

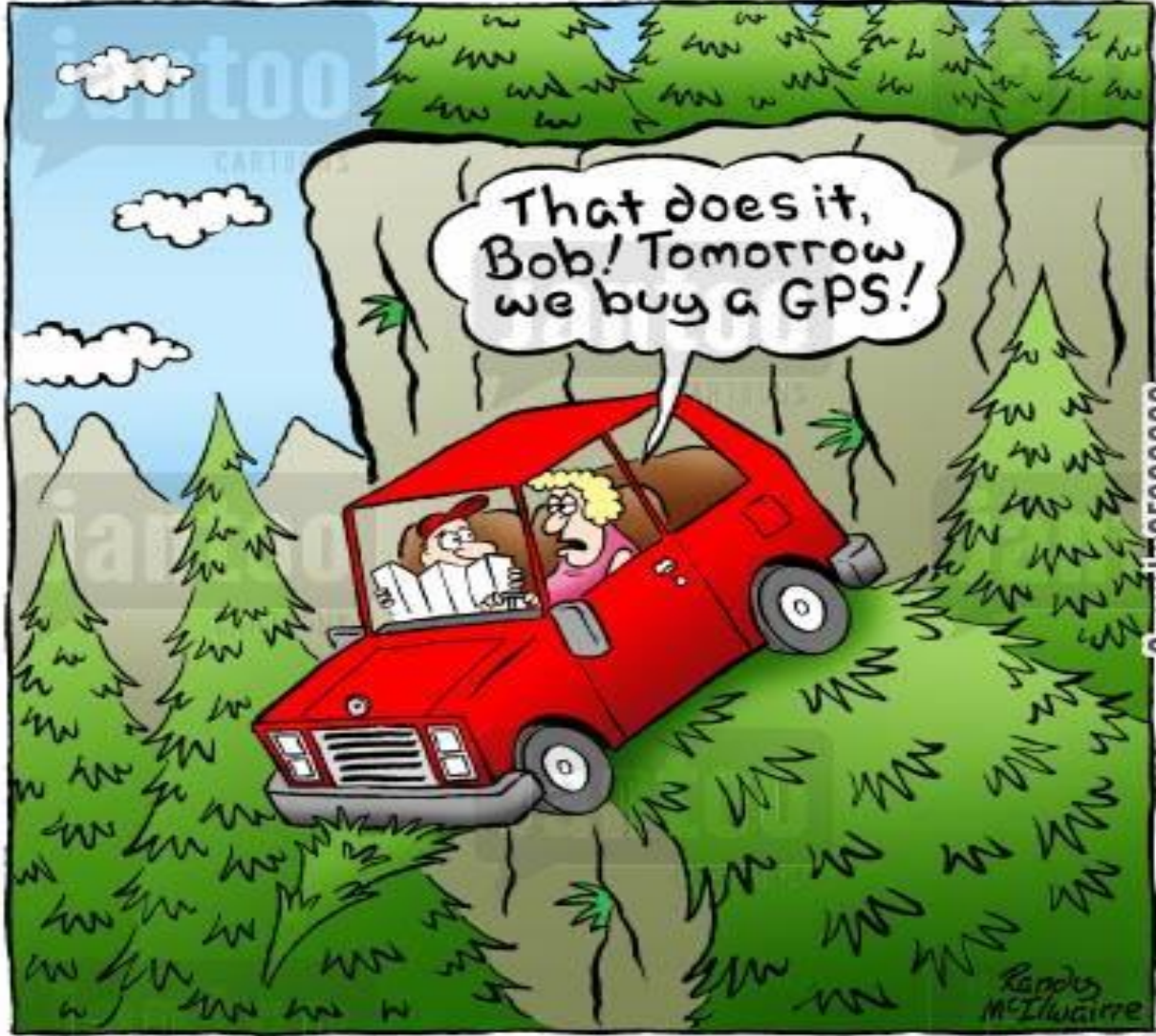
# Forsvaret – en attraktiv kunde

- Mulighetenes vei

Forsvarskonferansen

Trondheim 2021







# Materiellinvesteringer - Hvor kommer vi fra – og hvor står vi!

FD rammer - FO styring - Grenvise investeringer

Endret strategisk ledelse - nytt investeringskonsept i 2004

