



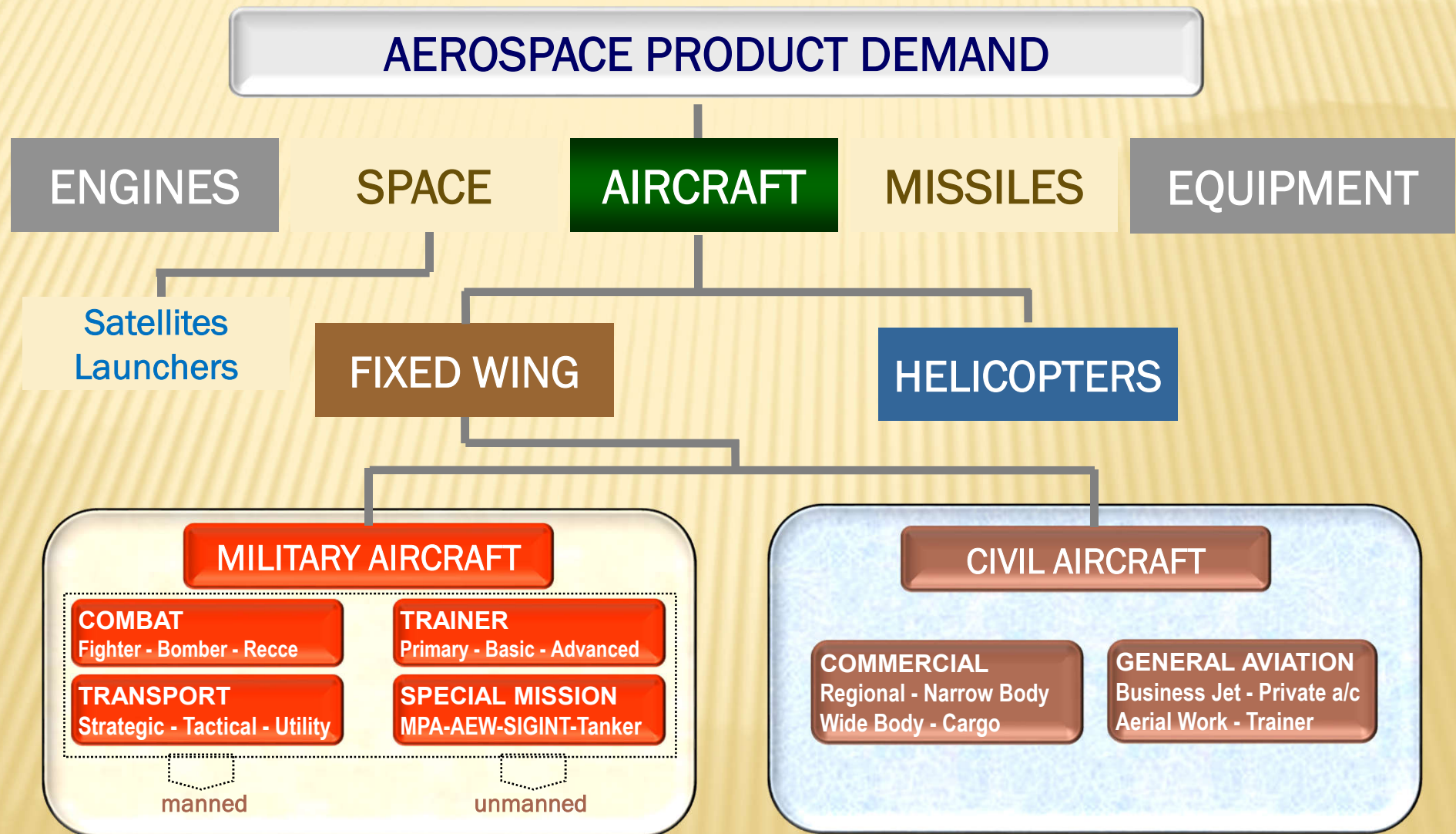
Polo Tecnico “Fermi – Gadda”
Ciclo di Seminari 2017

“Il Mondo dell’Aeronautica:
Opportunità, Passione, Dedizione, Professionalità”
Napoli, 7 Febbraio 2017

