

ADVANCED ENGINEERING



2 & 3 November 2022, NEC Birmingham

**The UK's leading event for innovation
across the entire engineering and
manufacturing supply chain**

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by EASYFAIRS

ADVANCED ENGINEERING



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ABOUT ADVANCED ENGINEERING

Advanced Engineering is a celebration and showcase of engineering and manufacturing innovation from across the entire supply chain, making it the perfect platform for doing business across all tiers and multiple industries to diversify your company and generate new leads. The event brings together +8,000 engineering, manufacturing, and supply chain professionals from across the UK and beyond. Viewing Advanced Engineering as their one-stop-shop for all things related to engineering and manufacturing, their main objective is to source new technologies, discover the latest innovation and seek external expertise for their projects. Below is a summary of what you will find at the show. You will find more detail in the subsequent pages, which are linked in the contents page.

KEY STATS

350+ Exhibitors **8,000** Attendees
7 Show zones **100** Industry leading speakers
4 Forums

WHAT TO EXPECT FOR 2022

Co-location with Lab Innovations

LAB | Innovations

Advanced Engineering being directly co-located with its sister show, Lab Innovations, making the two events the annual meeting place for powering the business of science and engineering, and providing an opportunity for you, as an exhibitor to connect with an even broader span of the supply chain.

Space and Satellite Engineering Zone



**SPACE & SATELLITE
ENGINEERING**



CATAPULT
Satellite Applications

Space travel and discovery is high on the UK agenda, with the government investing £500 million into space technology. Advanced Engineering 2021 will see the brand new addition of its Space and Satellite Engineering Zone. This will be a new feature area showcasing the latest developments in space and satellite engineering, with keynote talks from leading pioneers in the field. This exciting development will provide Space and Satellite solution providers the opportunity to showcase the very latest innovation just waiting to be sourced for implementation in upcoming projects, from OEMs including Airbus Defence and Space, Moog Space and Defence, Teledyne, BAE Systems, GKN Aerospace and more.

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Digital events to complement your participation

Advanced Engineering's new digital offering – AE Talks, exists to create an active dialogue between engineering manufacturing professionals, designers, product manufacturers, technology innovators and OEMs. We deliver an online event every 2 months putting the spotlight on a key industry sector and showcasing the cutting-edge solutions and innovations available. Participating in these events will align your brand with leading industry players and give you the opportunity to connect and generate leads with hundreds of attendees from the Advanced Engineering community throughout the year.

Open forums

Advanced Engineering features open forums consisting of talks from high profile keynote speakers on the very latest technological developments. Each forum enables attendees to gain insights from manufacturers, technology partners, and industry knowledge leaders, and gives exhibitors and sponsors the opportunity to get in front of an engaged audience.

Enabling Innovation

Supporting start-ups and smaller enterprises that are eager to accelerate and commercialise their innovation into the advanced manufacturing and technology industries, Advanced Engineering's Enabling Innovation zone hosts ten exciting start-ups, specially selected for their early-stage innovations and inventions. Not only do these exciting new technologies create a buzz on the show floor as attendees crowd to discover what's new, they draw in key buyers and investors who will be equally interested in your products and innovations.

WHO DO WE WORK WITH?

Advanced Engineering is organised each year in collaboration with the leading associations that support each sector. This collaboration enables us to bring you a broad reach of invited attendees spanning across a collective circulation of over 200,000 contacts, and the most up-to-date knowledge from those on the ground. We also work with our partners to bring their members discounted exhibiting rates at the show. All of this goes hand-in-hand to bring the entire engineering and manufacturing community together each year, to meet you and discover your solutions.

Association supporters



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YOUR GATEWAY TO THE UK MARKET

Advanced Engineering is the leading UK engineering show and is attended by thousands of the UK's OEMs and engineering supply chain professionals. It is the most effective place to meet the UK's engineering manufacturers under one roof.

In a post-Brexit world, Advanced Engineering will be the UK manufacturing supply chain's one-stop shop to discover all there is to discover in the world of engineering.

