



BRONZE

Cluster
Management
Excellence

STRIVING FOR CLUSTER EXCELLENCE

Paul Butler

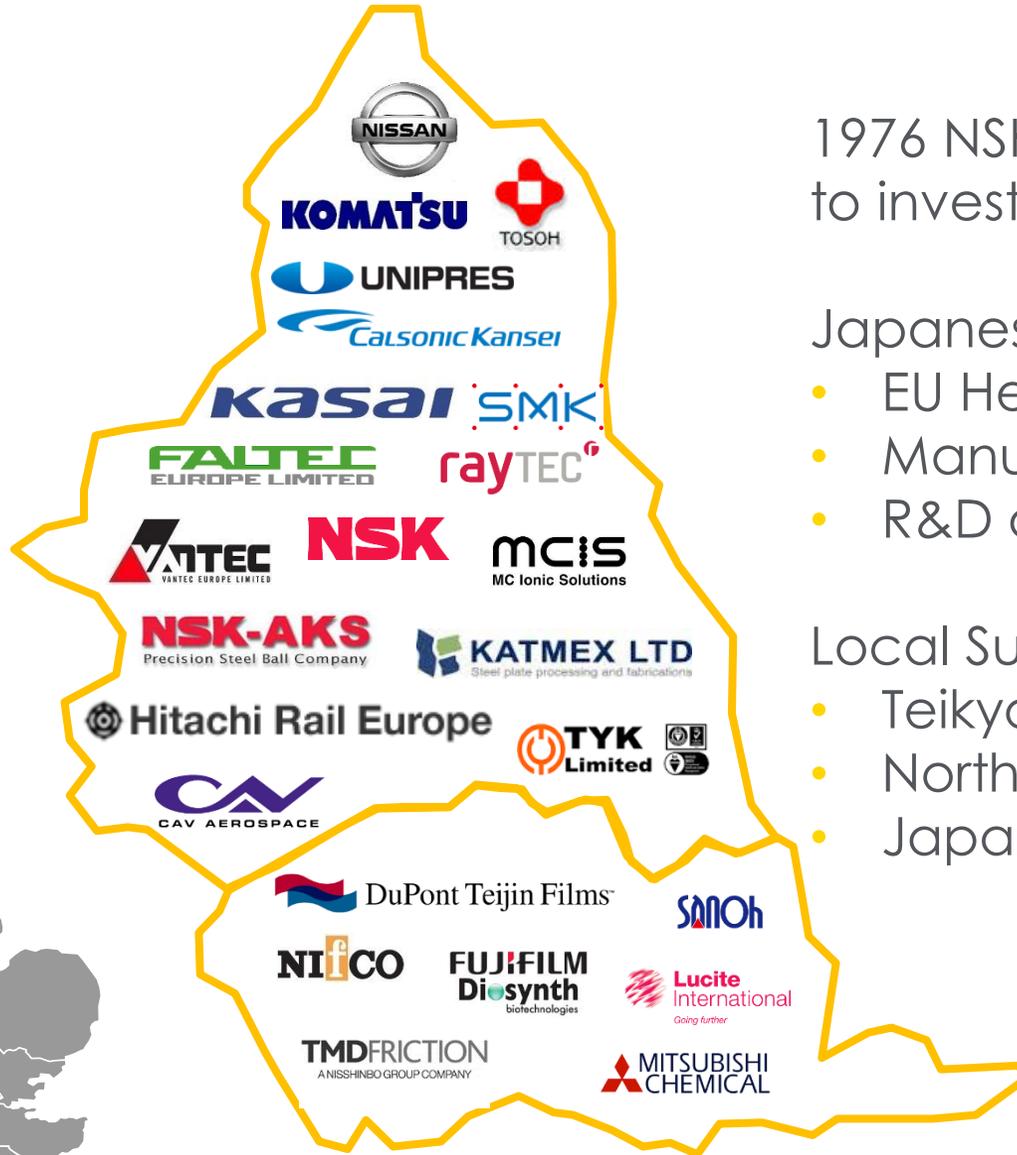
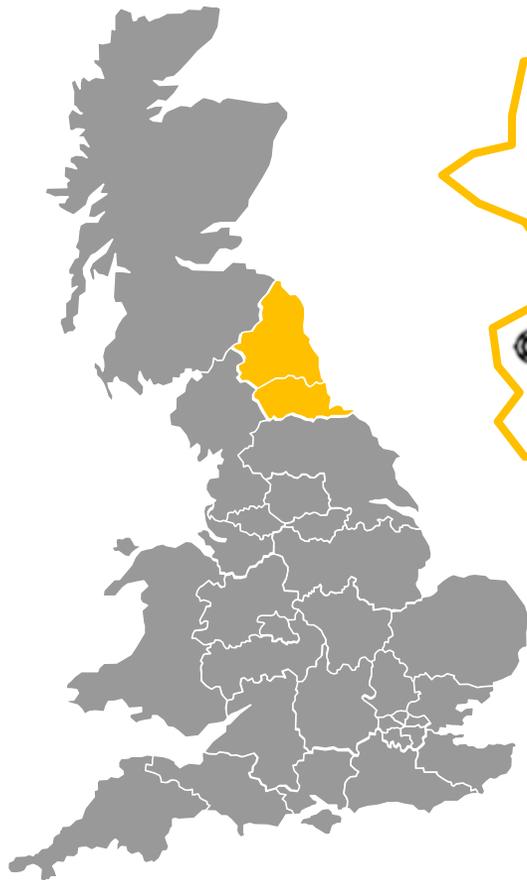
CEO, North East Automotive Alliance
UK Cluster Benchmarking Expert, ESCA