IL MERCATO AERONAUTICO E LA COMMERCIALIZZAZIONE DEL PRODOTTO

Vincenzo Miano, Aeropolis

AEROSPACE MARKET STRUCTURE



MAIN AEROSPACE SECTOR DETERMINANTS

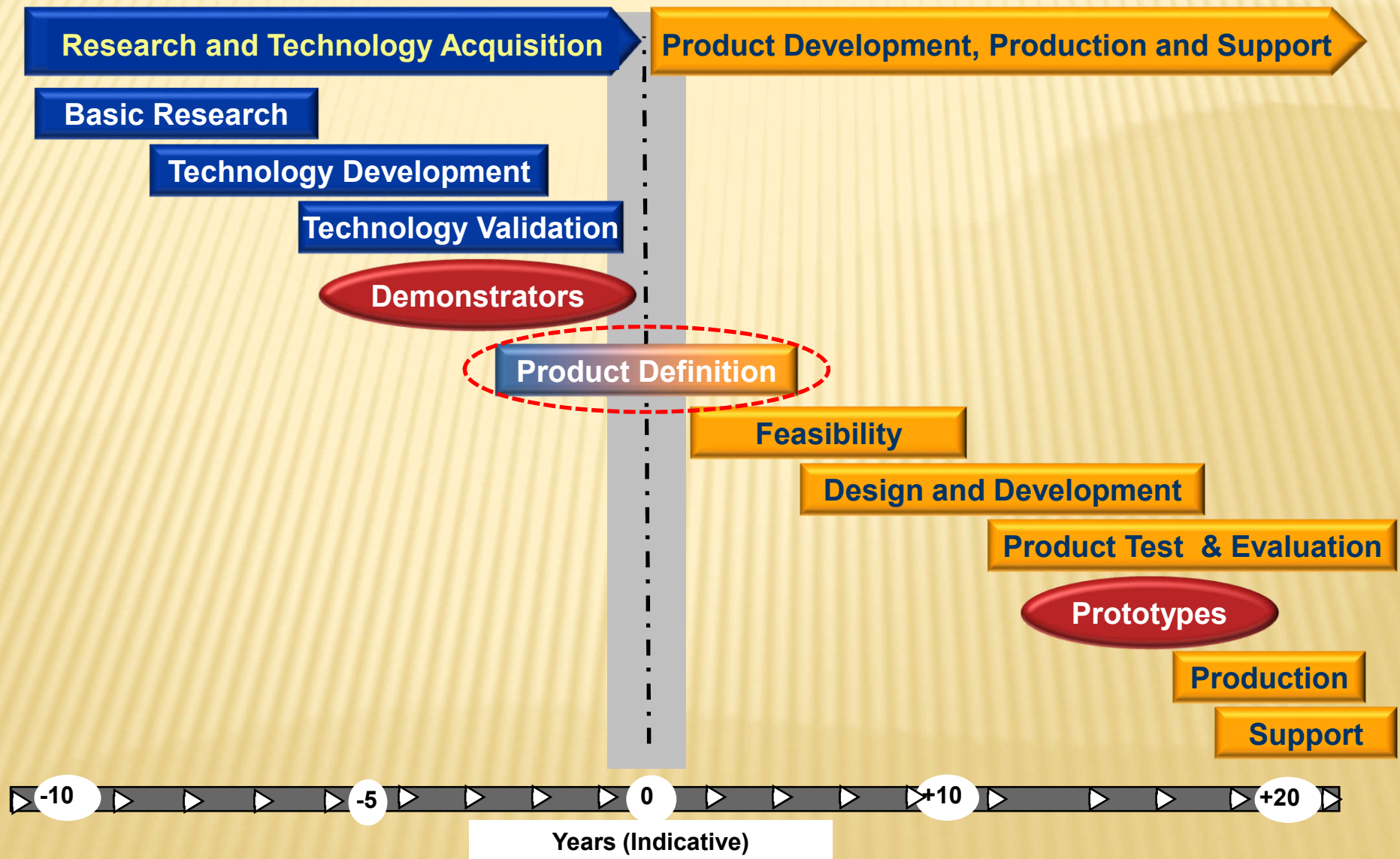


TIMING

COST

QUALITY

PRODUCT CYCLE IN AEROSPACE SECTOR



DEVELOPMENT COSTS

How much does it cost and how long does it take to develop a new aircraft?



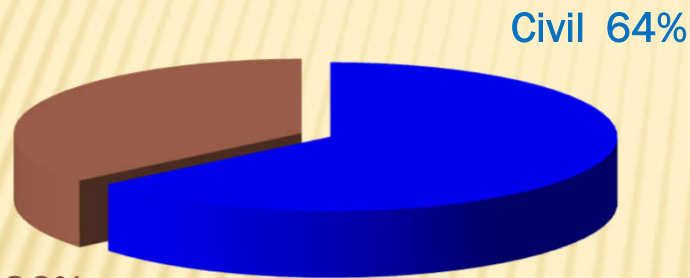
US\$ 10 Billion , 2003 estimate

US\$ 16 Billion, 2011 estimate
11 years from the launch of program to first delivery !

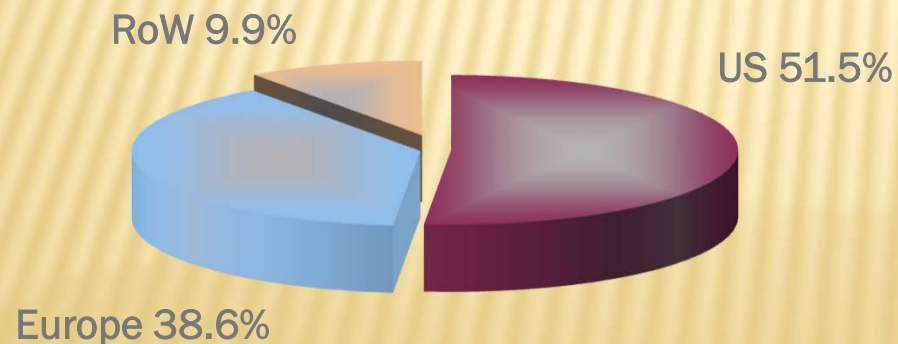
WORLD AEROSPACE INDUSTRY

2015 WORLD AEROSPACE SALES

- Consolidated Sales US\$ 660 Billion
- 1 329 000 Employees



Source: ASD, AIA, AIAC, SJAC



Source: ASD



2015 EUROPEAN AEROSPACE INDUSTRY

- Consolidated Sales US\$ 170 Billion
- Approx 5 90 000 Employees
- One of the main industrial sector
- Very high skilled employees
- SME involvement