UK Attendees



Some key information about the UK manufacturing sector*

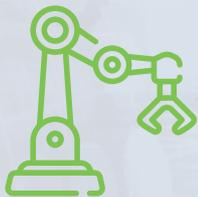
- The UK is the ninth largest manufacturing nation in the world with an annual output of **£192 billion**
- It is 10th in the world for export
- North West is the single biggest region by output, worth **£28.5 billion**, while London and the South East is the largest combined, worth **£30.7 billion**
- Manufacturing accounts for **65%** of UK spend on R&D

*Source: Make UK

Advanced Engineering truly demonstrates what the UK is about and the UK's capability.
Paul Cornick, Industrial Engagement, University of Birmingham

UK Funding

As a key sector for the UK economy, grants amounting to billions of pounds are released each year to fund innovation in manufacturing. Below are just a few examples of current ongoing schemes:



£2.6 billion

to invest in exciting challenges ranging from Quantum Technologies and Robotics, through to Small Modular Reactors through the Industrial Strategy Challenge Fund



£300 million

of joint government and industry funding will support businesses with creative ideas to boost the UK's manufacturing capabilities, including using robotics, AI and augmented reality through the Manufacturing Made Smarter Challenge



£10 million

in grant funding for innovation in electric vehicle battery technology to a UK registered company through the Faraday Battery Challenge with Innovate UK, part of UK Research and Innovation



£25 million

investment into the best game-changing and commercially viable innovative or disruptive ideas from UK companies through Innovate UK

With so much financial backing for the sector, visitors at Advanced Engineering attend to source solutions to realise their innovations. Make sure your company is in the mix.



WHO ATTENDS?

As the UK's only event truly able to introduce suppliers and buyers to opportunities in both familiar and new sectors, Advanced Engineering provides networking and new business for professionals from OEMs, and all tiers of the supply chain. Visitors attend to source new technologies, discover the latest innovation and network to share knowledge and ideas, giving you access to an engaged audience looking to learn about your products and solutions.

Regular attendees include



ATTENDEE BREAKDOWN

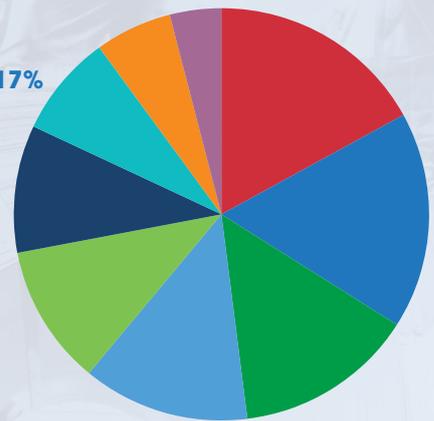
Below is an in depth look at who exactly comes to meet you at Advanced Engineering and what they are looking to achieve, if you target these industries and profiles, you should be at Advanced Engineering to showcase your products.

Job title breakdown

	Engineer	32%
	Manager	22%
	Business Development	20%
	C-Level/ Director	16%
	Consultant	13%
	Head of Department	12%
	Manufacturer	11%
	Finance/ Procurement	11%
	Operations	11%
	Technician	10%

Industries in attendance

- Manufacturing Technologies **17%**
- General Transport/ Infrastructure **17%**
- Automotive **14%**
- Aerospace/ Avionics **13%**
- Composites **11%**
- Academia **10%**
- Medical **8%**
- Performance Metals **6%**
- Civil Nuclear **4%**



£300,000,000

worth of sales generated at Advanced Engineering each year*

70%

of visitors place orders after meeting an exhibitor at the show**

* post show survey

** feedback from attendees at the show

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ADVANCED ENGINEERING IS THE PLACE FOR THE ENGINEERING AND MANUFACTURING COMMUNITY TO COME TOGETHER EACH YEAR.

Don't just take our word for it, here's what attendees say...

“

I'm looking forward to this November's Advanced Engineering at the NEC. The Industry 4.0 technologies that will be addressed there will be more important than ever in the recovery of manufacturing and the building of resilience against future crises.

Ian Gardner MBCS CITP, Distinguished Technical Specialist, Industry 4.0 Solutions Architect, IBM

“

This November's Advanced Engineering will be a great opportunity to catch up with contacts, both existing and new. I'm particularly looking forward to the chance where myself and colleagues can enjoy the first big event all year to source technologies and products that will be vital for the bounce-back and future resilience of the British automotive sector.

Daniel Martin, Manager – BIW & Closures, Aston Martin Lagonda

“

The seminars, workshops, the chance to network - it's all here, making it well worth the time investment.

Dave Hughes, Head of Jigs & Tooling Manufacturing, Airbus

“

Innovation cycles are so short now, if you don't come to events like Advanced Engineering, you stand the risk of falling behind the times with the speed of innovation.

Simon Keogh, General Manager, Siemens

“

Advanced Engineering is a great coming together of technologies, innovation and like-minded people. I attend every year and each year I'm impressed with the growth and the level of people that attend.

