



## Chairman's Report 2015

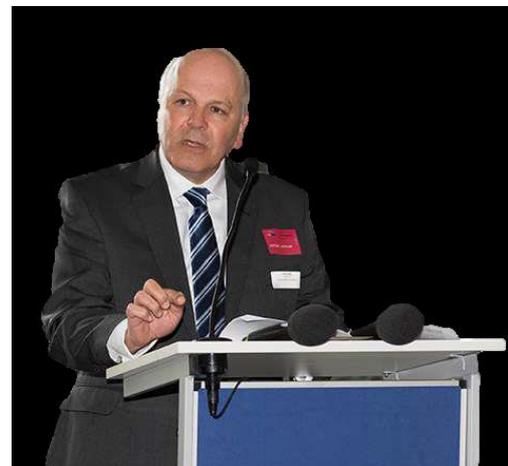
2015 saw the threat of the REACH Regulation impacting on confidence and investment in the sector and made our advocacy efforts even more important. We had another strong year financially and our reserves continue to grow thus ensuring that we are well placed to provide our members with the services they require in a somewhat uncertain future.

## Advocacy

Our advocacy efforts were again very time consuming but also very rewarding and we are beginning to see the results filtering through into changes to both UK & EU policy, particularly in respect of the REACH Regulation. A small group of members participated in the Washington Forum, our American counterparts' main advocacy event. This high level exposure can only be of benefit in future advocacy efforts and raise the profile of the sector. The House of Lords briefing luncheons continue to be successful and a number of questions were asked in both Houses regarding the impact of REACH on UK Manufacturing, Environmental Permitting and the COMAH Regulations.



SEA Members at the NASF Washington Forum



SEA CEO speaking at European Parliament during SME week

## Marketing

In order to keep pace with the ever increasing use of social media, we engaged with a third party marketing agency to assist with the development of our website, blog writing, Facebook and Twitter accounts and to manage our search engine optimisation process, in particular, to recruit new members and provide additional support and networking opportunities to our existing members. We developed 2 mobile Apps – one for our Buyers Guide, so members can advertise their services to a wider audience and one for providing an information portal for both members and potential members. We have developed a newsletter aimed specifically at the users of surface engineering coatings, in an attempt to give them a better understanding of the issues that the sector is facing and how we are addressing these.

## Industry Conference

2015 saw a first – a joint surface engineering and heat treatment conference. The first heat treatment conference in the UK for 12 years saw a record attendance at both the conference and exhibition and the evening dinner, which featured comedian Ian Moore. The event was hosted at the Stratford Manor hotel and was such a success that a joint conference is going to be held in 2017.



Delegates visiting the table-top exhibitions



Delegates enjoying the ever-popular drinks reception

## EU funded R&D Project – PROCETS

Following lengthy negotiations, the SEA has been able to acquire EU funding to participate in a 3½ year R&D project called PROCETS. The aim of the project is to develop environmentally friendly surface engineering coatings. The SEA will be employing a new member of staff to assist with the project management and the development of an online, practical training scheme for shop-floor workers.

## Development of Standards

As part of our role in the development of British, European and International standards, we hosted an evening reception in London for the members of the International Standards Organisation (ISO) Technical Working Group that has the responsibility for producing standards for our sector. Delegates from Japan, China, Germany and the UK attended the event.

## Vote of thanks

I would like to take this opportunity to thank all members for their continued support in these difficult times and especially those members who work hard and collaborate in our committees and advocacy efforts. I would certainly encourage all members to take a more active role in the running of, what is after all, your trade association. Particular thanks go to David and our hard working office staff who have enabled us to run the Association smoothly and efficiently during my time in office. I wish Lee Grant every success as our new Chairman for the next two years.

Stephen Parkes

Chairman & BATF Board Member