



METALS

NEW ZEALAND

INDUSTRY CONFERENCE 2013

9TH MAY, CLASSIC FLYERS AIRCRAFT MUSEUM, TAURANGA

with topical workshop

COMPETING WITH FABRICATED METAL PRODUCTS IMPORTS

10TH MAY, TRINITY WHARF HOTEL, TAURANGA



Metals New Zealand in conjunction with its industry association partners HERA, SCNZ, NZSSDA, NASH, CTNZ, GANZ, MRM and TiDA is holding the Metals New Zealand Industry Conference 2013 at the Classic Flyers Aircraft Museum in Tauranga. The theme of the Metals NZ Industry Conference is *Better Business* and will benefit the widest range of members.

PROGRAMME – BETTER BUSINESS

Industry association specific sessions and industry tours will be held in the Thursday morning and early afternoon sessions allowing sector focused information sharing and networking. The main conference session with invited keynote speakers starts at 4 pm and is seamlessly leading with pre-dinner drinks to the Industry Awards Gala Dinner in which we celebrate industry successes with our peers.

THURSDAY 9th May sessions are:

INDUSTRY TOURS (start 9:00am sharp)

- **Titanium (TiDA) - High Tech Manufacturing at its best**

TiDA and Page Macrae Coatings are leaders in one of the fastest growing metal technology industries. The opportunity is available to tour these advanced research and manufacturing facilities. The tour starts from Classic Flyers with a bus pick-up on to the TiDA facility, including an overview of the technology and a showcase of latest instalments, the laser melting machinery, with a networking morning tea onsite.



The Page Macrae Coatings tour will provide insights into a variety of plasma based surface finishing technologies and their applications – including PVD Coating (Physical Vapour Deposition), Ion Beam Polishing, Ion Beam Nitriding and APS (Atmospheric Plasma Spray). These coating technologies span nanometres to microns to whole millimetres in thickness. Page Macrae will host a networking luncheon onsite for tour attendees, with all attendees then moving to Classic Flyers for the remainder of the Conference.

- **Stainless Steel (NZSSDA)**

The Waikato/Bay of Plenty is a hot bed of stainless steel applications and fabrication. The NZSSDA is hosting an industry tour of NDA Engineering in the morning with lunch, followed by a visit to Lawter (NZ) Ltd. The tour ends at the Classic Flyers Aircraft Museum for the Conference.



SECTOR ORGANISATION SESSIONS (start 10:30am)

- **Steel Construction (SCNZ)**

- **Earthquake-prone buildings – Where to from here?**

The Canterbury earthquakes have placed the spotlight on New Zealand's large stock of un-reinforced, quake-prone buildings, and the strengthening of these buildings represents a big opportunity for the structural steel industry. Hear the Government's latest proposals; get the property owners' perspective; and listen to a case study about a building which has been seismically retrofitted with steel.



- **Survival Tips for Contractors**

Today's engineering businesses not only need to be at the top of their game technically, they also need to excel operationally in order to be profitable and sustainable. Business skills are critical tools of the trade and in this session you will hear from experts across a range of topics who will teach you how to make your business thrive.

- **Light Steel framing (NASH members only)**

NASH members will meet in this members only session which also includes the NASH AGM. Programme details available via NASH gm@nashnz.org.nz.



- **Metals Based Manufacturing (Metals NZ) - Bringing Manufacturing Back to the US - Lessons for New Zealand**



The session features **Dr. Steven R. Schmid**, Associate Professor Aerospace & Mechanical Engineering of the University of Notre Dame in Illinois, USA talks about technological advancements. Dr Schmid holds a prestigious Swanson Fellowship engaging with professionals in the public policy arena to make practical contributions on the most effective use of engineering in US federal decision-making. Through this Fellowship he is part of a White House Taskforce which advises the President how to keep manufacturing in the US and how to repatriate it.



Dr Schmid will explain that the strategy that has been followed successfully has been partnerships, both in workforce development and in university/industry relations, often facilitated by government. The technologies that have had a large impact include additive manufacturing, especially the trends of rapid tooling, functionally graded materials and now-consumer 3D printing.

- **Renewable Futures (HERA) start 1:00 pm**

From beyond business as usual in geothermal markets to unpacking IP for more profit, to creating the market playing fields for New Zealand industry; Renewable Futures looks ways to profit from the fast emerging global renewable energy market.



- **Geothermal – Beyond Business as Usual**

Better business comes from understanding that traditional markets are changing. **HERA Industry Development General Manager Nick Inskip** looks at the opportunities that come from change in the Geothermal Industry and the need to move beyond business as usual.

