



Britain's business trade show and exhibitions industry 2024


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VisitBritain Business Events



VisitBritain Business Events is part of the national tourism agency, a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS). Our priority is to grow our valuable business events sector by promoting its world-class destinations, venues and driving more targeted international business events into Britain.

VisitBritain Business Events team works in partnership across the nations with VisitEngland, Visit Wales, VisitScotland to support business development and promotion in this sector. We all are responsible for supporting associations, corporations, trade show organisers and meeting planners to host successful international business events in Britain offering professional and impartial support.

Alongside our business development and promotion, we work in partnership to progress work in key transformational areas influencing our industry, such as environmental and social sustainability, developing legacy and positive impact models, conducting research and insights reports.

The Event Industry Alliance



The Events Industry Alliance, comprising of the AEO (Association of Event Organisers), AEV (Association of Event Venues), and ESSA (Event Supplier and Services Association) represents almost 500 companies in the Business Events sector in Britain.

It delivers trade and consumer exhibitions which are hugely important to the UK economy, and fuel travel, tourism, and hospitality. It ignites business in the markets served by the events it creates. It acts as a catalyst for growth bringing together investors, innovators and customers from around the globe to do the deals that drive international trade.

In 2022 despite Omicron impacting Q1 trading, we held almost 1000 trade and consumer shows spread across the UK, attracting over 6 million visitors, supporting 123,000 exhibitors and almost 100,000 direct jobs. In 2023 we are on track to exceed pre-pandemic levels including our 2019 Economic Impact figure of £11bn.

This document evidences the positive impact of support by way of case studies – and ways in which with more engagement we can grow together. It also includes a schedule of key exhibitions in sectors of importance for the UK economy happening in 2024, ready and waiting to help fuel growth. We endorse this Trade Show Marketing Document, which evidences the power of engagement, advocacy & support, and ways in which with a broader & deeper cross Whitehall engagement we can enhance the UK's position and fuel growth in key industrial sectors for the UK economy.

The Business of Events



The Business of Events (TBOE) is an independent Think Tank and Policy Unit for the events sector, a world leading industry that provides the UK with enormous trade and export potential.

Its primary role is to help unlock the industry's potential and raise the importance and profile of business events as an economic, policy, and community driver and to maximise the opportunities for the UK that can be delivered by having a strong business events sector.

This is achieved this through a combination of Policy, Advocacy, Content and Engagement, conducting regular research, bringing together senior leaders from across the business events sector to discuss policy ideas and initiatives and informing government, policy makers and influencers, public sector organisations and politicians.

Established in 2018 by brand communications agency Davies Tanner, its shared vision is supported by several strategic partners, including the Department for Digital, Culture, Media & Sport (DCMS), the All-Party Parliamentary Group for Events, VisitBritain and UKEVENTS (formerly the Business Visits & Events Partnership), along with many of the world's leading business events destinations, venues and trade associations.





Introduction:

Britain has a rich history of hosting exhibitions and trade shows, providing a fertile ground for businesses and investors from around the world. While on a global scale the industry faced significant challenges between 2020 and early 2022, recent data indicates a resilient recovery, particularly in the British trade show sector.

This document aims to provide insights into the trade show industry in Britain, highlighting key trends, statistics, and promising sectors for investment and business collaboration.

Overview of the British trade show sector

In 2022, Britain's trade show industry experienced fluctuations, reflecting the lingering effects of the pandemic. However, the sector demonstrated a strong recovery as visitor numbers have returned to 91% of 2019 levels.

Throughout 2022, Britain hosted an estimated 969 exhibitions at its primary venues. Notably, over a third of these events were concentrated in four main venues: ExCeL London, Olympia London, the National Exhibition Centre (NEC), and the Scottish Event Campus (SEC). These venues have established themselves as epicentres for trade and consumer exhibitions, offering state-of-the-art facilities and accessibility.

Britain is also home to several other high-profile major venues in key locations across the country, such as ICC Wales, Farnborough International, Manchester Central, ACC Liverpool, Edinburgh International Convention Centre, and P&J Live in Aberdeen. Further large new-build venues are due to open in 2024 in Newcastle-upon-Tyne and Bristol.