Joining a thriving automotive cluster – North East England

1. Japanese companies located in the North East of England
2. The North East of England automotive sector
3. Supporting growth & competitiveness



Japan: Partner to the North East of England



1976 NSK were the first Japanese company to invest in the NE

Japanese Companies in North East England

- EU Headquarters - 2
- Manufacturing Sites - 23
- R&D and Design – 8

Local Support

- Teikyo University of Japan in Durham
- North East of England Japanese School
- Japanese Women's Association



Automotive in the North East of England

- Sales £11bn, exporting £6.5bn and a trade surplus of £2.6bn
- Employees – 30,000 direct and impacting 141,000
- 46 regional investments totalling £1.6bn in past 5 years
- NE accounts for 26% of all EV production across Europe



The region is home to substantial automotive sector:

- OEMs – Nissan, Komatsu, Caterpillar, Cummins & Eldis
- Tier 1's - 28 Car & Commercial & 14 Off Highway
- Over 240 automotive companies sector

Growth of the Automotive sector in the NE of England

Growth Potential

- NE turnover exceeding £14bn
- NE employment exceeding 35,000

Localisation Strategy

- Increased focus on sourcing locally





Launched in 27th March 2015
Not-for-profit industry led cluster

Vision Statement:

To support the sustainable economic growth and competitiveness of the sector in the region. The NEAA is industry led and membership based.



Industry Leadership

Executive Board

| | | | |
|-------------------|----------------------------|---------------|-------------------------|
| Kevin Fitzpatrick | Nissan & NEAA Chair | Peter Watson | Kasai, Chair of BEG |
| Mike Mathews | Nifco & NEAA Vice Chair | Stephen Irish | Hyperdrive |
| Paul Butler | NEAA CEO | Peter Howe | Komatsu |
| Martin Porton | RTC & NEAA Comp Sec | Simon Elliot | Independent Director |
| Matt Boyle | Sevcon, Chair of Skills WG | Irene Lucas | Sunderland City Council |

Advisory Board



Executive & Advisory Boards

Vision & Mission

Industry Leadership
Strategy Development
Implementation
Performance Monitoring

NEAA Team

Strategy implementation and management of day to day cluster activities

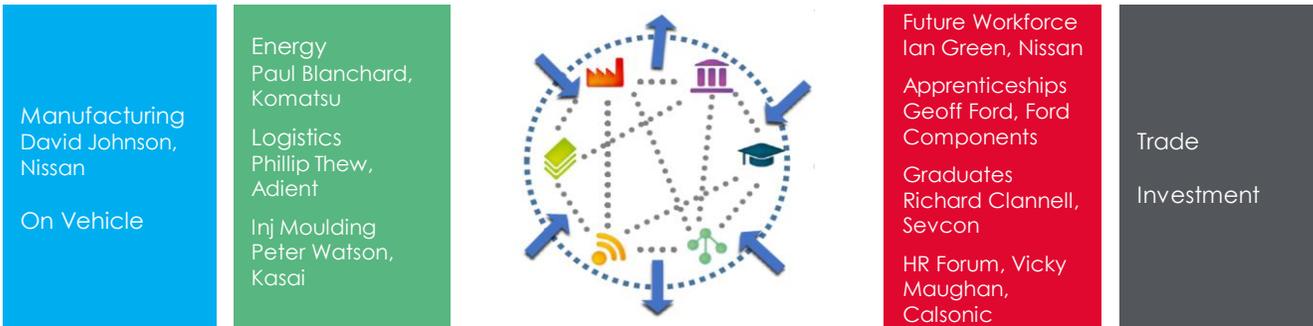
Cluster Management Excellence – providing the framework conditions for success

Thematic Strategy Groups



Co-ordination of activities which have mutual benefit - **Economic Sustainable Growth**

