

Approved EDITORIAL



MIDLAND ENGINEERING DINNER 2018

JCB'S TIM BURNHOPE ENCOURAGES ENGINEERS TO 'THINK CRAZY'



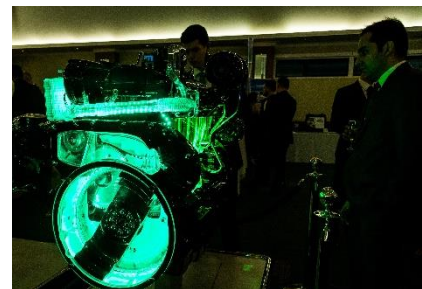
Headline speaker at the recent Midland Engineering Dinner was JCB's Chief Innovation & Growth Officer, Tim Burnhope who gave an inspirational speech highlighting not only JCB's own developments but also the talents of young engineers. He said: "We engineers are far too modest and we really should blow our trumpet more than we do. We must realise crazy is good," echoing Apple's Steve Jobs'

encouragement to all engineers to keep coming up with crazy new ideas. "In this rapidly changing world we are going to need more crazy people, with more crazy ideas than ever before. "

Quoting Prince Philip's famous observation: 'Anything not invented by God is invented by an engineer.' Tim went on to say: "Some of the greatest examples of innovative companies innovators are represented in this room

we've got engineers who have created the next generation passenger cars and trains; brought gas, electricity and water to our homes; developed revolutionary manufacturing techniques;

developed the world's cleanest diesel engines and the most efficient electric motor and of course construction equipment." Recognising the wealth of youthful engineering talent in the room, he concluded: "Make no mistake, you young engineers will be creating history with the products you develop over the next 10-15 years....you must believe that if you are crazy enough to change the world then you probably will."



The Dinner, sponsored by JCB and organised by the IMechE Midlands Region, was held at the National Conference Centre and championed engineering achievements under the

theme of 'The Young Engineer'. Other speakers included Colin Brown, CEO of the Institution of Mechanical Engineers and Tony Roche, President of the Institution of Mechanical Engineers.



Nearly three hundred attendees enjoyed networking with colleagues and other engineers, they also had the opportunity to tour a special exhibition laid on for the night. A new concept for this annual event, the exhibition featured unique cutting-edge technology brought by major international companies based in the region. JCB demonstrated its new excavator range while Siemens allowed attendees to walk into their latest Gas Turbine through virtual reality. Midlands companies Hadley and AE Aerospace exhibited their skills-set while academics from Coventry University, the 2018 University Challenge winners – Warwick University - and the 2018 James Dyson Prize winners with their omnidirectional turbine, were demonstrating for everyone in the Midlands.

Drew Taggart, Chairman of IMechE Midland Region and the event, said:



“We experienced great energy at the event. Our young engineers, companies, academics and consultancies reinforce all that is positive and counters the false news that warps society. Engineering is one of the pillars on which society relies. Integrity trusted influence valued. An important message especially for our young people. Engineers deliver things that matter– the very things that are the

foundations for a secure and affluent society.”

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22.10.18