

ADVANCED  
ENGINEERING

Inspiring the future  
of engineering and  
manufacturing

# 2023 Post Show Report

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Co-located with



by EASYFAIRS

# Event Overview

**Advanced Engineering, in its 14th edition, was the central hub for the engineering and manufacturing community, showcasing unprecedented completeness and innovation.**

With 8,943 attendees and 400+ exhibitors, it solidified its position as a key influencer in the engineering and manufacturing industry. The diverse suppliers and the notable presence of decision-makers, buyers, founders, directors, and CEOs from prominent manufacturing and engineering companies represented the event's growing influence.

Active participation from every supply chain tier ensured a comprehensive and inclusive industry gathering. Companies across the entire spectrum of the manufacturing process, spanning from the initial stages of R&D to the final manufacturing product, ensured a holistic and inclusive representation of the industry.

Advanced Engineering stands as the epicentre for innovation, knowledge, collaboration, and open discussions regarding the current challenges and outlook of the industry.



**There is a great buzz at the show. Shows like this are absolutely vital because it is an opportunity to network to learn from each other. It is an opportunity to think of something or see something you never thought would happen. It is the sense of community and collaboration that is very important for our industry.**

Stephen Phipson CBE, *Chief Executive, Make UK*

## Advanced Engineering at a glance



**180+**  
speakers



**400+**  
exhibitors



**5**  
forums



**32,997**  
Leads collected

Contact us to find out more





# Event Highlights

**Advanced Engineering 2023 launched innovative initiatives and features, fostering collaboration and meaningful discussions across all sectors.**

**The Main Stage**, sponsored by Lloyds Bank Group and supported by Make UK, showcased the forefront of innovation and industry insights. It hosted incredible keynote speakers, including David Smith, economics editor from the Sunday Times; Richard Noble, OBE land world speed record holder; and Stephen Phipson, CBE CEO of Make UK.

The **Women in Manufacturing panel** marked a significant milestone opening a crucial dialogue on inclusivity and diversity within the industry. The session provided a platform for influential women to share their insights, experiences, and visions for the future of manufacturing.

Innovation and sustainability were championed with dedicated zones, including the **Enabling Innovation Zone, Innovation Investment Zone, and Sustainability and Innovation Trails**.

The robust support extended to SMEs and start-ups was central to the narrative, providing a platform for their groundbreaking innovations to a broader audience.

**In 2023, Advanced Engineering wasn't just an event but the pulse of an ongoing industry revolution**



**Lloyds Bank is here supporting the Women in Manufacturing networking session. It has been amazing to get all the women in the industry together in one place and to make sure that we have gender equity and a good balance, it is important to have women retention and attraction in this industry.**

*Eleanor Baker, Inclusive Business | Customer Propositions & Strategy  
Lloyds Bank Group*











# Visitor demographics

The event attracted a diverse demographic, ensuring a rich blend of perspectives and expertise that paved the way for potential collaborations and partnerships.

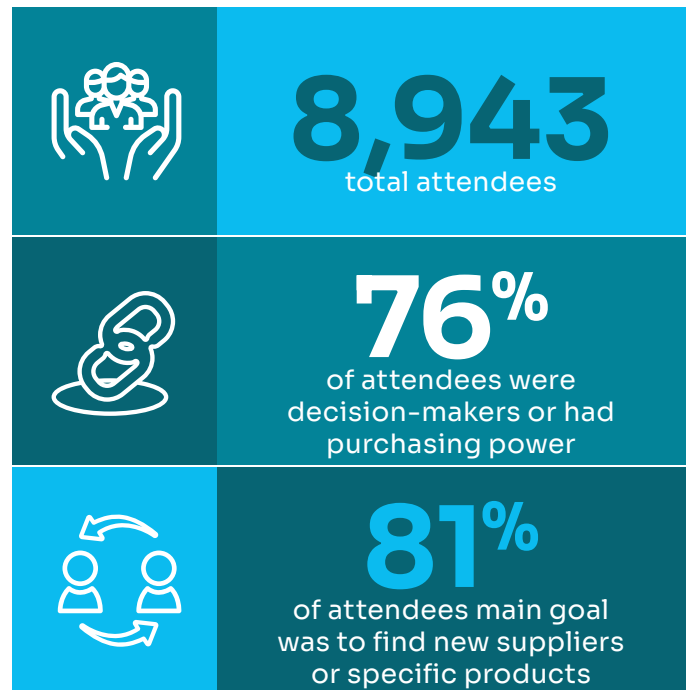
## Top 10 Engineers that attended

1. Industrial and Manufacturing Engineer
2. Design Engineer
3. Project Engineer
4. Electrical/Electronics Engineer
5. Process Engineer
6. Automotive Engineer
7. Application Engineer
8. Aeronautic Engineer
9. Quality & Safety Engineer
10. Software Engineer

## Decision makers from the following sectors attended

-  Manufacturing Technologies
-  Automotive
-  Aerospace/Avionics
-  Composites
-  Marine
-  Rail
-  Civil & Construction
-  Defence & Security
-  Sports and Leisure
-  Academia