Source: ASD

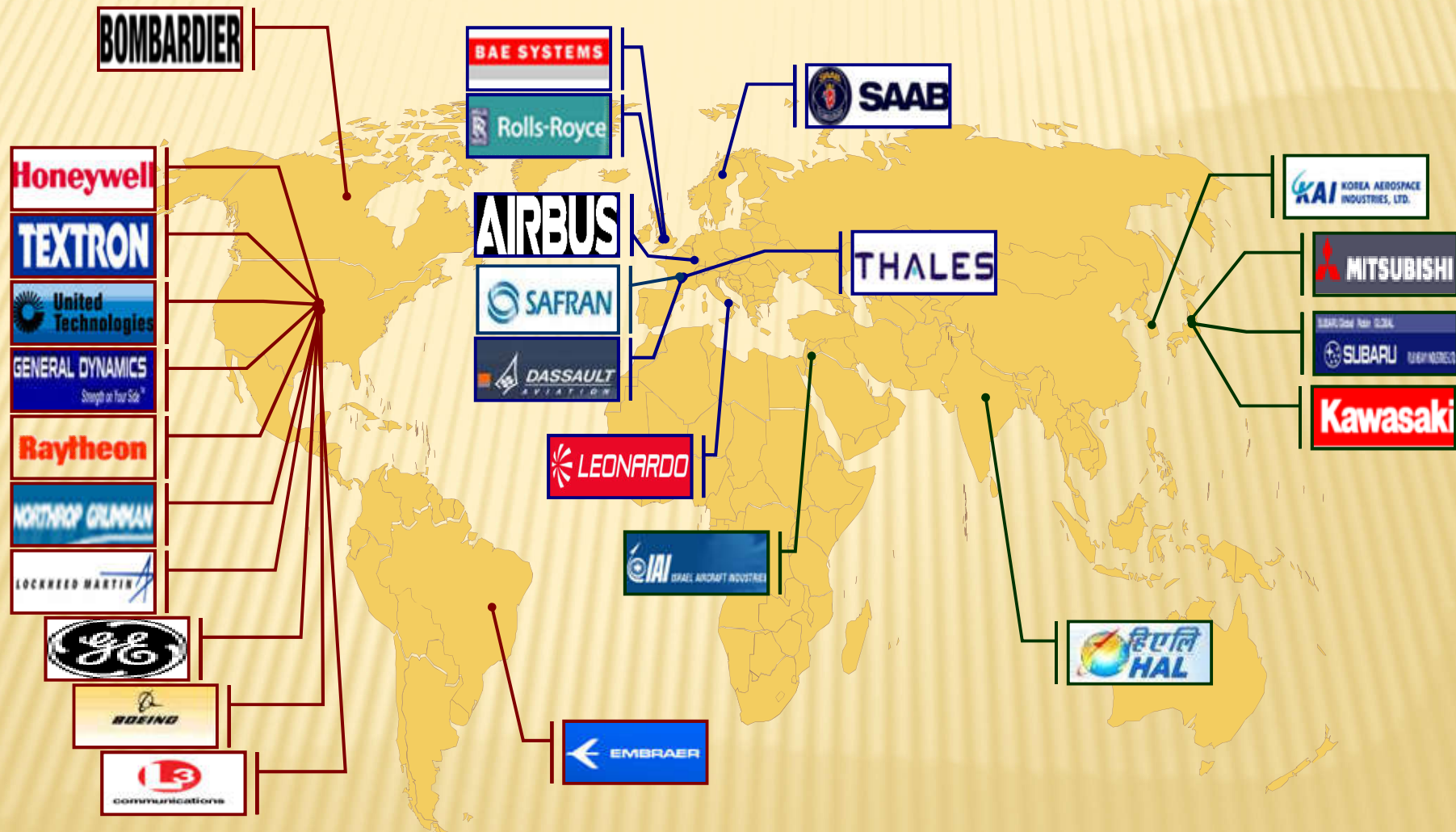


2015 ITALIAN AEROSPACE INDUSTRY (estimate)

- Sales Euro 8.5 Billion
- Approx 35 000 Direct Employees
- R&D > Euro 1.5 billion