FD ramme - FD styring - FLO utførelse – grenvis støtte

Etablering av Forsvarsmateriell – tilpasset investeringskonsept 2016

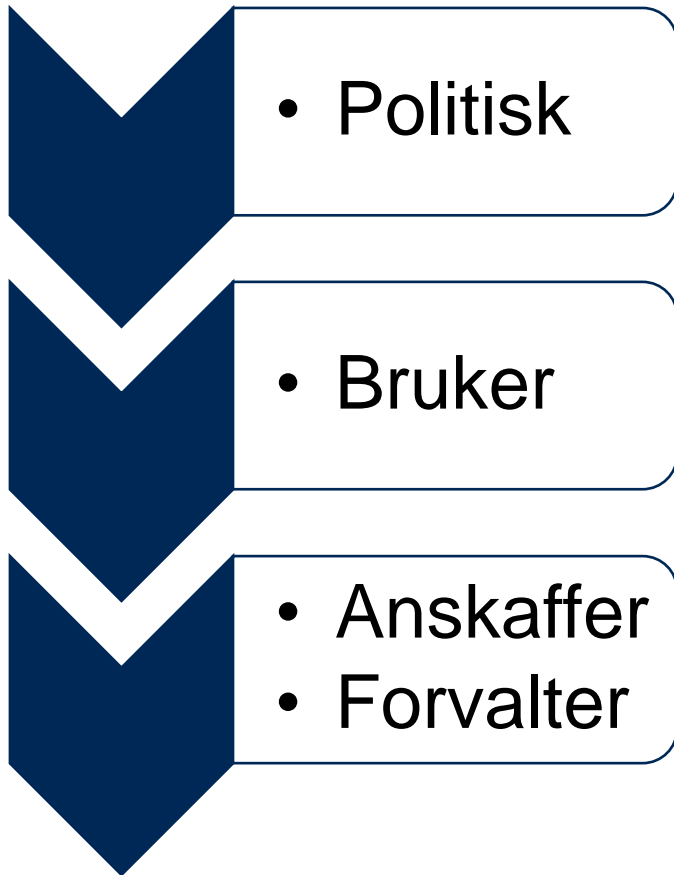
FD ramme – FD styring – FMA utførelse – FSJ og grenvis støtte

FD ramme - FSJ styrer - FMA utfører - Forsvarsgrenene gjennomfører. Endret investeringskonsept 2020

