going beyond the published forecasts by Airbus and Boeing. In 2015, the dataset includes enhancements to information on aircraft development timescales, announced Tier 1 and Tier 2 suppliers and opportunities for maintenance, repair and overhaul (MRO) – in part thanks to data contributed by ICF.





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OUR KEYNOTE SPEAKERS



Neil McManus

Neil McManus joined GKN Aerospace in 2013 as Executive Vice-President, Business Development and Strategy, Europe and Special Products, joining the Executive Committee in January 2014 as Chief Executive GKN Aerospace Europe & Special Products. In January 2015, he assumed his current role as Senior Vice-President Asia. Prior to joining GKN Aerospace, he was Vice-President and Managing Director of Spirit AeroSystems (Europe) for six years and previously held senior roles within BAE Systems. Neil holds a BSc in Design and Manufacture from Loughborough University.

What UK suppliers need to do to succeed in the global market

Many UK aerospace suppliers need to make big changes to their businesses to stay ahead in global markets: better readiness to export, investment in new technology, rate of improvement to productivity as well as new skills. How can we work together to ensure that smaller suppliers, especially, do what is necessary? Neil McManus will share what he has learned from his widespread experience at BAE Systems, Spirit AeroSystems and GKN Aerospace, and his work on developing UK policy as chairman of the Supply Chain Working Group of the UK's Aerospace Growth Partnership which governs the UK's industrial strategy for aerospace.





Andy Moran

Andy Moran, Head of Supplier Development, Airbus UK, was born in Lancashire and moved with his family to France in 1987. At 17, he passed the French Baccalaureate before attending Loughborough University where he was awarded an Honours Degree in Manufacturing Engineering and Management. He then returned to France to run a small aerospace manufacturing business. This demanding experience opened the doors to Andy's return to the UK, first in the automotive industry then as production manager for an aerospace supplier in the Midlands where he gained experience working in project management and high-end manufacturing roles. Following two years back in France as Manufacturing Engineering Manager for an international automotive supplier, in 2010 Andy decided to follow in his father's and brother's footsteps and returned to the aerospace industry, joining Airbus as a Supplier Development Manager. Four years later, having obtained his APICS CPIM (American Production and Inventory Control Society Certified in Production and Inventory Management programme) and with the reorganisation of Airbus Procurement, he was given the responsibility of consolidating and managing Airbus's UK Supplier Development Team. In addition he became world-wide focal point for Airbus's Equipment and Systems Supply Chain Development Activities.

How can Airbus help aerospace companies at all supply chain tiers stay competitive?

From the Airbus perspective, the coming ramp-up of production rates in the aircraft industry requires a ramp-up of the complete supply chain. It is not enough to concentrate only on the Tier 1 suppliers; the role of the Tier 2 and 3 suppliers (mainly SMEs) has to be considered. The SMEs must be prepared for the challenges of the coming production ramp-up and demanding requirements regarding delivery reliability, quality and costs. Andy Moran heads a new supplier development team at Airbus charged with helping UK aerospace suppliers at all tiers stay competitive. He will set out his thinking on why and how Airbus plans to work with partners to help suppliers at all tiers of the UK aerospace industry ensure they are ready to supply the global markets of the future.

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For information contact: Tim Johnson, Strategic Director, Wolverhampton City Council 01902 555400 email: tim.johnson@wolverhampton.gov.uk

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