Dan Burge, Commercial Director, Lotus Engineering & Technology

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EXHIBITORS

Exhibitors at Advanced Engineering are typically providers and suppliers of components, materials, technologies and services for engineering and manufacturing across multiple sectors. If you are looking to meet OEMs and Tier 1 manufacturers, Advanced Engineering is the place to do so, giving you the opportunity to meet and do business with over 10,000 engineering and manufacturing professionals over the two days of the show...

Who exhibits?



93%

of exhibitors achieved their objectives

95%

exhibitor satisfaction

93%

of exhibitors are likely to return

Hear from our previous exhibitors...

After a few years of walking the show we saw the quality of manufacturers that regularly exhibit, and we decided to get a stand to showcase Xi Engineering. The show is called Advanced Engineering for a reason, so it has been a great opportunity to share our innovative ideas with peers in the industry. We have had some very high-quality leads over the two days both from our stand and the talk at the Industry 4.0 report launch, making this year a great success.

Mark-Paul Buckingham, Managing Director,
Xi Engineering

Renishaw has exhibited at Advanced Engineering for a few years because it has always been a great opportunity to network and get high quality business leads. The addition of the medical device engineering zone has helped us to forge new business relationships and showcase the range of potential applications that our products can help to innovate.

Mike Duffield, Sales Manager - North,
Renishaw

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5...4...3...2...1 LAUNCHING ADVANCED ENGINEERING SPACE AND SATELLITE ZONE



**SPACE & SATELLITE
ENGINEERING**

Supported by



The UK space and satellite sector is one of our most resilient manufacturing and technology industries and is a key driver of growth behind the UK's economic wellbeing, and global influence. R&D investment in the space sector now sits at £702m, up 18% and 5 times the national average intensity.

Reflecting on the anticipated growth of this sector after COVID Advanced Engineering 2021 introduces the dynamic **Space & Satellite Engineering** feature area to the NEC show floor.

Why exhibit in the Space and Satellite Engineering Zone:

- Meet manufacturers of satellites, launch vehicles, payloads, assemblies, systems, and subsystems
- Discover additional new opportunities within **aerospace, automotive, rail, civil**, and other major manufacturing and engineering sectors
- Diversify to secure your resilience and increase profit opportunities across multiple groups of end-users and applications
- Connect with professionals in R&D, design, test, production, manufacturing, and advanced materials

Who will you meet?

Satellite Manufacturers | Launch Vehicle Manufacturers | Payloads/Spacecraft Manufacturers | Systems, and Subsystem Manufacturers | Engineers and Senior Management across: Design; Production; Test; R&D; Manufacturing; Materials; Electronics

What companies attend?



2021 speakers included...

- Dr Chris Brunskill, Head of UK Space Programmes at D-Orbit
- Natasha Alden, CEO & Founder at MULTIPLY Space
- Stefan Siarov, Systems Engineer at Valispace
- Tony Forsythe, Technology Innovations Standards at UKSA

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THE SHOW ZONES AND OPEN FORUMS

Advanced Engineering covers all sectors of the industry split into 7 key show zones, with 4 dedicated educational open forums.



**AERO
ENGINEERING**



**AUTOMOTIVE
ENGINEERING**



**PERFORMANCE METALS
ENGINEERING**



**COMPOSITES
ENGINEERING**



**CONNECTED
MANUFACTURING**



**SPACE & SATELLITE
ENGINEERING**



**MEDICAL DEVICE
ENGINEERING**

Having multiple zones enables attendees not only to source and discover new technologies in sectors with which they are familiar, but also encourages the discovery of crossover areas they may not have known existed. Each forum enables attendees to gain insights from leading manufacturers, technology partners, and industry knowledge leaders.



**AERO
ENGINEERING**

Also featuring



**SPACE & SATELLITE
ENGINEERING**

Aerospace Engineering is the UK's only event 100% dedicated to aerospace R&D, design, test, inspection, production and assembly. Addressing structures, propulsion and systems, it brings together global OEMs and top tier manufacturers to source from all levels of the engineering supply chain. Supported by ADS, NATEP, and many regional associations, Aero Engineering additionally brings some of the latest innovations and case studies to the show floor. The forum brings global leaders in aerospace technology together to learn, discuss and share knowledge.

2021 speakers included:

- Andrew Clifton, Global Sustainability Manager, Rolls Royce
- Paul Perera, VP Technology, GKN Aerospace
- Andrew Mair, CEO, Midlands Aerospace Alliance
- Turlough McMahon, Industrial R&T Manager, Airbus

Attendees include:

- aerospace engineers
- aeronautical engineers
- R&D engineers
- aero sector leads
- aero structures engineers
- aerospace managers
- and more...