# Hvem er kunden



Bruker'n



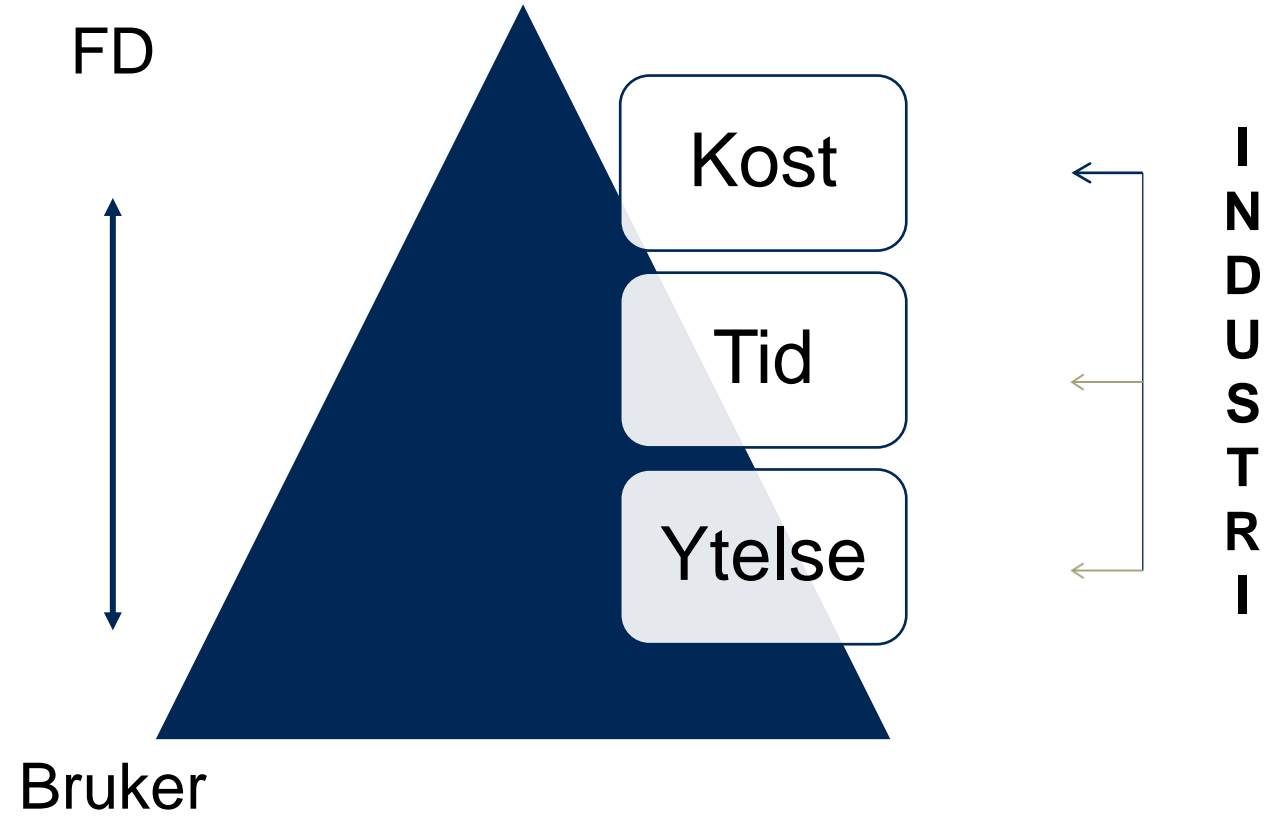
Ambisjon

Interesser

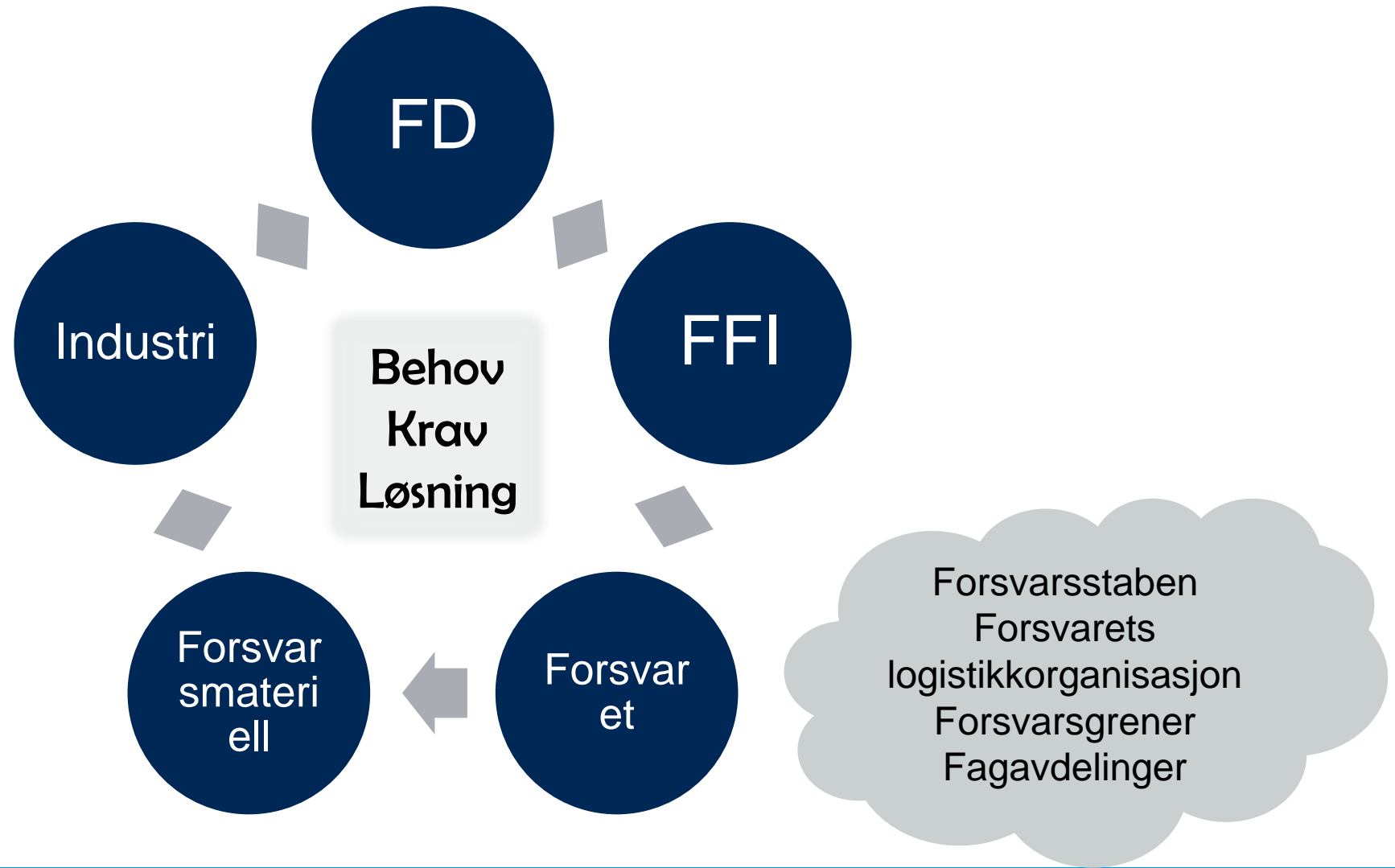
Preferanser

- Kompetanse
- Innsikt
- Forståelse

# Forventninger



# Aktørkartet

