

Re-building manufacturing – New Dogs, Old Tricks!

Locations	Barber Institute - Lecture Theatre (R14 on campus map)
Date(s)	Wednesday 16th April 2014 (16:30-17:30)
Download	Add to Calendar (/research/activity/ias/workshops/2014/gregory-pl.aspx?ical=true)
Registration URL	https://www.eventbrite.co.uk/e/re-building-manufacturing-new-dogs-old-tricks-professor-sir-mike-gregory-tickets-10572567835 (https://www.eventbrite.co.uk/e/re-building-manufacturing-new-dogs-old-tricks-professor-sir-mike-gregory-tickets-10572567835)

The importance of manufacturing is now being rediscovered by advanced as well as emerging economies. The old trick of turning materials into useful products is recognised once again as a critical activity. But modern approaches to manufacturing are broader than shaping materials - important as that remains. The full cycle of activities from understanding markets through R&D, design, production, distribution, service and increasingly sustainability all form part of the bigger manufacturing picture - and increasingly these activities are distributed around the world. This presents new opportunities and challenges for countries such as the UK with strengths in many of these activities, particularly how best to capture value from our strengths and assets?



This lecture will introduce some of the circumstances, business models and technologies which are changing the face of modern manufacturing and suggest what needs to be done to accelerate recent progress.

Professor Sir Mike Gregory is Head of the Manufacturing and Management Division of the University Engineering Department and of the Institute for Manufacturing (IfM) at The University of Cambridge.

Mike Gregory's is closely linked with industry and government and he has published in the areas of manufacturing strategy, technology management, international manufacturing and manufacturing policy. An Executive Director of the Cambridge MIT Institute from 2005-2008, Springer Visiting Professor at UC Berkeley in 2008/9 as well as the chair of the UK Manufacturing Professors Forum Mike is a member of the UK Government's Manufacturing Analytical Group on Manufacturing.

There will be an opportunity for questions followed by a networking reception.

Admission is free but **registration is essential** (<https://www.eventbrite.co.uk/e/re-building-manufacturing-new-dogs-old-tricks-professor-sir-mike-gregory-tickets-10572567835>).