Working Level Focus Groups



Collaborative working

- Understand current conditions
- Gap analysis
- Identify actions
- Implement
- Confirm effectiveness

Over 220 Industrialists, providing the NEAA with over £500,000 of in-kind support per annum

Supporting NE Companies

Business Competitiveness



Innovation & Technology



Network & Supply Chain

Skills



Trade & Investment



Voice of the Sector & Raising the Profile



Representing NE Automotive on 16 industry boards

- Automotive Intergroup
- European Secretariat for Cluster Analysis
- Automation Advisory Board
- AC Supply Chain Group
- AC Skills Group
- AC Innovation Group
- SMMT Auto Components Section
- SMMT LEP Leadership Forum
- IAMP Skills Group
- Northern Business Forum
- NE Apprenticeship Ambassador Network
- NE Enterprise Ambassador Network
- North East LEP Innovation Board
- North East LEP Innovation Design Group (Super Network)
- Skills Leaders Group
- UK Automotive Clusters Group



High profile events

- Launch
- NE Automotive Expo
- Westminster

Significant press coverage

Newsletters & Social Media

Increased Focus from Key BS Organisations

- BEIS
- Innovate
- APC
- KTN
- Catapults
- LEPs



Innovate UK



CATAPULT High Value Manufacturing



The Largest Automotive Cluster in the UK



Members Here Today

Sevcon Inc. – Electrification Partner



Sevcon Inc.

- Over 60 years experience in motor control technology for vehicles
- NASDAQ listed plc
- Facilities in US, UK, Japan, Germany, France, South Korea, Italy, Canada and China
- Global manufacturing base in North America, Europe and Asia
- TS16949 Automotive quality certified
- World leaders in permanent magnet motor control technology
- Unrivalled product range from 24V to 800V
- Electrification partner for all EV, HEV, PHEV and other applications
- Inverters, DC/DC converters, battery charging technology, bespoke electrification solutions
- Blue chip client base



Members Here Today

Hyperdrive Innovation

- Based in Sunderland, UK
- A developer of high performance energy systems for electric vehicles and stationary energy storage
- First company to secure the supply of Nissan's LEAF lithium-ion cell technology
- A manufacturer of universal, modular systems as well as bespoke battery pack designs
- Holds key Intellectual Property with in house product development and systems integration

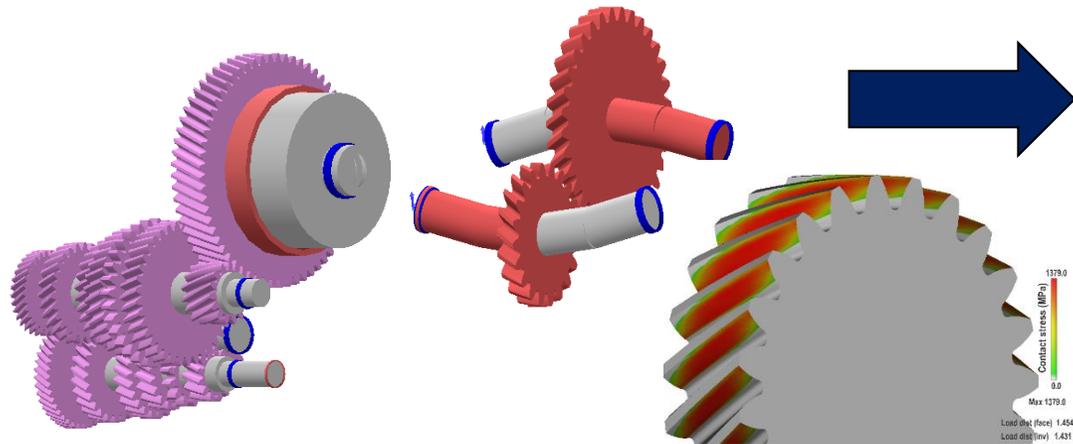


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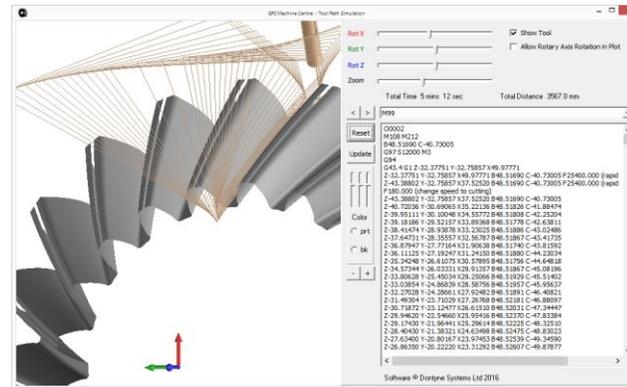
NISSAN
MOTOR CORPORATION



