



Issued on behalf of and with the approval of Analox Military Systems

CASE STUDY

NDI – NORTHERN DEFENCE INDUSTRIES

NDI (Northern Defence Industries) is the leading business development, marketing and project management company for the defence, aerospace and security supply network.

NDI's aim is to positively impact the bottom line of its member companies through business development interventions, and to represent its members' (and the wider SME community's) interests in various Government supplier forums.

Chris Jenkinson is Business Development Manager for NDI, a role which includes event and exhibition management, member liaison and Prime Contractor liaison. Chris, a graduate in Mechanical Engineering, joined NDI from Ministry of Defence (MoD) Procurement and Defence Research, and enjoys his NDI role because of the wide variety of activities and opportunities it presents.

NDI has a membership of over 200 companies. It works with Primes, Systems Integrators, MoD procurement, logistic and repair agencies to identify and recommend appropriate supplier and sub-contractor capability. NDI assists Systems Integrators and Primes Contractors by identifying and assembling supplier networks, by providing bid support and lobby activity and management/facilitation of supplier engagement events.

NDI aims to improve business opportunities for member companies by providing access to relevant events and exhibitions, creating networking opportunities and raising company profiles. NDI UK, the commercial arm of NDI, has recently joined with BE-UK Group, the leading specialist in business improvement, enterprise and economic development, based in the North of England. This collaboration further strengthens NDI's capabilities in supply chain development and will allow members to gain access to a wider range of support services, ultimately helping even more businesses start, succeed and grow.

Analox Military Systems, as an NDI member, has benefitted from assistance in raising its profile, access to networking and exhibition opportunities, promotion with Prime Contractors and business development support. The support provided by NDI to Analox has included:

- advice and support when investigating SC21 accreditation – a military-led change programme designed to accelerate the competitiveness of the UK-based aerospace and defence industry by raising supply chain performance,
- identification and introduction of relevant contract opportunities to Analox, including, in August 2010, responding to a carbon dioxide monitoring equipment requirement from RTC North,
- introduction of various exhibition and export visits via UKTI, such as DSEi (Defence and Security Equipment International), DVD (International Defence Exhibition), and DEFSEC Atlantic 2010 (Canadian Defence Security and Aerospace Exhibition),
- promotion of several Analox product releases and general interest stories in the NDI eBulletin of industry-relevant news,
- publishing of Analox's recruitment campaigns,
- advice on DEFCONs (MoD contracting opportunities) and in particular intellectual property considerations, supplying MoD contacts to access further specialist advice, and

- provision of various contacts such as Armoured Fighting Vehicle procurement contacts within Lockheed Martin, BAE Systems, General Dynamics and Marshalls Land Systems, and also listings of Aircraft Carrier Suppliers.

For more information about NDI and how it can assist businesses, contact Chris Jenkinson on 0845 111 1141 or by email, Chris.Jenkinson@ndi.org.uk.