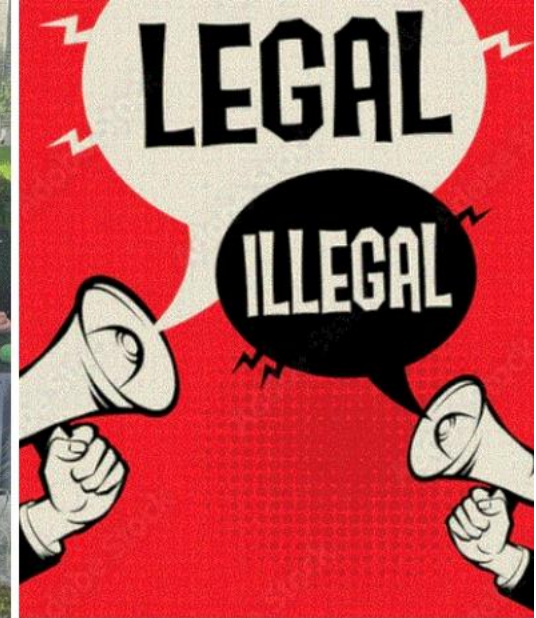


# Helhetlig strategi

- Forsvarssektorens strategi for anskaffelse og drift
- Bygge kapasitet for fremtiden
- Sikre langsiktighet og tilgjengelighet på nasjonale ressurser