Despite the challenges posed by the Omicron variant, the industry exhibited resilience by recovering from a slow start in January and February. The number of exhibitions gained momentum from March onwards, reflecting the industry's adaptability. The trend for 2024 and beyond is on an upwards trajectory.

Visitor and exhibitor statistics

In terms of attendance, there were approximately 6.11 million visits to exhibitions hosted at Britain's main venues in 2022. The median event attendance stood at 2,800, suggesting a diverse range of event sizes catering to different sectors and interests.

On average, each exhibition featured 126 exhibitors. However, it is worth noting that the recovery in visitor numbers outpaced the recovery in the number of exhibiting companies, which remained significantly below 2019 levels. This indicates potential opportunities for international businesses to fill the gap by participating in these exhibitions.

Key sectors

Trade exhibitions in Britain display a great diversity in terms of industry sectors and possess tremendous opportunities. Britain's commitment to key priority sectors like **medical, technology, manufacturing, engineering, and mobility** is underscored by the presence of a multitude of homegrown trade shows dedicated to these industries.

These events not only attract international delegations but also offer a chance for global businesses to access the thriving British market.

To bring these opportunities to life, this document features case studies from seven trade events that are of strategic importance to Britain. The case studies provide an outline of the event, including a breakdown of its exhibitor and visitor profile, and a broad overview of the industry's importance to Britain as a whole.

Further, this document includes a detailed calendar of more than 40 leading trade shows that are planned to take place across Britain in 2024 and beyond.

These events are:

1. Spring Fair
2. Space Comm
3. All-Energy
4. Manchester Tech Week
5. UK's Real Estate Infrastructure and Investment Forum
6. Manufacturing and Engineering Week
7. London Tech Week

Opportunities for International Delegates

For international delegates considering investing or doing business in Britain, the trade show industry presents numerous opportunities.

Trade exhibitions offer a unique platform for networking with industry professionals, potential partners, and customers. These events provide an environment for forging valuable business relationships.

Delegates can gain valuable insight into the local market dynamics, consumer preferences, and industry trends. This knowledge can be instrumental in making informed business decisions. Exhibiting at trade shows allows businesses to showcase their innovations, products, and services to diverse audiences. This exposure can lead to increased brand visibility and sales opportunities.

Trade shows often attract industry leaders and decision-makers. International delegates can seize the opportunity to engage with influential figures, potentially leading to strategic collaborations or investments. They are also a tried and tested route for international businesses seeking to enter the British market. They provide a cost-effective means of establishing a presence and gauging market receptivity.