**AUTOMOTIVE
ENGINEERING**

The UK automotive manufacturing sector is as vital as ever and many are looking to increase efficiencies and reduce production costs. As electrification becomes ever more important, this sector is one to watch. With attendees from leading OEMs including Aston Martin, Jaguar and Land Rover, Ford, Vauxhall, Toyota, Bentley, BMW, and more, Automotive Engineering is the UK's only trade exhibition and forum dedicated to vehicle R&D, design, test, production, and assembly.

2021 speakers included:

- Alan Banks, Lightweighting Innovations Manager, Ford Motor Company.
- Mark-Paul Buckingham, Managing Director, Xi Engineering.
- Oliver Larkin, Head of Corporate and Public Relations, Volkswagen.
- Antony Dodworth, Chief Technology & Manufacturing Officer, Bright Life Structures LLC.

Attendees include:

- Mechanical Engineer
- Automotive Manager
- Innovations Architect
- Product Support Specialist
- Technical Service Engineer
- Manufacturing Sector Specialist
- Lead Automotive Designer
- Automotive Engineer



COMPOSITES ENGINEERING

The advances provided by composite materials within automotive, aerospace, manufacturing, construction and oil and gas are revolutionising businesses and benefiting millions of people. With the industry showing no signs of slowing down, the Composites Engineering show zone and dedicated forum, organised in partnership with Composites UK, has already established itself as one of the world's most important composite raw material, design, processing and applications events.

2021 speakers included:

- Neil Appleton, Construction Lead, National Composites Centre
- Ken Smart, Executive Director - Business Strategy / CLF Chair, McLaren Automotive Ltd
- Craig Carr, Composites Technology Manager - Europe, GKN Aerospace
- Philippa Glover, MD, CNC Robotics Ltd
- Tim Wood, Northern Powerhouse Rail Director, Transport for the North
- Rob Dean, Head of Route Engineering, HS1

Attendees include:

- 3D technologies specialists
- Technical laminators
- Materials engineers
- Special process engineers
- Composites automation engineers
- Design engineers
- and more...



CONNECTED MANUFACTURING

Connected Manufacturing brings together manufacturers and suppliers of all sizes to further automate their planning, design, test, manufacturing and logistics processes – reducing costs and gaining more competitive advantage worldwide. It is all things Industry 4.0 in one place.

2021 speakers included:

- Ian Gardner, Industry 4.0 Solutions Architect, IBM
- Stephen Phipson CBE, CEO, Make UK
- Nigel Rix, Head of Enabling Technologies KTN
- Marc O'Regan CTO EMEA, Dell Technologies
- Mike Wilson, Chairman, British Automation and Robot Association; Chief Automation Officer, the MTC
- Martin Walder, VP Schneider Industry

Attendees include:

- CTOs, and other C-suite management
- Manufacturing Engineers
- Operations Directors
- Process Engineers
- Production Managers/Engineers
- Technology Managers
- General Management
- Systems Design Engineers
- Heads of IT
- and more....

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PERFORMANCE METALS ENGINEERING

Reflecting the demand for lightweight and high-performance metals across many industries, the UK metals sector boasts more than 11,000 companies, employing 230,000 people directly and is responsible for a further 750,000 jobs outside of these positions. Performance Metals Engineering zone at Advanced Engineering provides the perfect opening to identify the latest business opportunities, and developments in design, processing & production, and to meet key figures at the heart of the industry.

Exhibitors include:

- Cast Metals Federation
- Metlase
- CBM
- Advanced Machine Systems
- Plastometrex
- Tenon Engineering

Media partners include:

- ALFED
- SEA
- Qimtek



MEDICAL DEVICE ENGINEERING

Given the ever-growing need for medical devices and components, particularly in the current climate and under the present circumstances, meeting manufacturers of medical devices, systems and technologies is now more important than ever. By exhibiting in this zone, you will have the opportunity to meet medical device buyers in one convenient location and get further exposure from the co-location of Lab Innovations this year.

Exhibitors include:

- Medical Device Engineer
- Device Development Engineer
- Systems Engineer
- Head of Medical Strategy
- Mechanical Design Engineer
- Biomedical Materials Scientist
- Medical Electronics Engineer
- Manufacturing Engineer
- R&D Scientist

Media partners include:

- Applied Scientific
- Kemet International

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GAIN MAXIMUM ROI AT ADVANCED ENGINEERING WITH AE CONNECT!

Enhanced networking & matchmaking

AE Connect is a free to use, specialist meetings programme that allows exhibitors to book onsite meetings. Advanced Engineering and Lab Innovations visitors and exhibitors can search the database and arrange meetings with key contacts prior to the show.

This is a powerful matchmaking tool that can help you make the most of your time at Advanced Engineering.

