

19 December 2008

TO MEMBERS OF THE CBI

Dear Member

Prosperity through Science - A CBI/Advantage West Midlands Seminar (AWM)
ThinkTank Theatre, Millennium Point, Birmingham
Monday 23 February 2009 (0930 for 1000 until 1330, including lunch)

We are delighted to invite you to the CBI West Midlands/AWM Seminar to be held in association with Jaguar Land Rover at the ThinkTank Theatre, Millennium Point, Birmingham on Monday 23 February. The Seminar will be chaired by Dr Norman Price OBE, Chair of the Birmingham Science City Partnership Board. A full programme is attached.

The debate will focus on the importance of investment in science and technology to deliver the technologies and skills required for success in a global economy, particularly as the recession unfolds. Our four speakers:

Professor Adrian Smith, Director-General of Science and Research, Department for Innovation, Universities and Skills
Professor Julia King CBE, Vice Chancellor, Aston University
Bob Joyce, Group Engineering Director, Jaguar Land Rover
Eric Schultz, President, Goodrich Actuation Systems

will each provide a different perspective under the theme *Prosperity through Science* and will examine how companies and organisations can achieve success through such investment. There will be a particular focus on the automotive and aerospace sectors, as well as looking at how science can deliver real benefits to the city and wider region in terms of economic prosperity and improved quality of life.

We hope that you and your colleagues will be able to join us for what promises to be a very interesting and informative event. Please complete the booking form as soon as possible and return to Julia Fox.

Yours sincerely



Chris Clifford
Regional Director



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Monday 23 February 2009
ThinkTank Theatre, Millennium Point, Birmingham

PROGRAMME

0930 Arrival and Refreshments

1000 Chairman's Introduction

Dr Norman Price OBE, Chair of the Birmingham Science City Board

1010 *Professor Adrian Smith, Director General of Science and Research, Department for Innovation, Universities and Skills*

DIUS supports research and innovation throughout the UK by investment in universities and businesses through a number of key delivery partners, which include the seven Research Councils, the Technology Strategy Board, the Energy Technology Institute and the National Physical Laboratory. Adrian Smith will review the past and present impact of this investment on the UK national and local economies, and will reflect on possible developments of our current structures and funding streams in order to sustain future economic prosperity and social well-being.

1035 *Professor Julia King CBE, Vice Chancellor, Aston University*

Julia will discuss how science can deliver real benefits to a city, in terms of economic prosperity and improved quality of life. What is Birmingham doing? We need to go beyond the obvious activities to consider how a wide range of businesses and public sector organisations can help drive both the application of science to this serious challenge but also to set the agenda for research which will develop the new technologies required for the future. Julia will also highlight the British Association Festival of Science, a highly successful annual event which aims to stimulate interest in science and technology and which will be hosted in Birmingham in 2010.

1100 Coffee Break

1115 *Bob Joyce, Group Engineering Director, Jaguar Land Rover*

Science is the foundation of engineering delivery and has driven society since the beginning of mankind. Taking real world examples, Bob Joyce will demonstrate that success is achieved by understanding and managing the huge array of complexities involved. He will demonstrate the multi-disciplinary nature of science required to deliver a successful engineering project and how this is fundamental to the stimulation of business success.

1140 *Eric Schultz, President, Goodrich Actuation Systems*

Eric will present the links between technology and the new products on the latest aircraft definitions, and how new technologies are introduced. Using specific examples, he will show the differentiators and transitions which businesses experience. He will also re-emphasize the importance of the links between schools and corporations, and how public institutions can help manage these transitions with regard to education and fundamental research.

1205 Question and Answer Session

1240 Chairman's Conclusion

1245 Buffet Lunch and Networking

1330 Close

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SPEAKERS' BIOGRAPHICAL DETAILS

Dr Norman Price OBE, Chairman, Birmingham Science City Partnership Board

Norman Price is Chairman of Ecologic, in electronic water control, a non-executive director of BSI, a Warden of the Birmingham Assay office and a Director of Mercia Fund Management and Investbx.