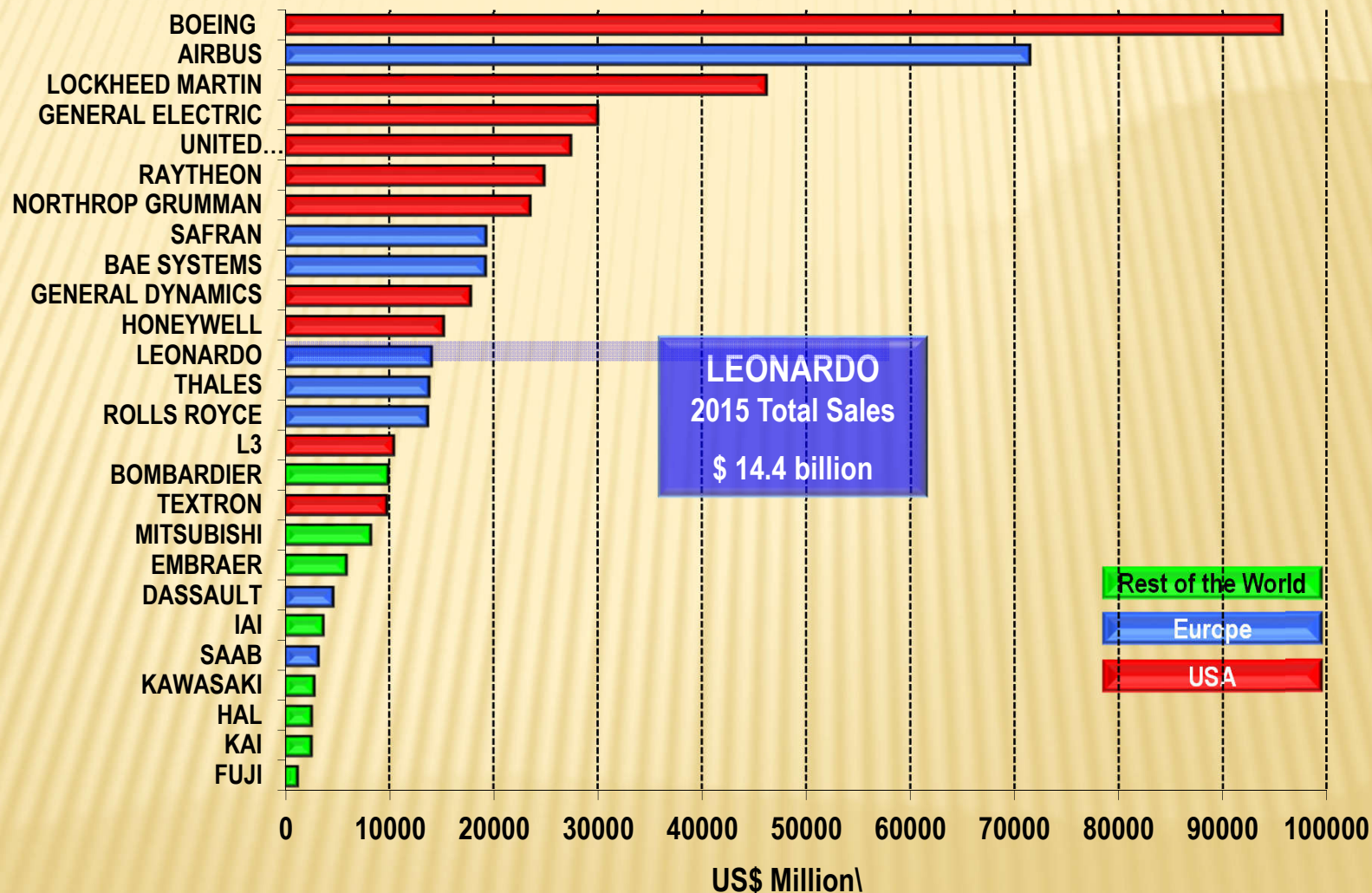
Source: AIAD

MAIN WORLD AEROSPACE COMPANIES



TOP LEADERS

2015 Aerospace and Defence Revenues (land & naval not included)



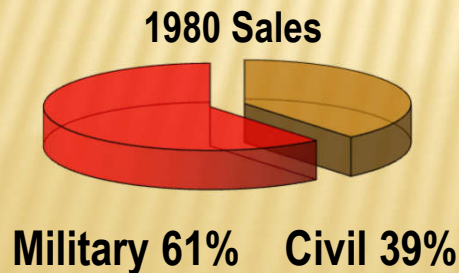
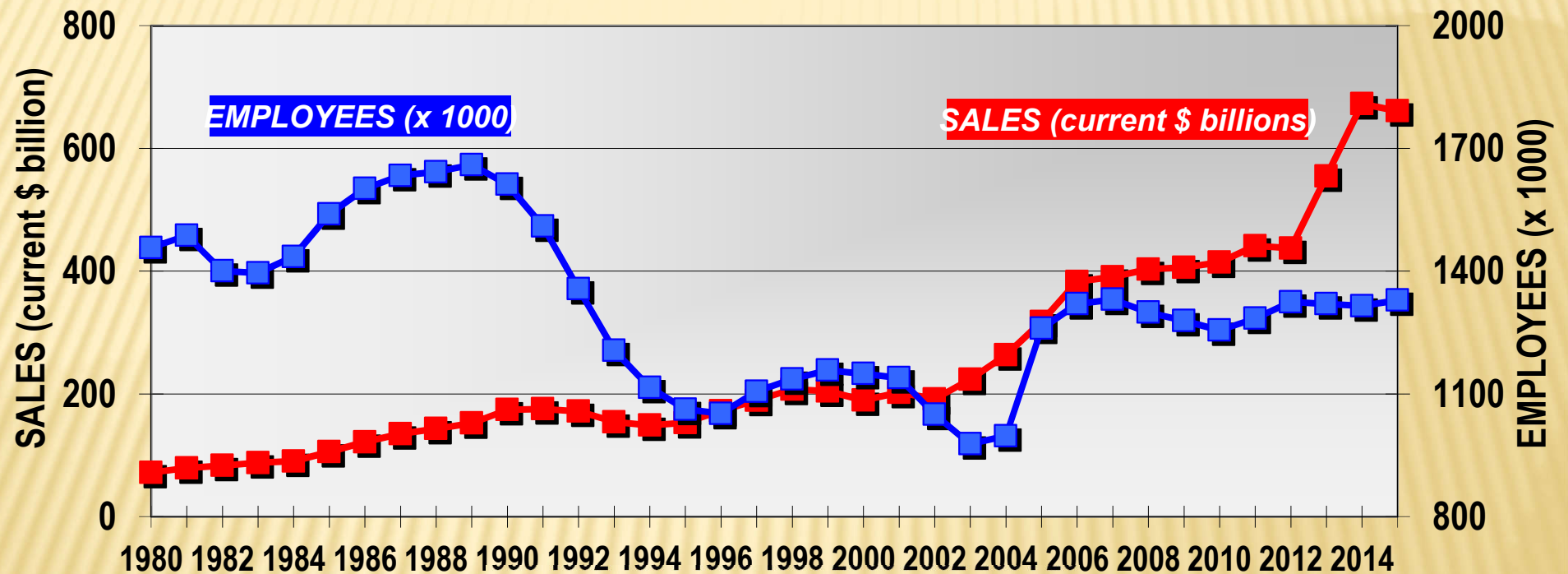
Leonardo-Finmeccanica: the fourth industrial group in Europe