- **Unpacking IP – The Path to Profit**

Intellectual Property; words shrouded in mystique and often thought of as locked away in Patents. **HERA Research Engineer Dr Boaz Habib**, presents a research roadmap for Above Ground Geothermal and Allied Technologies and highlights where IP might be found and how companies can profit from it.

- **Marine Energy – Creating the Playing Field**

Being a fast follower can be an excellent position to be in when fostering market opportunities. **HERA Industry Development General Manager Nick Inskip** presents on the fast emerging marine energy technology space and New Zealand's opportunity to create a playing field for local industry.

MAIN CONFERENCE SESSION (start 4:00pm)



Opening Address - Why the NZ Metals Engineering Industry Matters

Metals New Zealand Chairman Noel Davies will open the session with a review of our industry's significance. However he will also raise awareness of the issues our industry is facing in the continued challenging economic environment.



Australia's Approach to Fostering a Competitive Steel Fabrication Sector

In a fiercely competitive and increasingly globalised market for raw and fabricated steel, smaller players like Australia and New Zealand need to be strategic and innovative to maintain market share, even within their own borders. In his role as **the Australian Steel Supplier Advocate, Dennis O'Neill** has been working with the steel supply chain and major projects to develop new approaches to enable Australian firms to access opportunities, reduce costs and optimise their market offering. Dennis appears courtesy of Australian/New Zealand ICN sponsorship, to share some of his insights and strategies.



Ministerial Address – Government's Role in Facilitating a Competitive Metals Engineering Industry

MBIE Minister Steven Joyce has been invited to address how the government is facilitating to keep our high value metals based manufacturing industry competitive and sustainable. He has been asked specifically to respond to our industry's request for government leadership via public sector procurement which is balanced i.e. responds to economic and social impacts of procurement decisions.



Collaborating On-shore to Compete Off-shore

Catherine Beard, Executive Director, Manufacturing and Export NZ currently runs currently an industry development program with the objective to find ways to increase our industry's competitiveness for export. As part of the program Catherine was able to study different national programs in a number of countries. Catherine will present us with some of her experiences particularly from Denmark where they have a culture of companies cooperating to develop business opportunities, partner at value chain level and system deliveries.



Getting Match Fit

Be inspired by the former All Black coach **Sir Graham Henry**, who has offered to share with our industry some of the secrets to plan for success especially when under pressure and to win is a MUST. With an immense insight on how teams work and what strategies to apply to make them perform there is a beneficial message for any of our company leaders. Don't miss this opportunity to rub shoulders with a New Zealand icon.

INDUSTRY AWARDS GALA DINNER (start 6:30pm pre-dinner drinks for a 7:00pm start)



MC and singer Jackie Clark will be the host of the industry awards gala dinner spicing up the menu of prestigious metals industry awards, delicious food and wine with her ability to MC and sing and scrubbing up well in her sparkly frock! As is tradition your partners will be able to join the conference goers and in a night to be remembered thanks to the contribution of our Platinum Sponsor New Zealand Steel.



FRIDAY 10TH MAY WORKSHOPS - Trinity Wharf Hotel

"COMPETING WITH FABRICATED METAL PRODUCTS IMPORTS" (start 8:00am with breakfast)



With strong competition being evident in recent steel construction tender rounds, the workshop picks up the most serious issue facing the sustainability of our industry. The workshop is a supplementary conference event and attendance of the workshop is a MUST for all industry leaders who are concerned about the future of their business and want to make an active contribution. The workshop is facilitated by public relations practitioner **Michelle Boag** who is working with Metals NZ in a strategic advisory role.

The workshop starts with a **technology update session** in which we will learn from metals engineering experts on how to become more productive and competitive using innovative technology. Technologies such as casting, sintering, and novel material development will be covered. Speakers include *Bill Lovell* from CTNZ, a speaker from the NZSSDA, *Dr Stephen Hicks/Alistair Fussell* on steel construction and *Dr Michail Karpenko* on welding technology innovation.



Using the example of a steel bridge where both local and overseas supply was considered, **BERL CEO Dr Ganesh Nana** will explain the economic and social factors behind different procurement alternatives. Ganesh will introduce the HERA commissioned **tender evaluation tool** which considers the principle of whole life costing but also is able to highlight in a systematic and transparent way aspects of what would be termed balanced decision making which considers the economic and social aspects of tender alternatives.



