

# NEWS RELEASE



Issued by the West Midlands  
Aerospace Cluster

20<sup>th</sup> July 2010

## **COVENTRY & WARWICKSHIRE FIRMS MOVE UP THE AIRCRAFT SUPPLY CHAIN WITH INNOVATIVE WORKING GROUP**

Today at Farnborough Air Show, a team of world class engineering and manufacturing firms from across Coventry and Warwickshire united to launch a new initiative that will combine their expertise and facilitate joint-company tenders for major aircraft programmes.

The Coventry & Warwickshire Aerospace Forum (CWAFF) fuses more than 300 years of engineering and manufacturing expertise from companies working in the West Midlands aerospace sector. Together they will to develop solutions and tender for business in the demanding Aerospace & Defence sectors – in particular with mechanical and electrical/electronic sub assemblies for in-flight and on-ground applications.

Pete Everitt of Coventry-based Powerkut and chairman of CWAFF, said: “The group will work collaboratively to ensure that clients need only one point of contact; whether it is a single enquiry for a make to print precision machined component or a more complex engineered solution, the group will maintain a focus on the key drivers of quality, cost and delivery.

“This collaborative approach further strengthens our region’s world-renowned aerospace sector, moving CWAFF’s members higher up the supply chain and creating opportunities to make a significant contribution to the next generation of aircraft.”

Endorsing the launch of CWAFF on the stand of the Midlands Aerospace Alliance at Farnborough was Simon Burr, chief executive of Aero Engine Controls – a joint-venture between Rolls Royce and the Goodrich Corporation. He said: “In today’s economic climate larger companies are looking to simplify their supply chain interfaces. This type of partnering, with a single point of customer contact, is a bold move that will put smaller Midlands companies in contention for new business which would ordinarily be out of their reach.”

CWAF has also secured backing from Regional Development Agency Advantage West Midlands as well as local MP Bob Ainsworth, who officially launched the group.

Mr Ainsworth said: "Maintaining the manufacturing skill base in the Midlands is enormously important and the companies that make up the Midlands aerospace cluster are a vital part of that. All of us should therefore be doing all that we can to support their continued success and development.

Britain has to pay it's way in the world and high skilled top end manufacturing capability can play an enormously important part."

For further details on CWAF or working with the group, please contact Brian Graham (024) 7683 2887 [brian.graham@cw-aero-forum.co.uk](mailto:brian.graham@cw-aero-forum.co.uk)

**-ends-**

For further press information or photography please contact Tom Rawlings at Grayling on 0121 265 2760 / [tom.rawlings@grayling.com](mailto:tom.rawlings@grayling.com)

#### **NOTES TO EDITORS:**

##### **About the Midlands Aerospace Cluster**

The Aerospace Cluster within the Midlands employs more than 45,000 people across 700 businesses and is responsible for around 25% of the UK aerospace industry by jobs and value. A key capability within the Midlands Aerospace Cluster is the design of systems which power and control aircraft and this expertise attracts a global customer base.

##### **About the West Midlands Cluster Programme**

The Aerospace Cluster is just one of eleven Cluster groups which have been established by the regional development agency for the West Midlands – Advantage West Midlands as part of the Cluster Programme. Over 3,000 businesses within the region actively participate in the Cluster Programme with the aim to increase economic opportunities for the region and build the reputation of the region's industries across Aerospace, Automotive, Building Technology, Business & Professional Services, Digital Media, Environmental Technology, Food & Drink, ICT, Interiors & Lifestyle, Medical Technology and Rail sectors.