MAIN WORLD AEROSPACE COMPANIES LINES OF BUSINESS

Companies		Aircraft	Helicopters	Space	Missiles	Defence Electronics	Land Vehicles	Naval Platforms	Engine	Other A&D
USA	Boeing	■	■	■	■	■				
	GD	■				■	■	■		
	GE								■	
	Honeywell			■		■			■	■
	LM	■	■	■	■	■				
	L3	■				■				■
	NG	■		■		■		■		
	Raytheon			■	■	■				
	Textron	■	■				■		■	■
	UT	■							■	■
Europe	Airbus	■	■	■	■	■				
	BAES	■			■	■	■	■		
	Dassault	■								
	Leonardo	■	■	■	■	■	■			
	RR								■	
	Saab	■			■	■	■			
	Safran	■				■			■	■
	Thales	■		■	■	■				
RoW	Bombardier	■								
	Embraer	■								

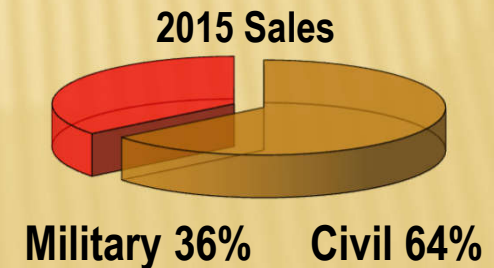