Opportunities for UK HMG Sectors



Sample trade shows and exhibitions in priority sectors in Britain

DATES	EVENT NAME	ORGANISER	UK CITY	VENUE	ESTIMATED ATTENDANCE	SECTOR	WEBSITE
24-26 January 2024	BETT Show	Hyve Group	London	ExCeL London	30000	Edtech	uk.bettshow.com
4-7 February 2024	Spring Fair	Hyve Group	Birmingham	NEC Birmingham	34000	Retail	www.springfair.com
4-7 February 2024	MODA	Hyve	Birmingham	NEC Birmingham	12,000	Retail	www.moda-uk.co.uk
11-13 Feb 2024	Pure London	Hyve	London	Olympia London	17,000	Retail	www.purelondon.com
5-7 March 2024	Futurebuild (previously Ecobuild)	International Business Events Ltd.	London	ExCeL London	8,000	Construction	www.futurebuild.co.uk
6-7 March 2024	Tech Show London (co-located with Data Centre World and Cloud Expo Europe)	Closer Still Media	London	ExCeL London	19,000	Tech	www.techshowlondon.co.uk
6-7 March 2024	Space Comm Expo	Hub Exhibitions	Farnborough	Farnborough Int. Centre	3500	Space	https://www.space-comm.co.uk
12-14 March 2024	Oceanology International	RX Global	London	ExCeL London	8,000	Ocean Tech	www.oceanologyinternational.com
25-27 March 2024	IFE, International Food & Drink Event	Montgomery Group	London	ExCeL London	30,000	Food & Drink	www.ife.co.uk
14-15 April 2024	Natural & Organic Products Europe	Diversified Communications UK	London	ExCeL London	10,000	Food & Drink	www.naturalproducts.co.uk
15-19 April 2024	MACH	The Manufacturing Technologies Association	Birmingham	NEC Birmingham	25000	Manufacturing	www.machexhibition.com
24-25 April 2024	Digital healthcare Show	Closer Still Media	London	ExCeL London		Health tech	www.digitalhealthcareshow.com
23-25 April 2024	The Commercial Vehicle Show	The Commercial Vehicle LLP	Birmingham	NEC Birmingham	21,000	Automotive	cvshow.com
24-25 April 2024	Retail Technology Show	Nineteen group	London	Olympia London	10,000	Retail tech	www.retailtechnologyshow.com
29-30 April 2024	Solar & Storage	Terrapinn	London	ExCeL London	5,000	Energy	www.terrapinn.com
April 2024	UK Fintech Week	Innovate Finance	London	Various		Fintech	www.innovatefinance.com/ukfintechweek
7-9 May 2024	UK Construction Week - UKCW	Media 10 Ltd	London	ExCeL London	20,000	Construction	www.ukconstructionweek.com
14-16 May 2024	Adweek Europe	Stillwell Partners	London	Picturehouse	7,000	Advertising	advertisingweek.com/event/advertising-week-europe-2024
15-16 May 2024	ALL-ENERGY	RX Global	Glasgow	SECC	9000	Energy	www.all-energy.co.uk
15-16 May 2024	Vehicle Electrification Show	Event Partners	Birmingham	NEC Birmingham	4,500	Automotive, Manufacturing	ve-expo.com/conference-2
20-24 May 2024	Manchester Tech Week	Clarion	Manchester	Various	7500	Tech	dtxevents.io/mtw/en/page/home
21-23 May 2024	The UK's Real Estate Investment and Infrastructure Forum	Built Network	Leeds	Armouries	6000	Real Estate	www.ukreiff.com
22-23 May 2024	Internet Retailing Expo (co-located with eDelivery Conference)	Clarion Events	Birmingham	NEC Birmingham	5,000	Retail	internetretailingexpo.com
4-6 June 2024	Air Tech Exhibition	Nineteen Group	Birmingham	NEC Birmingham	13,500	Manufacturing	www.airtech-expo.com
4-6 June 2024	Infosecurity Europe	RX Global	London	ExCeL London	13,000	Security	www.infosecurityeurope.com
5-6 June 2024	MedTech Innovation Expo	Rapid Medtech Communications	Birmingham	The NEC	4,000	Medtech	med-techexpo.com
5-6 June 2024	Manufacturing and Engineering Week	Nineteen	Birmingham	NEC Birmingham	10000	Manufacturing	www.mandeweek.co.uk
10-14 June 2024	London Tech Week	Informa	London	Various	55000	Tech	londontechweek.com
19-20 June 2024	MOVE	Terrapinn	London	ExCeL London	5,000	Tech, Sustainability	www.terrapinn.com/exhibition/move/index.stm
25-26 June 2024	Reset Connect	Reset Connect	London	ExCeL London	3,000	Sustainability	www.reset-connect.com
September 2024	Ecommerce Expo (co-located with Technology For Marketing)	Closer Still Media	London	ExCeL London	10,000	E-commerce, tech	www.ecommerceexpo.co.uk
October 2024	Bristol Technology Festival		Bristol	Various		Tech	bristoltechfest.org
12-14 November 2024	Euro Bus Expo	Diversified Communications UK	Birmingham	NEC Birmingham	8950	Automotive	eurobusexpo.com
14-15 November 2024	London Vet Show	Closer Still Media	London	ExCeL London	5,000	Other	london.vetshow.com
November 2024	London Build Expo	Oliver Kinross	London	Olympia London	30,000	Real Estate	www.londonbuildexpo.com
November 2024	B2B Marketing Expo (co-located alongside Marketing Technology Expo and Sales Innovation Expo)	Roarb2b	London	ExCeL London	7,500	Marketing, tech, retail	www.b2bmarketingexpo.co.uk

