

# How to be a global leader in innovation?

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*Marc Sorel – Safran Country delegate*

**/01/**

# Innovation : a leverage to create value

# A REAL NEED FOR INNOVATION...

## → PWC (october 2013)

- Audit made to 2000 managers in the world
- 93% consider that growth in the next 5 Years will be thanks to innovation (and not globalization)
- Most innovative companies have a turnover of more than 20% than the others
- For the managers, stakes are to control the process of innovation that is a driver for change.

## → Innovation is more than a technological trend:

- Success from companies like Google is not only based on innovation but mainly on the way to implement it.
- Funding new initiatives.
- Emulating company departments between themselves.

# INNOVATION AND MANAGEMENT ARE ONE

## → To develop a culture of innovation.

- To control the process of innovation (cost, schedule, results and the real innovation)
- Promotion of innovation inside the company with a state of mind in favor of change
- Mandatory to have people from different education to work together (difficult to find one person with all the competencies !)

## → To trust our colleagues and to listen the customer.

- To encourage our employees to be the player of their future development
- To listen the customer in order to understand what are the difficulties he has to manage and how to help him to solve it.

## → Training in the way to master the process of innovation.

- How to fund innovation ?
- What business model to apply ?

**/02/**

# WHAT ABOUT ... SAFRAN R&D IN RUSSIA

# SAFRAN IN RUSSIA: 2013

550 employees in **Russia**



*We are ready and willing to continue supporting Russian companies in shaping the future of their aerospace, defense and security industries.*

**Bruno Cotté**

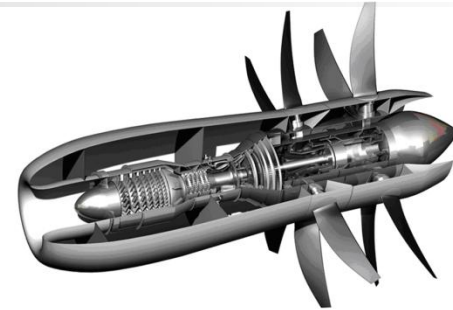
*Safran Executive Vice President, International*



# R&D SAFRAN EN RUSSIE

## A strong policy in **Research and Innovation**

- Around 50 contracts since 1997
- Bilateral cooperation:
  - Materials : VIAM, MAI**
  - Combustion : MAI, CIAM, Niichimash**
  - Aerodynamic : TSAGI, CIAM**
  - Gear box : SNTK-Kuznetsov**
  - Test tools, conception and realisation : NPO-Saturn**
  - Engines health monitoring : CIAM**
  - Plasmic propulsion : MIREA, MAI, Fakel**
- Participation to 6th et 7th PCRD :
  - HISAC : supersonic bizjet technologies**
  - VITAL : enVironmenTALly firendly aero-engine**
  - DREAM : valiDation of Radical Engine Architecture systeMs**



**/03/**

# INNOVATION THROUGH JV SMARTEC CASE

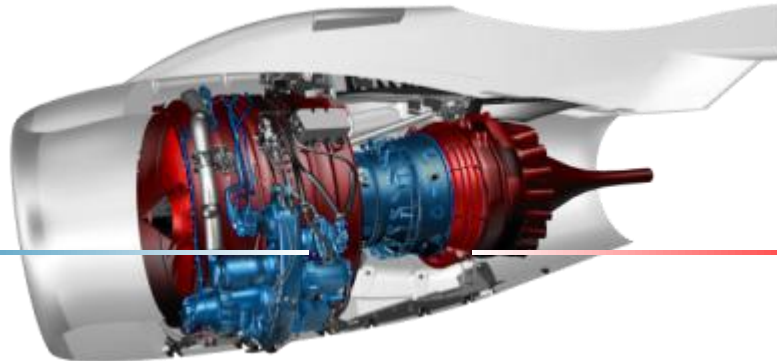


# MOTORISATION DU SUKHOI SUPERJET 100

Conception, production, commercialisation  
du moteur SaM146, support clients et services



Corps Haute Pression  
Boîtier d'équipements  
Contrôles moteur  
Sncma est responsable de  
l'intégration du système propulsif  
et des essais en vol