WORLD AEROSPACE INDUSTRY

Consolidated Sales and Employees



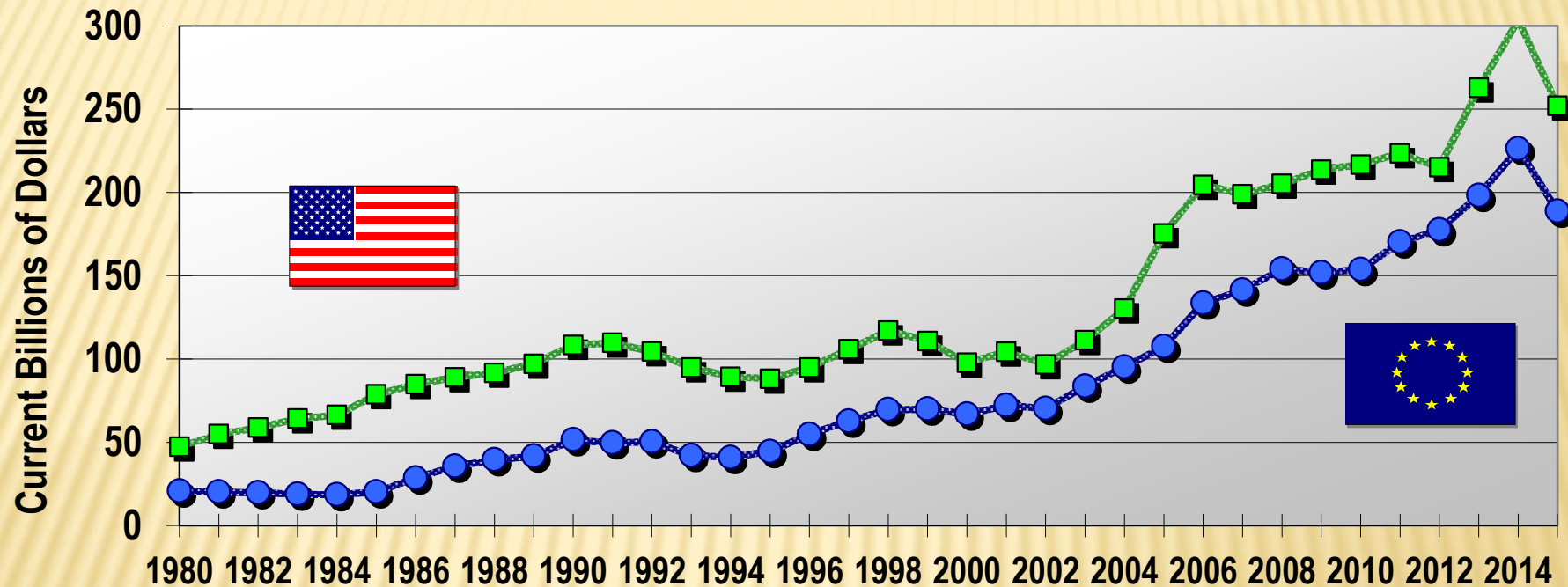
MID '90 AND POST 11 SEPT 01
CRISES
RATIONALIZATION PROCESSES

EMPLOYMENT DECREASE
PRODUCTIVITY INCREASE

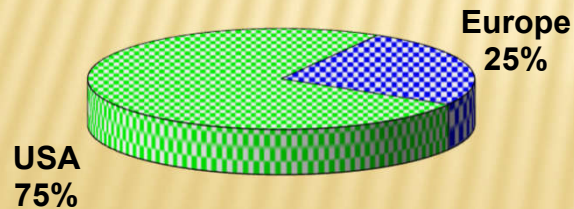


WORLD AEROSPACE INDUSTRY

US and Europe Sales Comparison

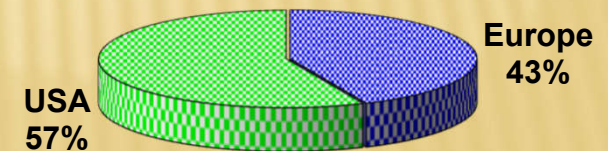


1980-1984



**EUROPE INDUSTRY
SALES IS
INCREASING
COMPARED TO USA**

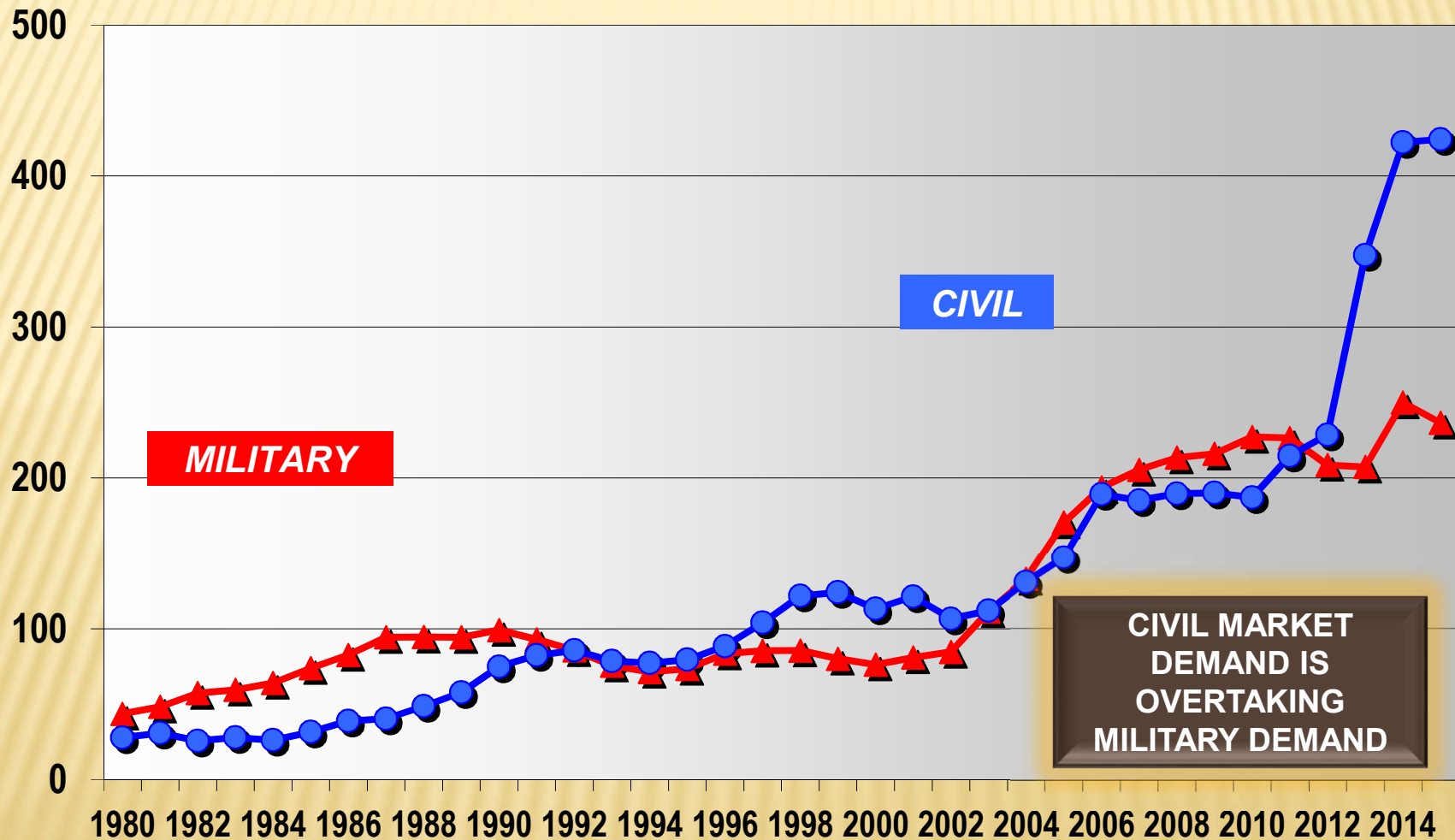
2011-2015



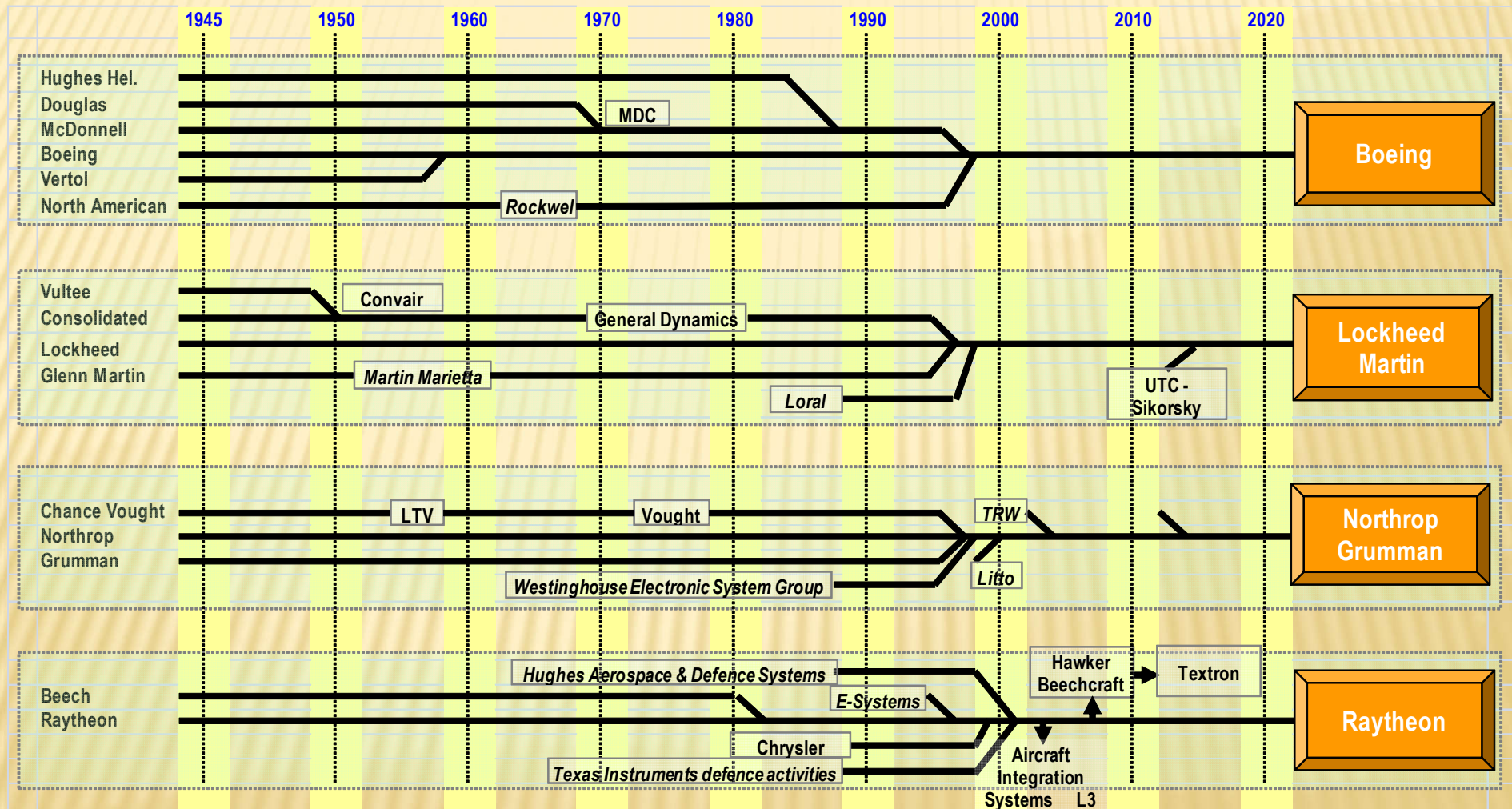
WORLD AEROSPACE INDUSTRY

Civil and Military Sales

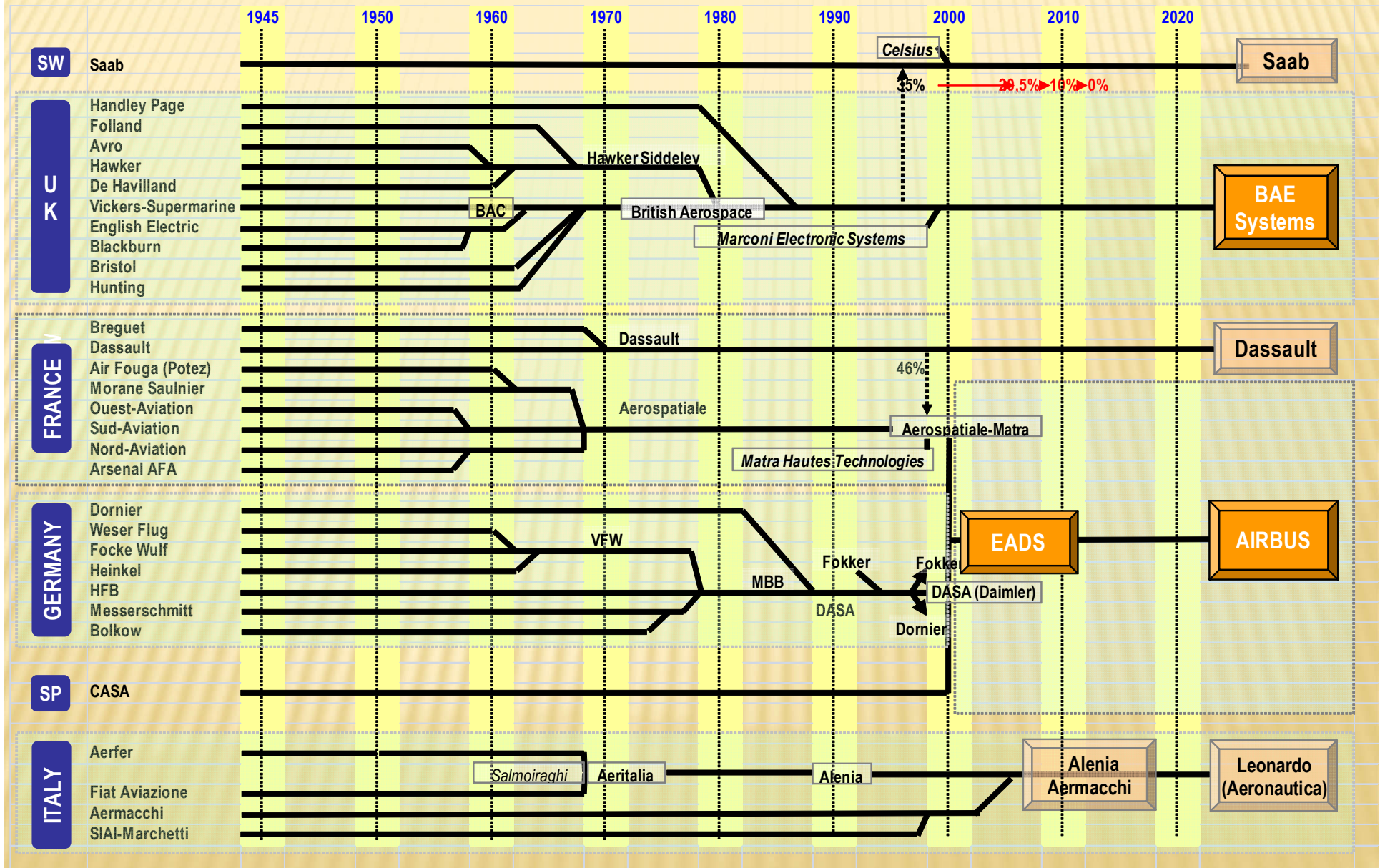
current \$ billions



