

CEA AGM Conference

Ingredients for Success

Programme



Thursday 10 April 2008

One Great George Street, Westminster, London, SW1



(programme sponsored by KHL Group)



Ingredients for Success

AGM Conference

Thursday 10 April 2008
One Great George Street, Westminster, London, SW1

from 09.00 hrs **Registration - tea and coffee**

MENU

Starters

09.15 hrs **CEA Annual General Meeting** (CEA members only)

Main Course - Conference Programme

10.00 hrs - 16.00 hrs

Welcome

From Colin Wakeham (President of the CEA).

What are the Ingredients for Success?

Scene set from our *Chef du Jour* - Greg Wood (BBC Business Correspondent).

People - Retaining and Developing Engineering Talent

Phil Derges (Rolls-Royce) on behalf of the Midlands Engineering Industries Redeployment Group.

Europe - Engineering the Future

Dr Tim Leverton (President of the Committee for European Construction Equipment) - latest on the CONEQT programme, market surveillance and the *Choose the Original* campaign.

Supply Chain - the Purchasing Panel

Five years on from the CEA's *Manufacturing Excellence* programme are UK-based suppliers providing what the OEMs want? Neil Francis (JCB), Trevor Cairns (Komatsu) and Richard Wear (Terex) help provide the answers.

13.00-14.15 hrs **Networking Lunch in the Great Hall**

An opportunity to network with other delegates and to view the Members' Showcase displays.

Plant Theft - the CESAR Success Story

Latest from the Construction Equipment Security and Registration (CESAR) team.

Markets - Insights from the Experts

What is really happening in the global market place? The return of the CEA's market insights session with leading analysts Richard Sharp (JCB) "*My global view*"; and Roman Mludzinski (Off-highway Research) with "*Focus on India and China*".

The Future - CEA Services and Campaigns

Concluding session on how the CEA can help your business.

Dessert Course - The India Reception

16.15 hrs - 17.15 hrs

Back to the Great Hall for a parting drinks reception with our guests, including representatives from the India High Commission. Find out more about the Indian market and the CEA's *India Knowledge Base* initiative. Also a further chance to see the *Showcase* displays.

Note: programme correct as at time of print.

Speaker Profiles



Colin Wakeham

Colin Wakeham is the President of the CEA and Technical Director of Bell Equipment UK Ltd - where he is responsible for after sales, special projects and health and safety. Colin has been involved with the CEA, including the Technical Committee and Council, for over 25 years.

Richard Sharp

Richard Sharp is the Company Economist for JCB Sales Ltd. He is currently the Chairman of the CECE Economics Commission, President of OPERC, a member of the CECE Statistical Planning Committee and a member of the AEM Statistical Planning Committee. He joined JCB in 1983 as Senior Market Analyst and after a spell at Samsung Heavy Industry Europe, re-joined JCB in 1998.



Phil Derges

Phil Derges is Director-Resource Centres for Rolls-Royce plc - a role within the company's UK Strategic Workforce Planning and Skills Team. He has been responsible for planning, implementing, operating and developing the company's redeployment capability in the UK - which has been recognised as an example of best practice in the field by Her Majesty's Government.

Roman Mludzinski

Trained as a mechanical engineer, Roman has long been associated with the construction equipment industry - and for at least 35 years he has been analysing international markets. Joining Off-Highway Research in 1984, he is now one of the most respected analysts in the industry, having undertaken over 135 published research programmes overseas and numerous private client research projects.



Dr Tim Leverton

Dr Tim Leverton holds the position of Group Engineering Director for JCB. He is responsible for all JCB engineering activities worldwide and has Board level responsibility for the JCB Power Systems business unit. Prior to joining JCB he worked for 25 years in the automobile industry, holding senior engineering positions. Dr Leverton is currently President of the Committee for European Construction Equipment (CECE).

Digby, Lord Jones of Birmingham (video speech)

As Minister of State for Trade and Investment Lord Jones holds overall responsibility for UK Trade & Investment (UKTI). He also holds responsibility for the defence sector and from 1 April 2008 for defence export support.



Conference Moderator



Greg Wood

Greg Wood is the business presenter on BBC Radio Four's Today Programme. In more than twenty years on TV and radio with Channel Four, ITN and the BBC, Greg has covered all the major business stories of the day. He recently made a documentary for Radio Four on the current financial crisis, entitled "The City: Is The Party Over?" and has also appeared as a co-presenter on Today.

Global Supply Chain Panel



Neil Francis

JCB Group
Purchasing
Manager.



Trevor Cairns

Senior Purchasing
Manager, Komatsu
UK Ltd.



Richard Wear

Purchasing Director
for Terex Compact
Equipment,
Coventry.



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India Reception

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Programme

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