PARTNER SEARCH

**Programme:** **COSME**

**Call N°: COS –CLUSTER-2014-3-04**

**Topic: “Cluster Excellence programme”**

**Deadline Call:** 2014–10–29

**Deadline for Expression of Interest**: 2014-10-02

**Entity:** ARIA BN

**Entity Description:**

*Manufacturers - Specialized Bodybuilders - Original Equipment Suppliers of components and services: a network in action*

The Regional Association of the Automotive Industry in Lower Normandy aims the development and sustainability of regional automotive industry businesses. It is also the representative of the PFA region (national automotive industry network).

***Together, let's build the future of our industry.***

In charge of the automotive industrial sector, ARIA BN is committed to pool the resources of the various structures and especially to network partners willing in the development of the automotive sector in the Lower Normandy Region. The three main working areas are:

* enabling communication: a national and international dimension, in networks for companies;
* supporting industrial performance: towards development strategies, relying on alliances, using pooled resources;
* sustaining innovation: through industrial projects, individual or collective, with clusters, using the tools of Business Intelligence.

**Our priorities**

* An industrial framework constituted by SMEs, which are not always well prepared to international competition: provide him the means to be more competitive
* SMEs with an insufficient diversity of customers: promote export
* West European automotive market is decreasing: diversify the markets to aviation and armament

The difficulties of the automotive market have an impact on employment, but job offers remain unfilled due to lack of skills and linked to a decline in young people interest for some jobs in the industry: : support recruitment, student interest and out-placement.

**Our key activities**

1. Competitiveness and Performance Improvement

ARIA BN is essentially focusing on the competitiveness of the sector:

• with network meetings to improve Manufacturing Performance

- Lean workshops

VSM, Kanban, working conditions, JIT, SMED … It is hosted by a company in the sector wanting share its expertise in the field of improving industrial performance. These workshops based on presentation of a theme and its applications, bring together more than 10 companies per event.

- Experts Lean Club

These meetings are built for employees with expertise in Lean manufacturing in regional companies to go further in the Lean process. This club brings together 23 experts.

- Training on Lean and tools: Value Streaming Chain, KANBAN, SMED, 5S, … The training module is set up in collaboration with the company RENAULT TRUCKS / VOLVO.

• High-level technical workshop

Screwing, variability of process manufacturing, Supply Chain, welding …

These meetings represent high-level technical exchange on a topic with a presentation of the state of the art by a consultant and a demonstration on the workshop of a company considering as an expert on the theme. These events brought together a company and twenty ten employees per event.

• Deployment of the national Performance survey

These survey filled by the ARIA BN members are consolidated by the PFA (national automotive cluster) to

* measure performance through physical and concrete variables
* calibrate with companies of the same profession, active in the sector.
* deduce which action points are most significant to improve the cash flow and the overall performance.
* have a common tool with all employees.
* have evidences of measure to get trade discussions with customers and suppliers in the industry.

All companies giving feedback thru the survey receive complete results including, graphics positioning their companies among the other company of the same profession for all criteria.

1. Export and exogenous development

ARIA BN also organizes the participation for several regional companies, to the subcontractors’ exhibition of MIDEST in Casablanca to promote export and implantation in Morocco.

1. Support for Employment

ARIA BN is the meeting point between job offers and applications of the industrial automotive companies. Several hires were materialized by these cautionary relations.

1. The entertainment network

ARIA BN makes life in the industrial sector of the automotive area. It helps companies on various items, on request, in the region.

In this context, the ARIA BN:

• put into perspective the market and technological developments in the automotive sector   
• provides answers to the companies, public and private laboratories (inside and outside the region)

• support and promote industrial developments required.

**Partner Search:**

We are interested in participating **as a partner/coordinator** in the call COSME n° **COS-CLUSTER-2014-3-04**: Cluster Excellence programme.

We are looking for partners specialized in industrial sector, willing to work on competitiveness, non-technical and technical innovation, and business development between our regions.

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