MAIN US AERONAUTIC COMPANIES MERGER & ACQUISITION



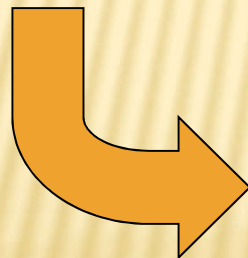
MAIN EU AERONAUTIC COMPANIES MERGER & ACQUISITION



THE SUPPLY CHAIN EVOLUTION

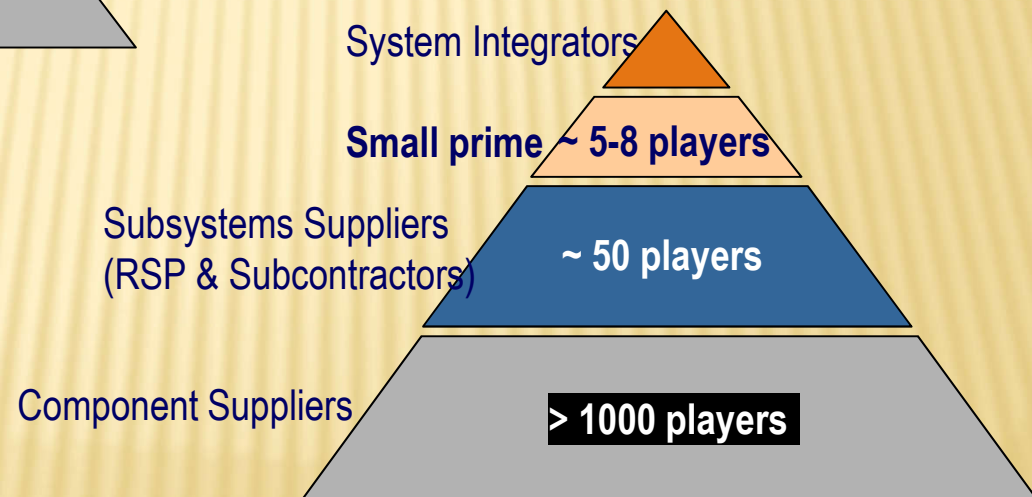


PAST



The “small prime”, is an evolution of traditional “risk sharing partner”

The “small prime” will share risks and costs of all program phases (development, design, production, management, ...)



FUTURE

Primes from traditional platform manufacturer are becoming System Integrator

MARKET DRIVERS AND KEY SUCCESS FACTORS

MARKET DRIVERS

Civil a/c market drivers

- 1 Economic Growth
- 2 Traffic
- 3 Airlines Profits
- 4 Fuel Price
- 5 Environmental Constraints

Military a/c market drivers

- 1 Geopolitical Scenario
- 2 Threat Evolution
- 3 Fleet Obsolescence
- 4 Military Expenditures Trend

KEY SUCCESS FACTORS

Product-related KSF

- 1 Product technical performance
- 2 Flexibility /versatility /modularity
- 3 Reliability
- 4 Support capability
- 5 Price
- 6 Maturity level

Market segment KSF

- 1 Design/development capabilities
- 2 Manufacturing capabilities
- 3 Program management capabilities
- 4 Financial capabilities

Geographical KSF

- 1 Commercial capabilities
- 2 Image / references
- 3 Offsets