He was educated at Imperial College, Aston University and London Business School and his early industrial career was with TI Group, British Steel and Triplex Lloyd plc. He is currently involved in a range of private and public sector economic activities, as a board member of companies, and in economic development.

He is Vice President of the EEF and a member of its economic policy group, a member of the CBI Tax Committee and until 2007 a senior industrialist in the DTI.

In the West Midlands, he was Deputy Chairman of Advantage West Midlands until December 2006. He is currently Chairman of the Enterprise Board, the Regional Finance Forum, Birmingham Science City and the governance board of the Advanced Sensors Innovation project of Qinetiq and AWM. He is a member of the Innovation and Technology Council, European Programmes Board, and Birmingham University Council.

He was awarded the OBE in 2002 and honorary doctorates from Birmingham and Wolverhampton Universities.

Professor Adrian Smith, Director General of Science and Research, Department for Innovation, Universities and Skills

Professor Adrian Smith took up the post of Director General, Science and Research in DIUS from 1 September 2008. Prior to this he spent ten years as Principal of Queen Mary, University of London before which he held a number of posts over an eight-year period at Imperial College, London, including: Professor of Statistics, Head of Department of Mathematics, Member of the Management and Planning Group and Company Director of ICON (Imperial Consultancy). From 1977-1990 he was Professor of Statistics at Nottingham, Head of Department of Mathematics and a member of the University Council. Professor Smith has also held posts at the University of Oxford and University College, London. He read undergraduate mathematics at Cambridge University.

Professor Smith has recently been the Treasurer of Universities UK, a member of the governing body of the London Business School and a past Chair of London Higher, the regional umbrella body representing London's 42 HEI's. He served on the Advisory Committee to the UK Government Office for National Statistics from 1996-1998, worked for the UK Government Department of the Environment from 1991-1998 as a Statistical Advisor to the Nuclear Waste Inspectorate and for the Ministry of Defence from 1982 to 1987 as adviser on Operational Analysis. Professor Smith has also worked with the UK Higher Education Funding and Research Councils. Professor Smith has held numerous statistical consultancies in the private sector.

He is a past President of the Royal Statistical Society and was elected a Fellow of the Royal Society in 2001 in recognition of his contribution to statistics. He is currently a member of the Council of the Royal Society. In 2003-04 he undertook an Inquiry into Post-14 Mathematics Education for the UK Secretary of State for Education and Skills and in 2006 completed a report for the UK Home Secretary on the issue of public trust in Crime Statistics.

Professor Julia King CBE, Vice Chancellor, Aston University

After sixteen years as an academic researcher and university lecturer at Cambridge and Nottingham universities, Julia King joined Rolls-Royce plc in 1994. At Rolls-Royce she held a number of senior executive appointments, including Director of Advanced Engineering for the Industrial Power Group, Managing Director of the Fan Systems Business, and Engineering Director for the Marine Business. In 2002 Julia became Chief Executive of the Institute of Physics, and in 2004 returned to academia as Principal of the Engineering Faculty at Imperial College, London. In 2006 she became Vice-Chancellor of Aston University.

Julia works closely with Government as a non-executive member of the Technology Strategy Board and the DIUS Strategic Board, and as member of the Ministerial Group on Manufacturing and the Committee on Climate Change. She spent four years advising the Ministry of Defence as Chair of the Defence Science Advisory Council. She is a member of the Governing Board of the European Institute of Innovation and Technology and of the World Economic Forum Global Agenda Council on the Future of Mobility. She led a Royal Academy of Engineering Working Party on 'Educating Engineers for the 21st Century' which published its final report in 2007, and plays an active role in encouraging women and young people to go into science and engineering-based careers.