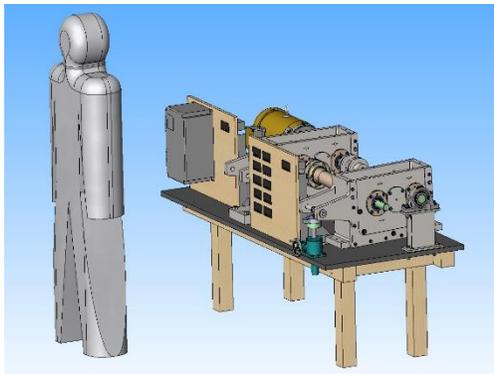
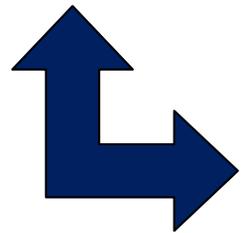
Gearbox Design and Gear Tooth Contact Analysis



Tool Design, Manufacturing Simulations and Prototypes



Optimisation



Testing and Reporting



High Quality Inspection

The Dontyne skill set represents...

- Design And Analysis
- Data Processing and Interfacing
- Simulation of Machine Tools
- Integration of Inspection Data
- Production Optimisation



ZERO
CARBON
FUTURES

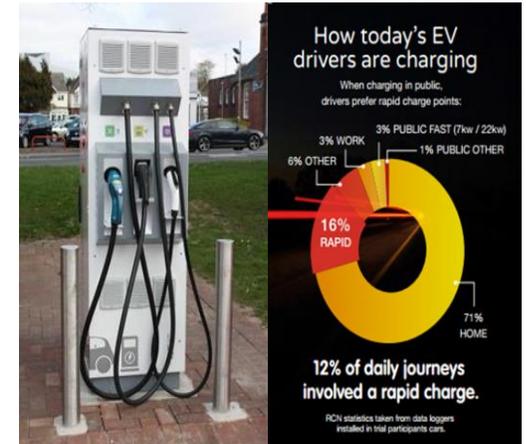
Members Here Today

NOT FOR PROFIT, LOW CARBON VEHICLE CONSULTANCY

Specialisms

- Developing electric vehicle charging networks
- Undertaking research into EV and charge point usage
- Running marketing and public awareness campaigns
- Developing training courses

Working with car companies, power companies and towns, cities and countries



FUEL YOUR CAR FOR THE PRICE OF A CAPPUCCINO
WHY NOT ELECTRIC?

Electric driving is here now, and it's a lot easier than you think with more than 400 convenient charge points. Plus, to fully charge your car at home could cost from around £2.00 - that's roughly the same amount as your morning coffee.

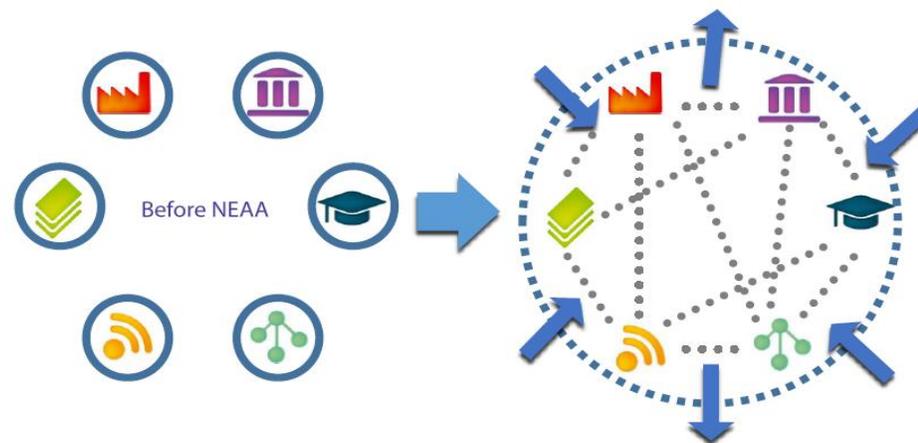
TAKE AN ELECTRIC TEST DRIVE. YOU COULD WIN A RENAULT ZOE FOR A YEAR AT whymotelectric.com

CHARGE YOUR CAR



In Summary...

- Providing a voice for the NE automotive sector
- Driving regional competitiveness by addressing common issues
- Improving company capability & supporting site managers
- Providing a network to connect companies – business & collaboration opportunities
- Promoting the region and company capabilities & matchmaking
- Reducing costs and improving the bottom line
- Facilitating industry 12 working groups in 5 thematic areas
 - Network
 - Business Competitiveness
 - Skills
 - Innovation & Technology
 - Trade & Investment



Questions?

