

AGENDA
ASD OPEN SME GROUP MEETING

Thursday 10th June 2010,
9:30 h -12:00 h
ILA Conference Center
Hall 4, Room Echo
Berlin

“Managing European-Russian Business

Challenges and Opportunities for European SMEs”

- 1) Welcome and Introduction
Dr. Rolf-Jürgen Ahlers,
*Managing Partner,
ASG Luftfahrttechnik und Sensorik GmbH
Chairman ASD SME Group*
 - 2) Opening Remark
Evgeny Fedosov,
*Secretary General Union of Aviation Industry (UAI),
Academician Representative*
 - 3) Managing European-Russian Business Relations: Hurdles, Challenges and Success-Stories
 - a) **Beat Brunner,**
Marketing Director, Acutronic Switzerland
 - b) **Charles Hergott,**
Managing Director, G3Air
 - c) **Alexei Mironov**
Scientific Director, D un D centres
 - d) **Kristina Soskovets**
Project Manager , SIA RZEC AVIATEST LNK Laboratory
 - e) **Roberto Mona**
Chairman and Managing Director, Secondo Mona
 - 4) Russian Federation View and Instruments,
Leonid Suchkov,
 - 5) European Commission View and Instruments
Dietrich Knoerzer,
European Commission DG Research
 - 6) ASD EU Russia Project Presentation
Patrick de Prevaux,
Director Air Transport and Research, ASD-Europe
 - 7) Round Table Discussion
- The meeting will be followed by a networking lunch

ASD OPEN SME GROUP MEETING

“Managing European-Russian Business Challenges and Opportunities for European SMEs”

Russia's tradition in the aerospace sector now spans nearly a century. The country retains a wealth of experience and expertise that is truly invaluable to its European partners.

For European SMEs Russia's Aerospace Industry is offering an increasing number of business opportunities, while Industry cooperation is getting stronger, as shown in the successful participation of European aerospace companies in the development of the Russian Regional Jet. Together with this goes an increasing need for harmonisation of standards and rules and regulations.

The restructuring of Russian Industry and supply chain is an important time for European companies to engage now in business with Russia in order to establish their business in a world of global competition.

Establishing mutual beneficial business relations requires learning about the specifics of markets, administrative procedures, as well as cultural differences.

This is the objective of the 2010 Open SMEG which deals with managing European Russian business, challenges and opportunities for SMEs.

Speakers from different stakeholders, like European Union, Russian Industry and Administration, European SMEs and the European Aerospace and Defence Association will present and discuss their projects, experience, lessons learnt and recommendations, together with the participants of the meeting. It is also an opportunity to discover new opportunities for business with Russia.

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The meeting will be followed by a networking event, allowing one to one discussions and meeting new contacts.



About the organisers:

The AeroSpace and Defence Industries Association of Europe, ASD, represents the aeronautics, space, defence and security industries in Europe in all matters of common interest with the objective of promoting and supporting the competitive development of the sector. ASD pursues joint industry actions which require to be dealt with on a European level or which concern issues of an agreed transnational nature, and generates common industry positions.

ASD has 28 member associations in 20 countries across Europe and represents over 2000 companies with a further 80 000 suppliers, many of which are SMEs. The industry sectors employ around 676.000 people, with a turnover of over €137 billion.

The German Aerospace Industries Association, BDLI, and its over 160 members represent the interests of a key sector of German industry. Aerospace is a high technology industry in which almost all strategic key technologies are to be found. The aerospace industry achieves an annual turnover of currently 20.2 billion Euros with a labor force of around 88.200. The industry's results gained in research and development and its broad technological know-how are also used in many other industrial sectors. Thanks to its strategic importance and its large contribution to added value, the aerospace sector - unlike almost any other industry - creates and safeguards highly skilled jobs in Germany.

Communication with political institutions, authorities, associations, foreign representations in Germany and with its member companies is the major task of BDLI. BDLI is officially accredited to the German Bundestag where it performs specific, legally embodied tasks, including hearings in preparation of new laws, active participation in the functional departments and expert committees of the relevant ministries as well as hearings in front of the German Bundestag.

BDLI is a member of the European umbrella organization ASD, Aerospace and Defence Industries Association of Europe, and the Federation of German Industries (Bundesverband der Deutschen Industrie - BDI).

BDLI is the organizer of ILA Berlin Air Show, International Aerospace Exhibition & Conferences. The next ILA will be held at Berlin-Schönefeld Airport on May 27- June 1, 2008.

Dear Madam, Dear Sir,

In this document please find some information which could be useful to reach ILA Berlin AirShow 2010:

- a) Entrance situation / Conference counters
- b) Getting there / Traffic information (by car / public transport)
- c) Map of ILA Exhibition grounds
- d) Map of ILA ConferenceCenter

a) Entrance situation / Conference counters

There is one conference counter at each of the two entrances (Pikto Main Entrance, Pikto East Entrance) to ILA Exhibition grounds (labelled: Conferences/Press). Opening hours: Tuesday to Friday from 8:00 am until 4:00 pm, Saturday from 8:00 am until 1:00 pm

At these counters you can deposit all kind of documents (e.g. tickets, information documents) for other person. If you would like to make use of this service, please consider the following: Please insert the documents in an envelope and close it properly. Label the envelope legibly with the following information:

- 1) Date / Day of the event
- 2) Event title
- 3) Addresser
- 4) Addressee

Please hand in the documents during the opening hours of the conference counters. This service is free of charge. If the documents are not collected by the addressees or addressers until Saturday 1:00 pm they will be destroyed by ILA Berlin Air Show.

Please consider that it's not possible to purchase tickets for ILA 2010 at the conference counters. In case there is no ticket available, it's possible to buy one at the regular cash desks. To avoid waiting periods at the cash desks, take advantage of ordering your tickets easily and securely online and in advance on http://www.ila-berlin.de/ila2010/besucher/preise_e.cfm.

The maps of the 2 entrances (Pikto Main Entrance, Pikto East Entrance) will be soon available in the download section on the conference website of ILA Berlin Air Show: http://www.ila-berlin.de/ila2010/konferenzen/konferenzen_download_e.cfm

One entrance lane at both entrances is reserved for exhibitors, conference participants and journalists to guarantee an uninterrupted access to the exhibition grounds of ILA Berlin Air Show. You need a valid ticket to be able to use this lane. If required please inform the entrance control personnel what conference you intend to attend. Attention: If your event starts before the regular opening hours of ILA: The entrance lane for exhibitors, conference participants and journalists mentioned above is open from 8:00 am onwards. To be able to enter ILA Exhibition grounds before 8:00 am please show your valid ticket to the entrance control personnel and inform them in what conference you intend to participate in.

b) Getting there / Traffic information (by car / public transport)

Please refer to the information available for download at:

http://www.ila-berlin.de/ila2010/download/dateien/ILA_Verkehrsanbindung_e.pdf

http://www.ila-berlin.de/ila2010/download/dateien/ILA_Erreichbarkeit.pdf

c) Ground Plan of ILA Exhibition grounds

Enclosed you find a ground plan of the exhibition site, the ConferenceCenter is highlighted with colours (Groundplan-Conferences 2010.05.12.pdf).

Also available for download at: http://www.ila-berlin.de/ila2010/download/dateien/ILA_Gelaendeplan_Konf_2010.pdf

d) Floorplan of ILA ConferenceCenter

Will be soon available for download at: http://www.ila-berlin.de/ila2010/konferenzen/konferenzen_download_e.cfm