Julia was appointed by the Chancellor of the Exchequer in 2007 to lead the 'King Review' to examine the vehicle and fuel technologies that, over the next 25 years, could help to reduce carbon emissions from road transport. The interim analytical report was published in 2007, and the final recommendations in 2008.

Julia has published over 160 papers on fatigue and fracture in structural materials and developments in aerospace and marine propulsion technology. Her research has been recognised through the award of the Grunfeld, Bengough and Kelvin medals. In 1997 she was elected to Fellowship of the Royal Academy of Engineering and was made a CBE for 'Services to Materials Engineering' in 1999.

Bob Joyce, Group Engineering Director, Jaguar Land Rover

Bob Joyce took on his current position in July 2008. He is a full Jaguar Land Rover Executive Committee Member. Prior to this appointment Bob was Engineering Director for Jaguar and Land Rover, a position he had held from 2003. He joined Ford Motor Company in 2001 as Engineering Director for Land Rover.

An Engineering graduate of Leicester University, Bob's career began in 1979 when he joined Ricardo Consulting Engineers to work on fundamental research into automotive diesel engines. He progressed to lead a programme on combustion chamber development for large bore natural gas engines, before moving to the US, where he took up a position with Dresser Industries. In this role he led the development of a new family of diesel/lean burn petrol engines, with six to sixteen cylinder configuration.

Bob returned to the UK in 1986, undertaking a range of senior engineer positions in the automotive sector, including Chief Engineer of Rover's K-Series engine family, Director Gaydon Technology Centre, Director, Rover Body & Pressings and Body Engineering Director of the Rover Group. In 1997, working for BMW, he became Senior Vice President for FWD platforms, including MG Rover and the new Mini, taking the latter programme from initial approval to engineering sign-off.

During his career with Jaguar Land Rover, Bob has overseen the creation and delivery of a range of new vehicles including Range Rover, Discovery 3, Range Rover Sport, Freelander, Jaguar XJ, Jaguar XK and the Jaguar XF. He has an MBA from Warwick University and is a Fellow of the Institute of Mechanical Engineers

Eric Schulz, President, Goodrich Actuation Systems (GAS)

Eric Schulz has been President at Goodrich Actuation Systems (GAS) in Birmingham since 2006. GAS provides a full range of primary and secondary flight controls for commercial and military platforms. His career began as Production Manager at EADS Sogerma (Heavy Maintenance Center on Airbus A300, A310 and A320 aircraft); he was then Line Maintenance Director at UTA French Airlines, where he was responsible for all the line maintenance procedures and operations in Paris and outstations for UTA.

Eric then became Vice President Operation at AOM French Airlines, before becoming Chief Executive Officer, Mach 2000 and subsidiaries (aeronautical consultant and operational assistance services); this was a partnership with Airbus Industrie on worldwide missions especially involving Service Assistance with technical crews and maintenance specialists. He was then appointed Chairman and CEO of Air Liberte Industrie, maintenance subsidiary of Air Liberte and member of British Airways Group, where he was in charge of all the maintenance organisation of the aircraft operated by Air Liberte/BA and customers, a member of British Airways Operation Board, Board of Directors for Air Liberte and Air Liberte Industrie; he had major participation in the sale of the business to Swissair.

Eric next became President & CEO at EADS Aeroframe Services (a joint venture between EADS and Northrop Grumman) and EADS Barfield, which provide maintenance and support to Airbus operators in North and South America. He joined Goodrich as President, Goodrich Aviation Technical Services (ATS) which provides heavy maintenance airframe and component support to Boeing operators in North America. ATS is the largest stand alone airframe and component MRO facility in the US.

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BOOKING FORM

I/we would like to attend the seminar:

NAME (please print in full)

POSITION

COMPANY

ADDRESS

POSTCODE

TEL NO: _____

EMAIL: (please print clearly) - **Confirmation details including location map will be sent via email**

BUSINESS ACTIVITY

Please advise any special access or dietary requirements.

Please complete and return to:

Julia Fox, CBI West Midlands & Oxfordshire
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