The role of SMEs in the next manufacturing revolution

International Network for Small and Medium Enterprises: Annual Meeting

Doha, April 12, 2016

Address by Peter Marsh

www.petermarsh.eu    www.madeherenow.com

Twitter:@petermarsh307
Manufacturing is changing
New tools – new opportunities
(A few years ago, people would have been doing this)

Embraer, wing production line, Sao Paulo
Digitisation alters the workplace (ESI of France a leader in visualisation software)
New products follow from a burst in creativity helped by technology
SMEs a key to the story: Micro Automation Industries (UAE) with new ideas in power control
Main elements go beyond digital

CREATIVITY

CONNECTIONS

CUSTOMISATION

NICHE

FOCUS

SERVICE

THINKING
CREATIVITY
Combing technology/ideas takes many forms: Knipex, German leader in pliers
Commitment to training/equipment
Pliers meet the digital world
Connections at work: ABB boosts robots expertise by shifting HQ to China
Vaillant (Germany) moves into “green tech” in central heating boilers
Startups also need to make connections: Oryx Lifestyle in Qatar
Air Tractor of Texas flies forward in the narrow field of crop sprayers
Robbins (US) among the global leaders in tunnelling machines
'View-Header and Footer-Fixed date'

'Select View-Header and Footer' and insert footer text for all slides
3D printing part of a trend: customisation, specialisation leads to personalisation
Art meets technology: Unellenu in Australia (Janelle Wilson) and new 3D creations
Ntopology (New York) among the specialists in software/modelling for 3D printing
SERVICE THINKING
Service thinking – Gekko in Australia (mining systems/service)
Calzavara (Italy) brings together manufacturing, building services in telecoms towers
Bouncepad (Britain)- the new business of iPad holders combines production and consultancy
How policy makers should react:

- Educate people about the new manufacturing
- Showcase success stories
- Encourage ‘clustering’
- Promote technology
- Exhort global thinking
- Stay keen on start-ups but also focus on existing companies that might need assistance