

# NWAA

Supporting a **world class**  
Aerospace and Defence  
**supply chain** in the North  
West of England

## About **NWAA**

- Our flagship organisation represents over **750 companies** and stakeholders in the North West of England
- Our mission is to support our members from the aerospace and defence sectors in three key areas; **supply chain development, skills and innovation**
- We represent one of the **largest Aerospace and Defence Clusters** in the world
- Our alliance is represented at board level by world class organisations such as; **BAE Systems, Rolls-Royce, Airbus and Safran**

# Join t

and let NWAA help you to **create a platform**  
**aerospace**

## Why join our Alliance?

NWAA can help **promote, shape** and **develop** your business!

**Promoting Our Members:** NWAA **promotes** its members throughout the aerospace industry regionally, nationally and internationally.

NWAA can **promote** your business to the wider membership and aerospace industry through the following platforms;

### Membership App

- Your company profile and logo will be entered on to our A-Z Membership App; this is free of charge to download and is available on both iOS and Android.
- Advertise and promote your businesses' core capabilities via the App.

### Membership Directory

- Your company profile and logo will be entered on to our A-Z Membership Directory.
- Printed bi-annually for all members and also available online via our website.

### Marketing & PR

- Our Marketing & PR team provide regular and informative communications on the aerospace industry through our quarterly magazine '**Plane Talk**', monthly e-newsletter '**Express News**' and marketing e-shots to keep you up to date.

- Our established communications have a readership of over **2000** and are available for members to insert a press release, editorial or upgrade to an advert. **To further raise your profile, speak to us about our advertising and brand enhancement packages!**

### Networking Events

- The NWAA host on average **12 networking events** per year including **4 exclusive member forums** and our **Annual Conference**. Our events give you and your business the opportunity to meet and network with the Primes, Tier 1's, NWAA member companies and those from other regional alliances and trade associations, as well as hear from industry experts on the challenges and opportunities that exist within aerospace. **To further raise your profile, speak to us about exhibitor and sponsorship packages!**

### Business Leaders Forum Dinners

- NWAA host **4 business leaders forum dinners** per year which are the premier networking group for senior aerospace people in the North West of England. The Business Leaders Forum is aimed primarily at senior management and enables influential business people to stay up-to-date with current trends in business. The Forum also provides an invaluable means of exchanging knowledge and developing ideas through business peers and leading thinkers. Invited guests meet four times a year for dinner accompanied by a keynote speaker. These events take place on weekday evenings in a suitable private room in a North West of England hotel or restaurant.

# Today

## form to grow your business within the industry...



### Global Exhibitions

- The NWAA have an established exhibition service, which companies can take advantage of to gain a greater presence at UK and overseas exhibitions.
- Each year the NWAA has a substantial presence together with its members at the **Farnborough and Paris Airshows**, offering companies the opportunity to promote their products and services within the aerospace industry as part of the alliance.

**Developing Our Members:** NWAA helps to **develop** companies and supply chains through the delivery of a range of Business Improvement, Skills and Technical Programmes.

NWAA provide technical expertise in areas such as;

- **Strategic Business Planning** – NWAA will provide your organisation with a review of your Strategic Business Plan, followed by recommendations on Global Market Forecasts, UK Government Policies, Industry Direction (e.g. Aerospace Growth Partnership) and Voice of Customer.
- **Benchmarking** – NWAA can score your organisation's Business and Manufacturing Excellence Capability and compare your organisation to the 70 Aerospace and Defence Companies previously assessed at all levels of the supply chain.
- **Technology** – NWAA can support your organisation to "make your ideas happen" through the successful National Aerospace Technology Exploitation Programme (NATEP).
- **Skills** – NWAA can recommend appropriate training providers that can support your business to improve your business and manufacturing capability.

**Shaping Our Members:** NWAA helps to **shape** Government policy by working with key organisations such as;

- ADS
- The Federation of National and Regional Aerospace Alliances
- The Aerospace Growth Partnership
- The Department for Business Innovation and Skills
- Department for Communities and Local Government
- UK Trade and Investment
- Local Enterprise Partnerships
- Lancashire County Council
- The Advanced Manufacturing Research Centre at Sheffield
- The Engineering Innovation Centre at the University of Central Lancashire
- The University of Manchester Aerospace Research Institute
- The Northern Robotics Network
- The Isle of Man Aerospace Cluster
- European Aerospace Cluster Partnership

### Other great benefits include;

- Your company information and logo displayed on our website, viewed by over 2,500 per month.
- Opportunities to sponsor our member forums, annual conference and workshops
- Free editorials and press releases in Plane Talk and Express News
- Advertising Opportunities in Plane Talk
- The use of the NWAA logo within your marketing and advertising promotions
- Exclusive Membership Certificate

# What our members say...



"Magnesium Elektron highly values its long-standing relationship with the NWAA and the important networking opportunities membership provides. Our recent success in obtaining funding on a key National Aerospace Technology Exploitation Programme project is a great example of the kind of opportunity supported by NWAA."

**Guy Roberts**  
Head of Sales & Marketing



"Our partnership with the NWAA over the past 9 years has given our members and associates direct access to one of the most dynamic and important aerospace clusters in Europe, which has been especially beneficial for our young engineering talent and smaller member firms."

**Adrian Moore**  
Chairman



"A&G have gained significant benefit from working closely with the NWAA in developing both sales and marketing opportunities at the Farnborough Airshows and tangible business improvement from the ASCE1 and 2 programmes which delivered the key to unlock our business potential, thus enabling the development of our people and enhancement of our plans & procedures. We look forward to continuing our relationship with the NWAA on the next phase of the journey to world class."

**Andy Cash**  
Business Development Executive



## How To Contact Us...

For more information about our membership or to arrange a meeting to discuss the many ways the NWAA can support your business, contact our Membership Team.

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