AEROSPACE BEHIND THE DIKES

How can Dutch companies successfully compete in the global aerospace market?

The aerospace sector is experiencing unprecedented growth with over 30000 new aircraft to be produced over the upcoming 20 years. This creates opportunities for companies planning to enter or currently involved in the design, development, manufacturing and/or maintenance of this growing worldwide fleet of aircraft. This begs the question how companies are to best position themselves to capture a slice of this market.

The session “Aerospace Behind The Dikes” addresses this question by providing a general overview of the aerospace market and its characteristics followed by a discussion & review of two case studies.

The first case study focuses on the civil aerospace market and the need to develop lighter aircraft in order to meet the European environmental CO2 reduction goals. This requires companies to heavily invest in R&D knowing that the scale of such investments in turn requires companies to collaborate. How do such collaborations materialize and what strategies have companies deployed in order to minimize the risk of technical/economic failures?

The second case study focuses on the military market and the need to have a Regional Service Center for military engine maintenance in Europe in order to support operations for the various European air forces. In view of government budget restrictions, a public private partnership for aircraft engine maintenance can be a means to achieve a win-win situation for both parties involved. An overview is given of the selection process used to find the right industrial partner for such a public private partnership, and the strategies deployed by the various candidate companies.

The session concludes with an overview of the lessons learned, and time is left for general Q&A.

PROFILE

René van Doorn has worked in the aerospace industry for over 30 years and has held positions of increased management responsibility in engineering & manufacturing as well as in maintenance & repair. He is currently Chairman of the Board of the Netherlands Aerospace Group, and sits in the Advisory Councils of the Netherlands Aerospace Laboratory and the Aviation Academy of Amsterdam. He holds an MBA of the Brunel University and is an alumni of the London Business School’s Senior Executive program.