## Attendees at a glance



**We have an agenda and a list of companies we want to see depending on the equipment we want to buy for the next 5 years. For us, it is about having a one-stop shop where you can spend one or two days finding the supplier you need.**

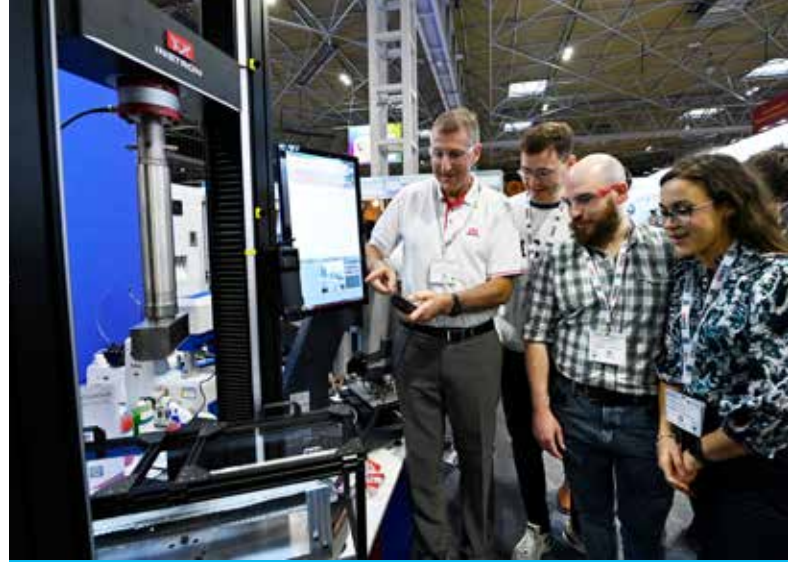
Roy Higginbotham, *Procurement Contract Specialist*, **Leonardo Helicopters**

# Exhibitors

Exhibitors were a crucial aspect that contributed to the success of the event. Manufacturers and engineering companies chose Advanced Engineering 2023 to position themselves as champions of innovation, technology, and sustainability in the UK industry. Their innovative displays contributed significantly to the overall vibrancy of the show halls and provided a platform for meaningful connections and exposure.

This year, the exhibitors were recognised not only by the industry but also by the diverse products and solutions they offered.

## Find below some of the exhibitors in 2023



**81%**  
of exhibitors plan  
to return on 2024

**+48**  
Exhibitor NPS score



Advanced Engineering is the biggest composite UK show, it's the thriving meeting place for the composites industry. It gives us a really good opportunity to make good quality connections, both the quality and quantity of leads. The show also provides networking opportunities with both established and new connections which also leads to business development for us. Advanced Engineering in three words is vibrant, non-stop and innovative.

Hannah Khusainova, *Marketing Director*  
PRF Composite Materials



# Emerging Trends and Technologies

Advanced Engineering 2023 served as an industry barometer, offering insights into the trajectory of future innovations and the potential transformation of the industry.

Innovation headlined the dynamic Enabling Innovation Zone, sponsored by Xometry and supported by Innovation DB and Innovate UK. Armed with groundbreaking projects, ten visionary startups captivated the audience with ingenious displays. OxDrive, a trailblazer in rugged, high-torque electric drivelines led by Christopher Horton, Managing Director, emerged triumphant this year.

A recent £4.5 billion investment by the government in the manufacturing sector underscores the significance of the Advanced Engineering event for the industry. With this news, the 2024 edition anticipates new developments, empowering manufacturers to showcase their latest products and advancements. This promises to elevate the quality of exhibits and transform the space into a dynamic platform for discussions on cutting-edge technologies and industrial innovations.



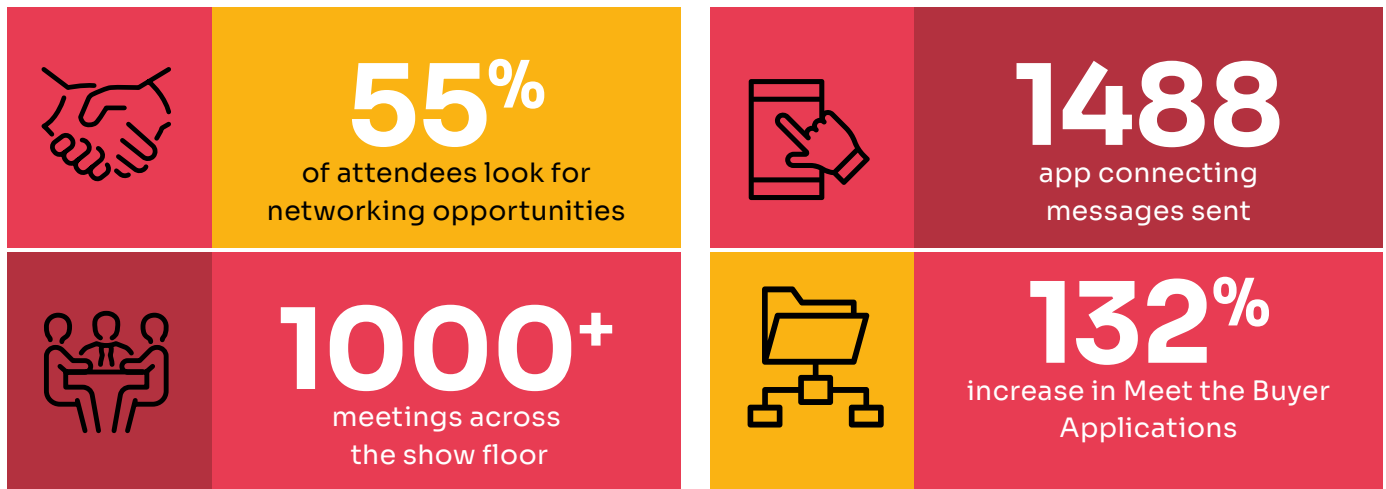
**As Enabling Innovation winners, we will use the prize not only for the manufacturing of small components but to take us further in the R&D to develop the product, take it to customers and use it in the fields.**

