Zavid Debar - case study:
Automotive Company transition to Aerospace


The Challenge:
UMW is a large conglomerate in Malaysia with 80% of its business in the Automotive sector. They wanted to enter the Aerospace sector.

I was tasked to provide the necessary support, guidance and consultation to help the transition to the Aerospace sector and win a major manufacturing contract.

This included everything from providing consultancy, leading the RFI/RFQ responses, contract negotiations and implementation of the project.

The Solution:
I was working for MARA Aerotech as their Senior Consultant guiding UMW on their transition to the aerospace sector:

- Technology transfer strategy and advice on the aerospace industry especially the expectation of the high UK/European standards
- Training and support to the local UMW personnel
- Programme Management,
- IT Infrastructure Development,
- RFI / RFQ response,
- Liaison with Rolls Royce UK,
- HR & Recruitment activities (selection and interview of C-Level personnel),
- Development of the training strategy and plan,
- Contract negotiations
- Factory planning – design / process flow / equipment
- Capital equipment selection and liaison with equipment suppliers across Japan and Europe

The Results:
- Secured the Tier 1 supplier Contract for UMW with Rolls Royce UK in August 2015 to manufacture the Trent 1000 and 7000 engine Fan Case
- Set up of a pre-production (training) facility on a greenfield site
- Set up of a purpose built Fan Case Manufacturing facility on a green field site
- Including the recruitment and training of all personnel at all levels
- I personally interviewed the successful general manager and head of engineering

“Zavid has been very valuable to my organisation in providing consulting services to companies wanting to explore aerospace market opportunities in south East Asia. He has the in depth knowledge of both the industry and regional culture needed to ensure successful business conversion.”

Mr Naguib Mohd Nor
Chief Executive Officer, STRAND Aerospace Malaysia
Chief Technical Officer, MARA Aerotech, Malaysia
President, Malaysia Aerospace Industry Association (MAIA)

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Jun 2015 - Zavid Debar with UMW and MD of Carnaghi Machine Tools, Italy

Aug 2015 - UMW Malaysia – Rolls Royce UK Contract signing in Malaysia

Oct 2015 - Zavid Debar, UMW & Rolls Royce team in front of Fan Case at Rolls Royce Facility Singapore

Oct 2015 - Zavid Debar with UMW, MAT and Rolls Royce team UMW Aerospace Vision Development in Malaysia

April 2016 – UMW Aerospace Facility