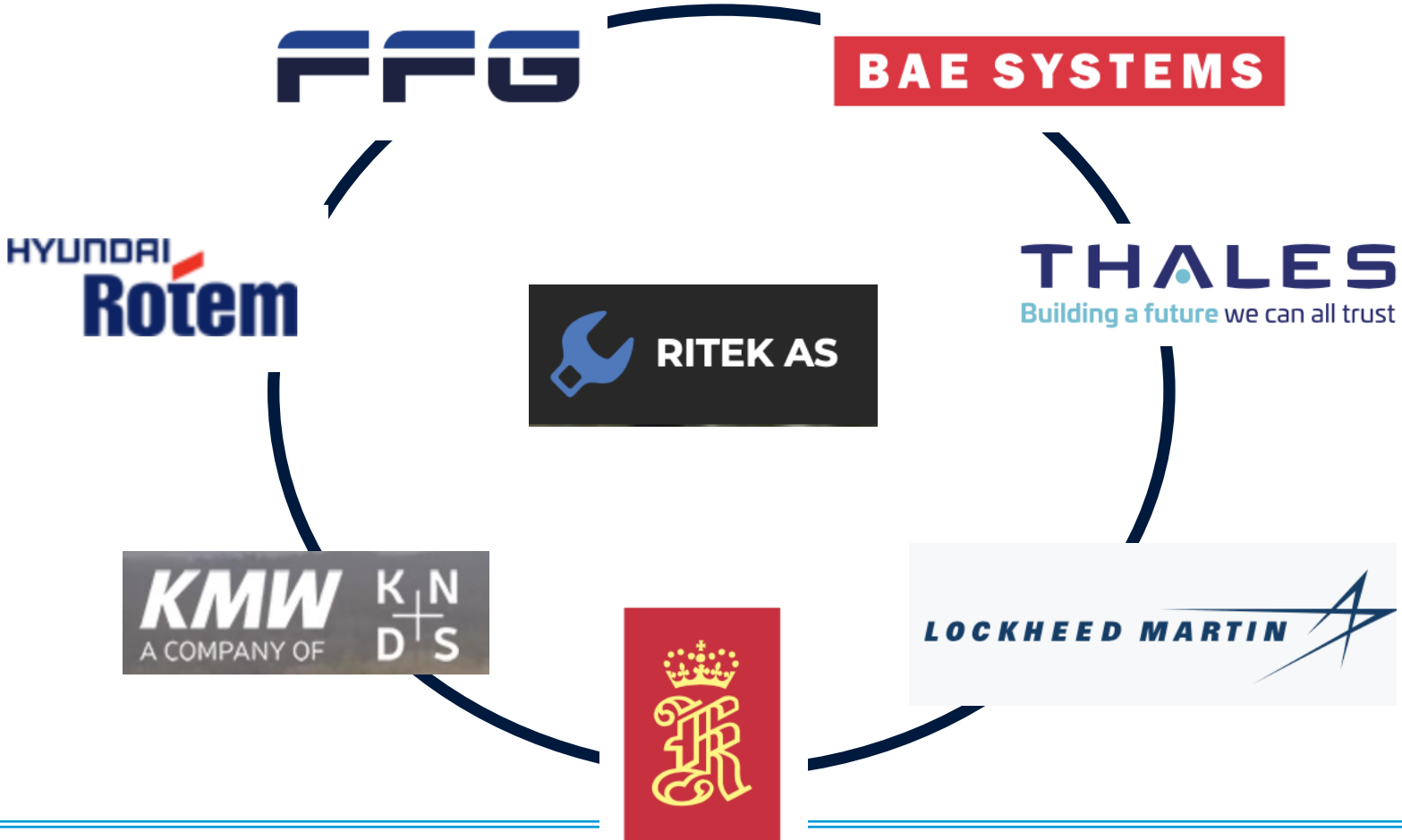
Patrian uusi 6x6-miehistönkuljetusvaunu. Puolustusvoimat aikoo hankkia näitä operatiivisten joukkojen käyttöön. KUVA: PATRIA