*Christopher Horton, Managing Director OxDrive Ltd.*



Contact us to find out more

# Networking Highlights



Representatives from the following companies were present to collaborate and network



## Meet the Buyer Program

This program was organised by ADS and achieved resounding success by connecting OEMs and Tier 1 buyers with aerospace, security, defence, and space manufacturers. This integration yielded impressive results and the participation of over 90 buyer brands, including C-suite level representatives from esteemed organisations such as Hellios Information, MBDA, Babcock International Group, QinetQ Ltd, and more.

## VIP Lounge

The VIP Lounge, sponsored by Silverstone Technology Cluster, served as the ideal space to meet keynote speakers, C-suite level representatives, and a group of members showcasing the latest innovations in manufacturing engineering.

## Networking Zones

The Aerospace and Auto Networking Lounge, sponsored by Santander Navigator, provided a space to connect and served as an educational hub for international trade opportunities. The Composites Networking Lounge, sponsored by PRF, facilitated key conversations within the growing composite industry.

## Networking-Focused Show App

The event app enhanced connections before the event and on-site. It empowered visitors and exhibitors to pre-schedule in-person meetings and engage in online messaging. The event app served as a crucial guide for the show, real-time updates and interactive features, eliminating the need to print thousands of show guides and marking a strategic step towards more sustainable in-person events.

# Partnerships and Collaborations

The strong support and collaboration with key partners greatly amplified the success of Advanced Engineering 2023.

Strategic partners and sponsors brought added value, contributing to the overall experience for participants. Their collaboration facilitated exclusive offerings and benefits, enriching the engagement between exhibitors and attendees.

## Headline Sponsors



# 80+

Media partners significantly enhanced the event's visibility, providing extensive coverage before, during, and after the event, ensuring its reach extended beyond the exhibition halls.

## Key Strategic Partners



Advanced Engineering is one of the key milestones in the manufacturer calendar. Make UK is really proud to partner alongside Advanced Engineering, making sure we're here shouting about our key messages on behalf of the sector, working with the highest levels of government.

Chris Corkan, *Region Director - Midlands & East of England, Make UK*

## Supporting associations and partners



Contact us to find out more



# Inspirational content



## Main Stage

The launch of the new main stage debuted with keynotes, spearheaded by an opening session from David Smith of The Sunday Times, followed by a breathtaking session with Richard Noble, and a very insightful and informative session with Stephen Phipson, CEO of Make UK.

Sponsored by Lloyds Bank Group and supported by Make UK



## Aero & Space Forum

It hosted incredible Airbus and Make UK Defence sessions. Another highlight was the panel session on cleaner skies and the role of hydrogen in aviation, featuring Mike Gascoyne, Alasdair Aegerter, Dominic Weeks, Katy Milne, Petter Smith, and Peter Young.

Supported by ADS and Aerospace in Manufacturing



## Composites Forum

It was a great setting to learn about new materials, processes, and developments from leading OEMs, Tier 1s, and manufacturers in the composites industry.

Sponsored by PRF Composites Materials



## Automotive Forum

The automotive sector made a significant presence across the show floor. The forum wasn't the exception and hosted incredible sessions led by SMMT and Silverstone Technology Cluster.

Sponsored by Matterport and MEM



## Advanced Materials and Technology Forum (AMT)

The new addition of the AMT forum included the highly successful ConstructionAM, MarineAM, MedicalAM, MotorsportAM, SpaceAM, and SportAM events.

Sponsored by SHD

Supported by Fluency Marketing

# ADVANCED ENGINEERING

30 & 31 October 2024 | NEC Birmingham

## Get Involved

Be a pivotal part of Advanced Engineering UK 2024.



As an exhibitor, sponsor, or speaker, contribute to shaping the engineering and manufacturing industry's future. Your involvement will enhance your brand and foster innovation and connections within the industry.

Join us at Advanced Engineering UK 2024, where your influence becomes part of the narrative of progress.

**Contact a member of the team to secure your stand for Advanced Engineering 2024**

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