



Improving Supply Chains in the South West Learning from Aerospace

AgustaWestland, Yeovil
4th October 2007

Sometimes labelled the 'Next Generation Manufacturing System', companies are finding that to compete in the global market their business relationships need to extend beyond traditional boundaries to a value chain of multiple companies.

Challenges including market access, offshoring, waste & duplication, environmental concerns, costs and purchasing power are driving business behaviour. The development of the global market together with technological change has changed corporate behaviours and goals. Companies are finding that if they are involved in a successful Supply Chain they can work together as partners in a team in order to minimize costs and to maximize quality of end products.

The reputable logistics specialist Martin Christopher, Professor of Marketing and Logistics at Cranfield School of Management said:

'The 21st century will bring forth a change in the dominant form of industrial competition. Supply chains will replace individual firms as the economic engine for creating value, and will compete among themselves for the loyalty of end users.'

This FREE learning and networking event aims to spread awareness of the effectiveness of building a successful supply chain whatever the sector using the working example of aerospace and defence. It will deliver information on the economic strength of this region and provide insight into how AgustaWestland ensure standardisation and remove duplication within their Supply Chain. Attendees will learn of a guide to implementing supply chain improvement and how to access regional support and funding. There will also be an opportunity to network over a buffet lunch with representatives from AgustaWestland, IMechE, SWMAS and fellow attendees.

Combining technical tours and knowledge sharing presentations, this event is open to all manufacturing companies. Companies currently considering or engaged with SC21 may also wish to attend to further their understanding of the engagement process.

'..the integration of supply chains will differentiate the winners and losers in the 21st century'

(Rich Tiu, Agilent Technologies)

Timetable:

09:30	Registration - Coffee
10:00	Tours begin Assembly Activities Customer Training School
12:30	Buffet Lunch and Networking
13:30	Introduction
13:40	Briefing on the economic strengths and opportunities in the South West
14:20	Developing a Supply Chain for the 21 st Century using the SC21 model - a guide for Aerospace, Defence and beyond.
15:00	Coffee Break
15:15	How AgustaWestland are improving their Supply Chains using SC21
15:45	Implementation of Supply Chain improvement – practical solutions and regional support

To register for this event, applications **must be** received before the 21st of September. Fax Number: **01752 369070** or email linda.middleton-jones@swmas.co.uk

FAX BACK Registration:

Name of attendees:

Job Titles:

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Company Name:.....

Address:

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Contact:.....

Tel:

E-mail:.....

Fax:

Cancellations – please note that places at this event are limited. In the event of a delegate being unable to attend please notify us by calling **07966 803811** so that the space may be offered to another company.

Additional Information:

Aerospace Innovation and Growth Team (AeIGT) Vision:

"The UK will offer a global aerospace industry, the world's most innovative and productive location, leading to sustainable growth for all its stakeholders."

South West England: Leading Edge Technology in Aviation and Defence – SWRDA Report:

South West England represents one of the world's most significant aerospace and defence related clusters, home to many of the sector's biggest civil and defence players as well as a comprehensive logistics chain of some 800 suppliers, specialist manufacturers and research and development organisations

AgustaWestland, a Finmeccanica company, is a provider of total capability solutions in the vertical lift markets, employing 9,000 people worldwide. The Yeovil site, historically Westland Helicopters, designs, manufactures and supports predominantly military variants, including the AW101 and Lynx. Westland has been associated with the manufacture of aircraft since 1915 when the company was first formed at Yeovil in the UK. It has more than 50 years experience in the production of helicopters and has supplied over 2,500 rotary wing aircraft worldwide.