# Ritek i markedet



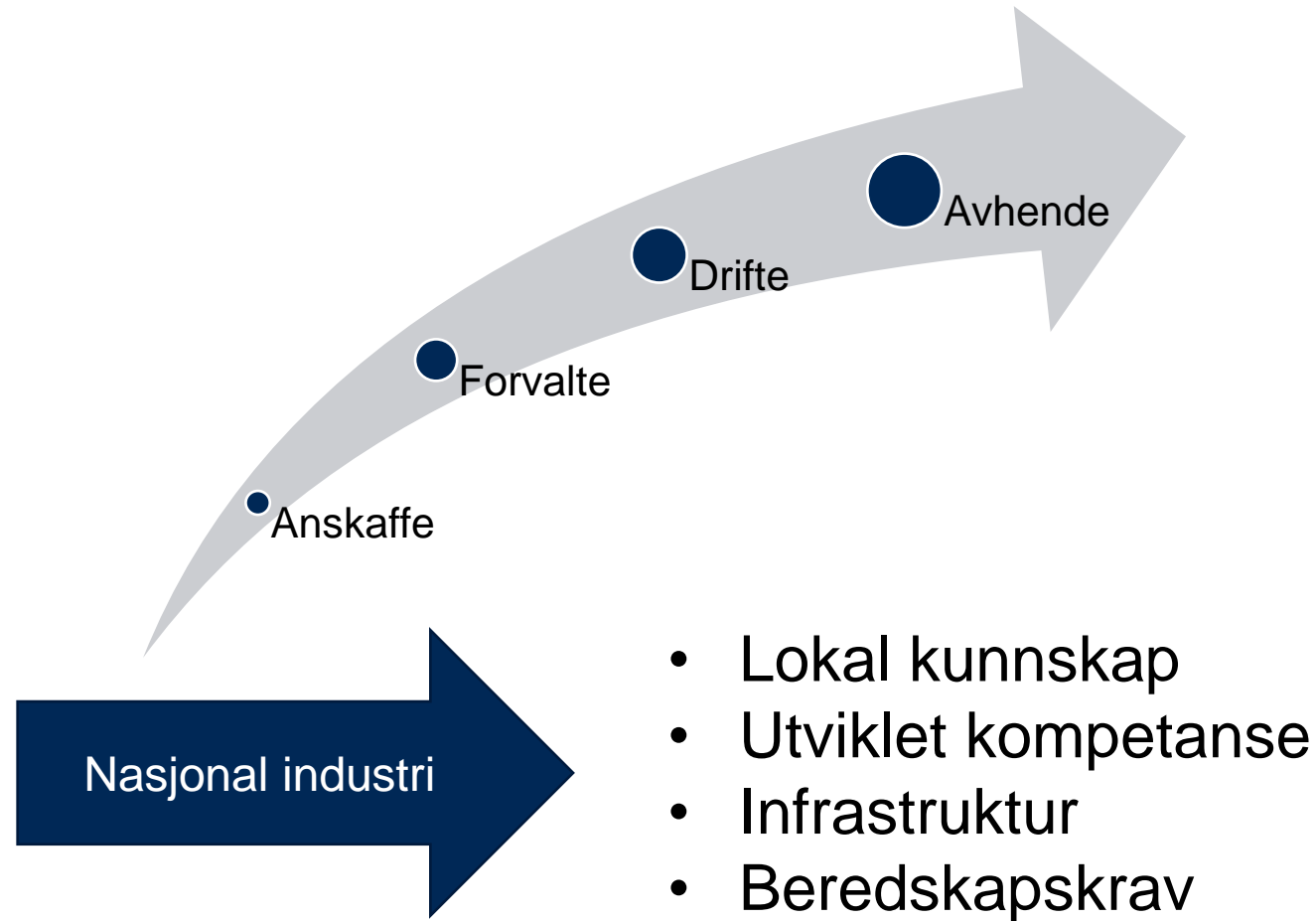
# Markedet



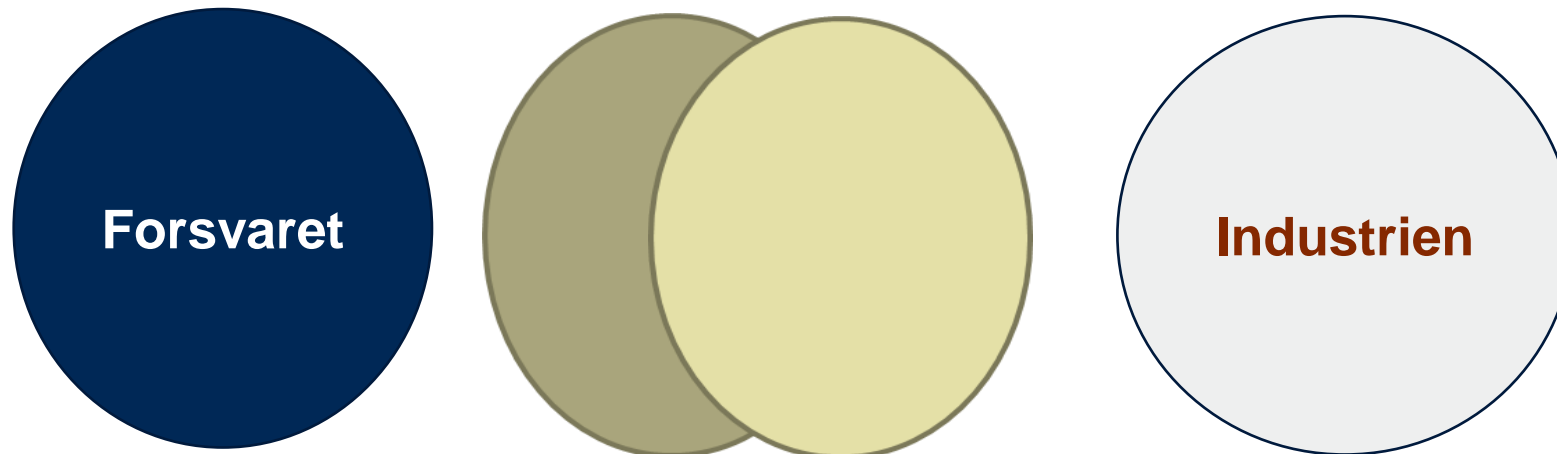
# Hvordan kommer vi dit....

