

Headline	Rafale International to create a network of excellence comprising SMEs in Malaysia		
MediaTitle	Malaysia SME		
Date	21 Feb 2013	Color	Full Color
Section	NEWS	Circulation	50,000
Page No	12	Readership	150,000
Language	English	ArticleSize	936 cm <sup>2</sup>
Journalist	Lim Wing Hooi	AdValue	MYR 7,611
Frequency	Bi-Monthly	PR Value	MYR 22,834



# Rafale International to create a network of excellence comprising SMEs in Malaysia

Human capital development is among the top agenda in its long-term Scientific, Industrial and Commercial Cooperation Programme

By Lim Wing Hooi

In a one-day seminar hosted by Rafale International and SME Corporation Malaysia on Jan 17, Malaysian small-medium enterprises (SMEs) learned about the numerous business and human capital development opportunities that are available. More than 120 attendees from the aerospace and mechanical industries in particular, came together to explore opportunities to be part of the Rafale network of excellence, arising from the long-term Scientific, Industrial and Commercial Cooperation Programme offered by the leading aerospace and defence company. Rafale International is a joint-venture of companies comprising aerospace leaders Dassault Aviation, Thales and Snecma (Safran Group), which is proposing the Rafale multirole fighter aircraft to the Royal Malaysian Air Force in the frame of the MiG 29 replacement project.

The three partners are major international leaders in the aerospace and defense fields with more than 135,000 employees and a turnover of €28 billion (RM118 billion). Welcoming Malaysian SMEs at the seminar, Rafale Malaysia program director Daniel Fremont said that Rafale International's partners have been in Malaysia for many years, developing successful cooperation and businesses in the defence and aerospace sectors.

"Through our offset programme, we hope to participate in Malaysia's capacity to address new markets and business opportunities through the development of trade-ready workforce with high value-added technologies," he said.

Consistent with the Malaysian Government's Economic Transformation Programme (ETP) and strategies, Rafale's Scientific, Industrial and Commercial Co-



Mohamed Al Amin: The areas of critical constraints are being addressed, namely market access, to achieve the strategic goals of the SME Masterplan

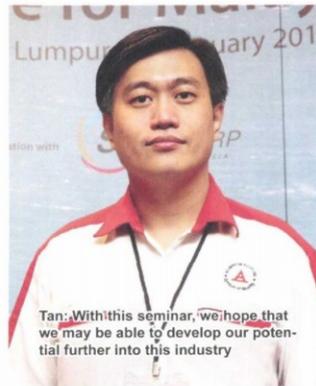
operation Programme will invest amongst others, into human capital development in high value industries to help propel Malaysia towards a high-income nation.

Partnership under the programme is extended beyond large local companies, to include small and medium enterprises (SMEs).

At the seminar, SME participants learn about Rafale International's cooperation perspectives and how they can become a partner in Rafale's network of excellence, via participation in various aeronautical applications and other cross-breed fields.

The three companies are a powerhouse of technological developments in a wide variety of fields, extending beyond the aerospace sector and Rafale is hoping to share expertise with Malaysian companies, particularly in the areas of high value-added technologies.

Sectors such as education, R&D, production and services are expected to be immediate primary beneficiaries. "In fact, Rafale is already investing into education via collaborative partnership with



Tan: With this seminar, we hope that we may be able to develop our potential further into this industry

Universities. We are pleased that we had already signed the MoUs with Universiti Teknologi Mara (UiTM) and UniKL. Other universities have also been identified to join our Rafale network of excellence," added Fremont. SME Corp chairman Datuk Ir (Dr) Mohamed Al Amin in his speech earlier mentioned that this event's collaborative effort is in line with one of the six focus areas in the SME Masterplan.

"They are ensuring that the areas of critical constraints are being addressed, namely market access, to achieve the strategic goals of the SME Masterplan," he said. The Rafale for Malaysia Business Opportunities seminar gave attendees a good insight into the innovative concept of the Rafale through presentations on the multirole fighter aircraft's operational capacities, logistics support and implementation. Attendees were also briefed on Rafale's cooperation perspectives with Malaysia. At the seminar, companies in Malaysia with established working relationships with French companies, such as Strand Aerospace Malaysia, Celestica, Messier-Bugatti-Dowty and Dassault Systemes also shared about the partnerships between both countries and their experiences.

Aluminium Alloy Industries Sdn Bhd technical manager Terence Tan said the seminar opens up the potential of exploring new industry for his company.

"For a company like us who have manufacturing aluminum alloy casting parts for the automotive and oil and gas industries, the aviation industry could be an opportunity for us to expand our product range and eventually add them to our portfolio," he said.

With this kind of exposure, Tan is able

to see if his company could extend their capabilities and competencies into this particular field.

"With this seminar, we hope that we may be able to develop our potential further into this industry," he added.

In 2012, Strand Aerospace Malaysia is the lead company in the Economic Transformation Programme (ETP) initiatives. Over the years, the company has worked closely with the Malaysia's Engineering Services industry and has succeeded to sign a resourcing agreement with SNECMA (Safran group) and AKKA Technologies as one of the world's premier airshows in United Kingdom. As an established aerospace engineering company specialising in design and analysis of aircraft structures, Strand Aerospace Malaysia chief operating officer (COO) Naguib Mohd Nor said they look forward to working with foreign partners such as Safran Group to push the boundaries of their team's skills and technical capabilities even further.

"We are focused on nurturing human capital with the sole purpose of developing Malaysian graduate engineers who can capture a bigger market share of high-paying jobs for Malaysians," he said. Naguib leads a 100% Malaysian team, responsible for performing structural analysis on primary aircraft structures. As quality and efficiency in the context of aerospace industry implies providing the highest standards in engineering, Messier-Bugatti-Dowty's Industrial Strategy director Herve Blanc said they are able to meet these requirements through diligent focus on the development and nurturing of Malaysian graduates into industry-ready engineers.

"This is particularly important in view of our recent investment to build a RM500 million plant in Senawang," he said. Messier-Bugatti-Dowty is the world leader in aircraft landing and braking systems, and is a partner to 33 leading commercial, military, business and regional airframers. Celestica's operation in Kulim, Malaysia provides innovative supply chain solutions including system integration, assembly, test, new product introduction and engineering services to leading customers in the Aerospace and Defense markets. Rafale International will host similar events in other parts of Malaysia to reach out to more local SMEs in an attempt to find more Malaysian partners to be part of the Rafale network of excellence.

Fremont: We hope to participate in Malaysia's capacity to address new markets and business opportunities through the development of trade-ready workforce with high value-added technologies