How can AE Connect help you?

- Gain access to an entire database of key buyers and contacts attending Advanced Engineering
- Speak to decision makers – search contacts by level of responsibility
- Send invitations and start conversations with key contacts in advance of the show
- Book a full schedule of meetings on your stand
- Work with a team of dedicated matchmaking experts to find your match
- Receive meeting invitations from visitors and new prospects
- On-site SMS & email meeting reminders and concierge service

77%

meeting attendance

£320k

worth of new business secured from AE Connect meetings

435

meetings attended

What did previous exhibitors think of AE Connect?



AE Connect was extremely helpful to NQA at the event. It gave us the ability to reach out to potential and future clients and set up face to face sessions in advance of the event where both sides could ask questions and see if there was a fit to do business in the future.

Simon Newell, Business Development Manager, NQA Certification Ltd



Good view of potential visitors before the show. 18 connections for meetings and all turned up. Connect team kept us well informed through the show. Well worthwhile!

Peter Rawson, Business Development Manager, COMPOTECH FLEXIX

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ENABLING INNOVATION

The UK's springboard for new and exciting technologies.

Advanced Engineering's Enabling Innovation zone returns to support smaller enterprises that are eager to accelerate and commercialise their innovation into the advanced manufacturing and technology industries.

Hosting ten exciting start-ups, specially selected for their early stage innovations and inventions, the Enabling Innovation zone will give attendees the opportunity to get hands-on with ground-breaking innovations that would otherwise be kept under wraps until later stages of development.

This unique show zone is a key visitor driver, bringing thousands of attendees to the show each year specifically to discover innovation they would not normally be able to access, inviting them to discover innovation not only in this zone, but on the rest of the show floor as well – i.e., your stand.

Supported and judged by experts at Innovate UK, the Knowledge Transfer Network, and Innovation DB, , Advanced Engineering welcomes applications from across all engineering sectors, including aerospace, automotive, marine, medical technology, and industrial manufacturing. Expect to see some of the most exciting new technologies and ideas. These could be related to novel materials, design and manufacturing processes, software, machine learning, AI, data, or simply something not yet even considered!

Applications will be considered and filtered down to the final ten over the coming months. Successful applicants will receive a branded plinth in the Enabling Innovation zone to display their technologies, along with full marketing support in the show's catalogue, on its website and across its PR campaigns – all free of charge. The winner will receive a full sized stand at Advanced Engineering along with a decided webinar at an agreed time throughout the year.

How to apply for inclusion in Enabling Innovation

Are you an innovative start-up looking for commercialisation or partner opportunities? For your chance to be selected as one of the ten organisations selected by our expert panel to launch your innovation to the next level, visit the Enabling Innovation page on the Advanced Engineering website or email peter.crook@easyfairs.com. Contact us now to apply for your free display pod.



The show was very productive for iCOMAT and enabled us to create several new links, some of which materialised into development projects. The Enabling Innovation Zone is an excellent initiative that gives the opportunity to engineering start-ups and spin-outs, such as iCOMAT, to showcase their technology to the ideal audience.

Evangelos Zypeloudis, CEO, iCOMAT (Developers of a patented process to produce advanced carbon fibre composites for the aerospace automotive, and marine sectors).

Attending brands include:

Innovate UK
Knowledge Transfer Network



Innovation ^{DB}

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CO-LOCATED WITH

LAB | Innovations

New for 2021 is the long-awaited co-location with Advanced Engineering's sister show, Lab Innovations. Lab Innovations is the UK's largest annual trade exhibition dedicated to the entire laboratory industry, uniting +3,860 laboratory decision makers with +160 laboratory suppliers and manufacturers across all sectors. This exciting new co-location will provide exhibitors at Advanced Engineering the opportunity to reach an even greater span of the supply chain as well as accessing different sectors including:

Top industries

- | | |
|--|--|
|  Academia |  Petrochemicals |
|  Pharmaceutical |  Government |
|  Medical |  Minerals & mining |
|  Chemical |  Water & wastewater treatment |
|  Biotechnologies |  Civil engineering & construction |
|  Food & drink |  Plastics |
|  Measurement & control |  Metal processing |
|  Healthcare |  Safety |
|  Cleanroom and contamination control |  Cosmetics |
|  Manufacturing | |

Attending brands include:



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And make sure your brand is part of the most important edition of Advanced Engineering to date as we reunite the supply chain and boost the UK's economic bounce-back.

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Advanced Engineering is vital to start laying foundations for next year and looking at how to grow our economy.

Vicky Carter, Marketing Specialist
National Physical Laboratory

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