- Bygge nettverk nasjonalt og internasjonalt
- Delta på relevante arenaer
- Kvalitative produkter – referanser og dokumentasjon
- Bredde i porteføljen – flere kunder og/eller flere produkter
- Skape og utvikle regionale initiativ/klynger – erfaringsoverføring
- Bli noe mere enn en «leverandør»
  - Rådgiving, partnering, multiplikator

# Fra anskaffelse til drift



# Drift og vedlikehold



Kapasitet  
Kompetanse  
Tilgjengelighet  
Beredskap



# Suksess – ikke suksess

## Troverdighet

Kunnskap om egen virksomhet, kompetanse og kapasitets relevans

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## Åpenhet

Enhetlig og god kommunikasjon - søke bredt

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## Stabilitet

Forutsigbarhet i forhold til muligheter, begrensinger og risiko – helhetlig ledelse og styring

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## Handlekraft

Evne til å finne løsninger og tilpasse seg

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**Tillit**

Event Review



# DSEI 2013 surpasses all previous records

Over 120 countries represented at the most international DSEI ever

DSEI 2013 built on the success of previous events, welcoming more official delegations from a greater number of countries than ever before.

An impressive 32,169 visitors attended Defence & Security Equipment International (DSEI) 2013, a rise of 13 per cent on the previous record in 2011. The exhibition featured 1,489 exhibitors, representing 54 countries,

and included 40 international pavilions. 97 official delegations from 56 countries attended, marking a 30 per cent increase on DSEI 2011, while the number of additional VIPs who attended increased by 20 per cent to 1,034.



Event Review

The event enjoyed the strongest ever attendance from UK ministers and the MOD. Secretary of State for Defence, Philip Hammond, provided a keynote address on the opening day which highlighted DSEI's importance as a showcase for the defence industry. "This exhibition is an excellent example of the opportunities that we can create when government and industry work together, hand-in-hand, with a shared objective." This point was exemplified by the signing of the Corporate Covenant on the penultimate day of the event, when Mark Francois – the Minister for Defence Personnel, Welfare and Veterans – was joined by representatives from BAE Systems, ISS Facility Services, BMT Group and General Dynamics UK in order to pledge their support for the Armed Forces community. The UK Capability Showcase, staged by UKTI Defence & Security Organisation further highlighted the link between government and industry.

Other ministers who attended included: the Minister for Defence Equipment, Support and Technology, Philip Dunne; the Minister of State for the Armed Forces, Andrew Robathan; the Minister for International Security Strategy, Andrew Murrison; the Minister of State for Trade and Investment, Lord Green of Hurstpierpoint; and the Lords' Spokesperson for Defence, Lord Astor of Hever, Michael Moore and David Jones.

The MOD also fielded a strong team, epitomised by the attendance of the Chief of the Defence Staff, General Sir Nick Houghton and Chief of Defence Materiel, Bernard Gray. DSEI's expanded seminar programme included significant contributions from an enviable roll-call of senior military personnel such as: the First Sea Lord, Admiral Sir George Zambellas; the Chief of the Air Staff, Air Chief Marshal Sir Andrew Pulford, the Chief of the General Staff, General Sir Peter Wall; and the Chief of Materiel (Land), Lt General Chris Deverell.

### International Stakeholders

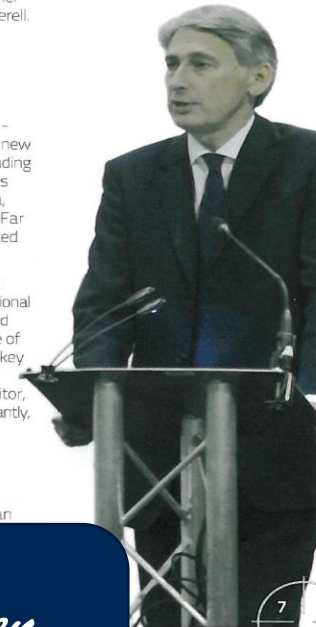
The calibre of international stakeholders was also high – DSEI welcomed guests from new and traditional markets including high calibre representatives from the Middle East, India, South America, South and Far East Asia, Australasia, United States and Europe.

Nations making their debut among the record 40 international pavilions included Japan and South Korea, clear evidence of the importance that these key emerging players place on DSEI. India, a previous exhibitor, increased its presence significantly, mounting both public and private sector pavilions.

Other newcomers include Chile, which joined Brazil in representing Latin American

*"This exhibition is an excellent example of the opportunities that we can create when government and industry work together, hand-in-hand, with a shared objective"*

*Philip Hammond, Secretary of State for Defence*



*Takk for oppmerksomheten*