In 2009 the Government Procurement Reform Programme was launched to revitalise government procurement to deliver better public services for New Zealanders. The programme aimed to achieve cost savings by aggregating common areas of spend, build capability of procurers, and create an environment to help businesses succeed. To help achieve these goals, procurement policy has undergone significant revision to support better engagement between government and businesses and broaden the focus of procurers from "lowest cost" to "best value". **Murray Heyrick – Principal Advisor Government Procurement MBIE** - has been leading the policy reform and will discuss what impact the changes will have on businesses seeking to work with government.



HERA Director Dr Wolfgang Scholz will background what differentiates our New Zealand industry offering from that of the competition from overseas. He will outline the specific benefits which come from using the local offering and how we can further strengthen our competitive position.

Michelle Boag will update on her research relating to our industry's strategic approach to strengthen the local position. And, using the presence of Australian Steel Supply Industry Advocate Dennis O'Neill as the catalyst, we will debate under Michelle's chairmanship our industry's approach to obtaining the support from stakeholders and government towards improving our competitive position.

SCNZ – "Supporting the Commercial Needs of Our Industry" (start 1pm)

The collapse of Mainzeal has highlighted the vulnerability of suppliers and subcontractors to such failures. The purpose of this workshop is to discuss how SCNZ can best serve the commercial interests of its fabricator members in this and other areas. An independent facilitator has been engaged to maximise the value of the session, which is limited to full SCNZ members.



Metals New Zealand Industry Conference 2013

Classic Flyers Aircraft Museum, Tauranga – 9th to 10th May 2013



Official Conference Registration Form

IMPORTANT! PLEASE READ CAREFULLY BEFORE COMPLETING THE FORM

1. Please complete the form in black ink using **BLOCK CAPITALS**.
2. One form is required for each delegate
3. Forward your completed registration form with indicated payment
4. Cheques should be made payable to Metals NZ
5. Conference cancellations must be made in writing (e-mail to admin@metals.org.nz)
6. A 50% cancellation fee will incur to cover administration costs
7. Replacement delegates are accepted
8. Accommodation information can be obtained at http://www.tripadvisor.com/HotelsNear-g652407-d1729107-Classic_Flyers_Aviation_Museum-Bay_of_Plenty_North_Island.html
9. Delegates who choose to stay at the Trinity Wharf - where the Friday Workshop will be held - can use a conference code of CBAR05P for a 5% discount of room rates
10. The organisers reserve the right to change the published programme without notice
11. Additional awards gala dinner tickets are limited, so book early
12. Industry tours are subject to demand

Please Post or Fax back to

Metals NZ

PO Box 76-134,

Manukau City

Fax: 09 262 2856

e-mail: admin@metals.org.nz

For registration enquiries, contact HERA/Metals NZ - Ph 09 262 2885 - E-mail: admin@metals.org.nz

DELEGATE DETAILS:

Name:

Title First Name Surname

Preferred Name for Name Tag:

Company Name

Position

Mailing address:

Tel:

Mobile:

Fax:

E-mail:

PARTNER(s) (Awards Dinner only)

Names for name tags:

AFFILIATION:

Please indicate which association/s you or your company is affiliated to (**Tick all that apply to you**)

HERA ☐ SCNZ ☐ NZSSDA ☐
NASH ☐ CTNZ ☐ MRM ☐
TiDA ☐ LAM-NZ ☐

SPECIAL REQUEST (Dietary/ Disability/ Other)

REGISTRATION FEES (excl. GST):

CONFERENCE REGISTRATION (*Please Tick*) Amount

Standard Registration \$130 ☐ _____
Student Registration \$ 40 ☐ _____

AWARDS GALA DINNER ONLY per person \$170

Number of persons ☐ _____

FULL REGISTRATION (Conf & Dinner) \$300 ☐ _____

Early Bird - before 15th April \$270 ☐ _____

Thursday Morning Programme:

- Titanium Industry Tour (TiDA) ☐ FREE
- Stainless Steel Industry Tour (NZSSDA) ☐ FREE
- Steel Construction (SCNZ) incl. Lunch ☐ \$40
- Heavy Engineering (HERA) incl. Lunch ☐ \$40
- NASH (members only) incl. Lunch ☐ FREE

Friday 10th May – Trinity Wharf Hotel

Competing with Imports Workshop (incl. brkfst/ lunch) \$90 ☐ _____

SCNZ - Supporting the Commercial Needs of Industry ☐ _____

PAYMENT:

Total amount: excl GST _____ plus GST 15% _____

Cheque Enclosed ☐ Visa/Mastercard ☐
Please Invoice ☐

Card No: _____

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Expiry Date: / /

The Metals New Zealand Industry Conference 2013 is organised by:



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In partnership with



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