**SATURN**

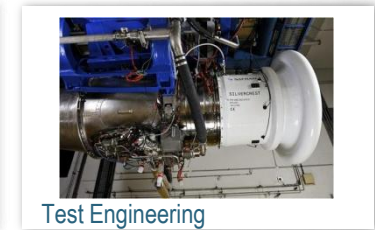
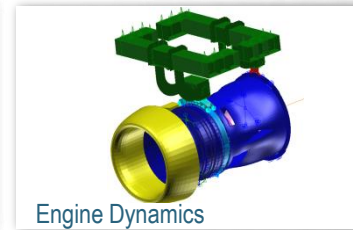
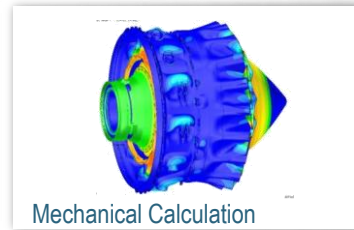
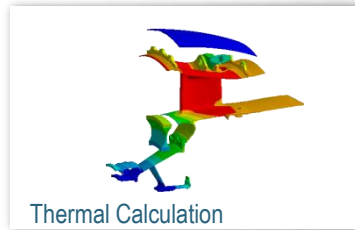
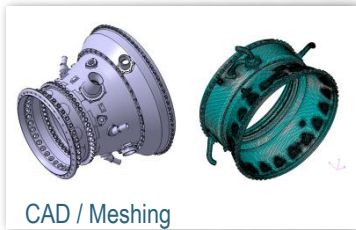
Soufflante  
Compresseur Basse Pression  
Turbine Basse Pression  
NPO Saturn est responsable  
des essais au sol et de  
l'assemblage final du moteur

PowerJet est une société commune 50/50 de  
Sncma (Safran), France et de NPO Saturn, Russie

Smartec, is a joint-venture Snecma – NPO Saturn



Proposing **Services** in the field of **Engineering**

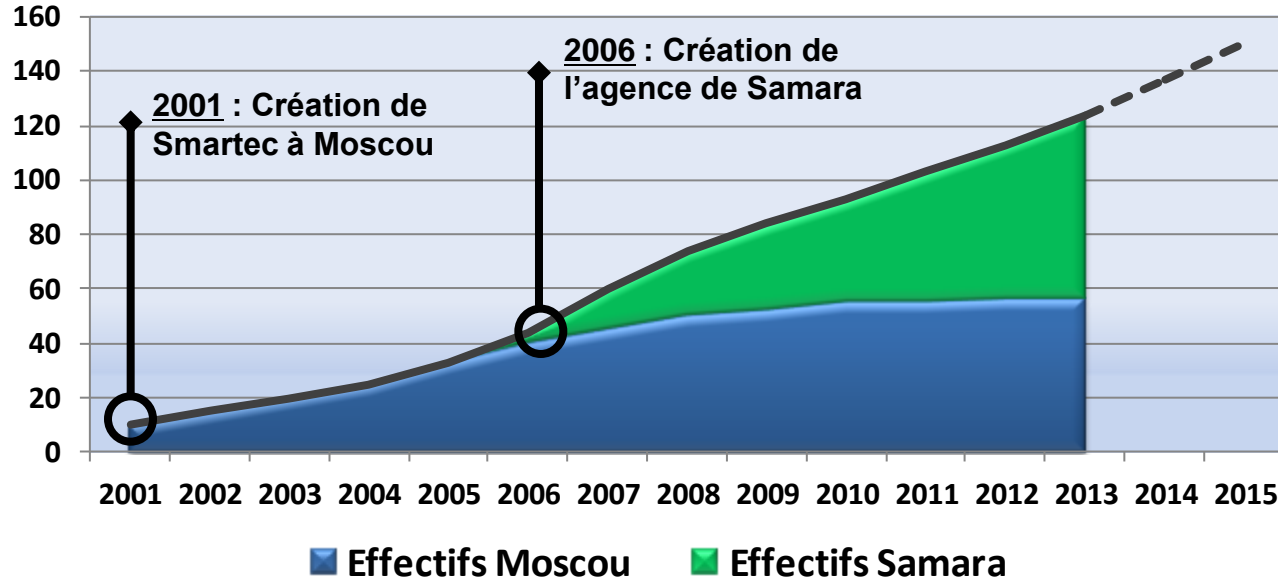


**Clients\***



\*2013 customers

## 120 employees at Samara and Moscou



## Recruitment of engineers in the Best Russian Universities



**/04/**

# BRIEF SUMMARY OF INNOVATION

# LETS TRY A SWOT...TO DRAW THE FUTURE

## STRENGTHS

- State policy
- Existing institutes with worldwide recognized competencies (Rosatom, space...)

## WEAKNESSES

- Too many initiatives according to available budget
- Lack of appropriation in Russian companies
- State support is “variable”

## OPPORTUNITIES

- Interest to motivate young engineers
- Centralization of resources through clusters.
- Regions can be dedicated to specific topics.

## THREATS

- Innovation is a long term process. ROI is low and sometimes equal to zero.
- State should maintain a constant effort to subsidize innovation and its infrastructure

# KEY MISSIONS, KEY TECHNOLOGIES, KEY TALENTS