

# 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)

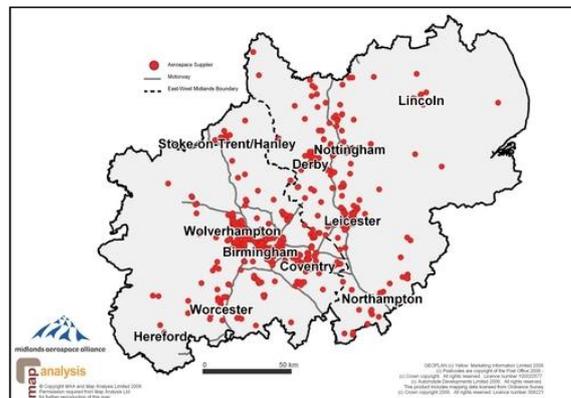
More than 300 organisations belong to the MAA, ranging from global players Meggitt, Moog Aircraft Group, Rolls-Royce and Collins Aerospace to small supply chain companies and key regional partner bodies.



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 with 7.5% annual growth, by 2030 will **double** compared to 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**
- Alan Dunbar, VP Business Development, **Bromford Group**
- Robin Hill, Head of Electronics, **Collins Aerospace**
- Lisa Swan, Operations Director and Site Lead, **Collins Aerospace**
- Neil Holmes, Managing Director, **Columbia Precision Ltd**
- Annette Rothwell
- David Danger, Managing Director, Material and Non-Destructive Testing, **Intertek**
- Steve McMulkin, Group Quality Manager, **Meggitt plc**
- Stuart McLachlan, Group Vice President and General Manager, Aircraft Control Components Sector, **Moog Aircraft Group**
- Peter Smith, Chairman and Chief Executive, **Nasmyth Group**
- Stephen Cheetham, Managing Director, **PK Engineering Ltd**
- Jo Eva, Strategy Executive, **Rolls-Royce**
- Tony Tinley, Regional Officer, **Unite the Union**
- Alan Duffield, General Manager, Winbro Advanced Machining, **Winbro Group Technologies**
- Jay Patel, Head of Economic Development, **Wolverhampton City Council**



David Danger Chair



Peter Smith Vice Chair



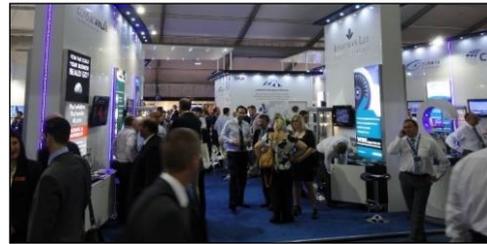
# How does the MAA help its members?



## 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-to1 meetings for MAA members with French aerospace giant Safran, British embassy, Paris*



*MAA experts teach technology roadmapping to BHR Group*



*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**



- Speak to our experts about how to get funding and expert support for your ideas.

### 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 learn about and adopt new manufacturing and management methods including additive manufacturing and Industry 4.0 techniques.



*Alan Dunbar, Chair, Business Development Group*



*Robin Hill, Chair, Technology Group*



*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 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*