Spring Fair

Location:	NEC, Birmingham	Exhibitors:	1,200 to 1,600
When:	February, annually	Visitors:	20,000 to 30,000
Duration:	4 days	Visitor entry:	Free
Type:	Trade show, not open to general public	Organiser:	Hyve
		Website:	www.springfair.com



Overview

The Spring Fair exhibition is a major trade event that takes place at the National Exhibition Centre (NEC), located just outside Birmingham, England. It is an annual event that typically occurs in February and is one of the largest and most significant trade shows in Europe.

Spring Fair focuses on the retail sector and serves as a platform for suppliers, manufacturers, and wholesalers to showcase their products to buyers from various retail industries. The exhibition covers a wide range of sectors, including home and giftware, fashion and accessories, toys, gadgets, kitchenware, and more. It provides a comprehensive overview of the latest trends, innovations, and products available in the market.

Visitors must have purchasing power and come from a range of retail businesses, such as department stores, independent shops, supermarkets, importers, and online retailers.

The choice of the NEC as the venue for the Spring Fair is due to both its size and accessibility. The NEC is the largest exhibition centre in Britain and offers extensive facilities and infrastructure to accommodate the vast number of exhibitors and attendees.

Its central location in the Midlands makes it easily accessible for both domestic and international visitors and businesses. The venue offers excellent transport links, with Birmingham International Airport and a dedicated train station located nearby, making it convenient for both domestic and international visitors to attend.

Exhibiting business profile

General wholesale retailers from giftware, fashion and accessories, toys, gadgets, kitchenware

Visitor profile

Traders with buying or purchasing power from retail stores, multiples, department stores, online businesses, mail order companies, supermarkets, distributors, importers, wholesalers, multi-channel retailers or those looking to start a retail business.

the country's economy. It encompasses a wide range of businesses, from small independent shops to large multinational retailers. The sector is characterised by its diversity, innovation, and competitive nature and in 2020 reported sales worth £403 billion (\$542 billion).

Globally, Britain is the second most popular destination for elite shoppers, taking a 31% share of the market overall, with the world's wealthiest shoppers spending an average of £29,000, the highest in Europe.

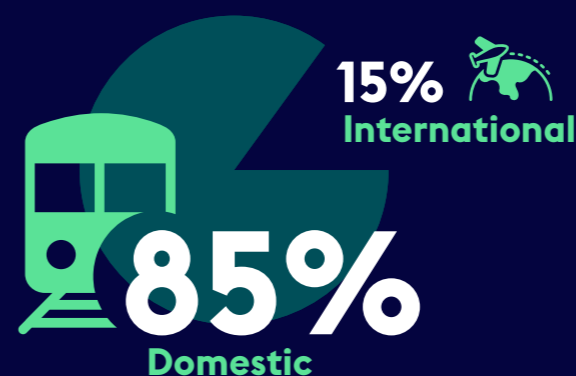
It is one of the largest employers in the country, providing jobs to millions of people. From sales associates and managers to supply chain workers and customer service representatives, the sector offers employment opportunities across various skill levels and disciplines.

The sector is characterised by constant innovation and adaptation to changing consumer trends. Retailers invest in technology, data analytics, and marketing strategies to enhance customer experiences and stay competitive in the evolving market.

The sector faces various challenges, including changing consumer behaviour, economic fluctuations, and increased competition. However, it continues to thrive and evolve, driven by consumer demand and the ability of retailers to embrace digital transformation and provide unique shopping experiences.

The retail sector in Britain is a crucial contributor to the country's import and export activities. While the sector itself primarily focuses on domestic sales and distribution, it indirectly influences import and export figures through its interactions with suppliers and manufacturers both domestically and internationally.

ORIGIN OF VISITORS:



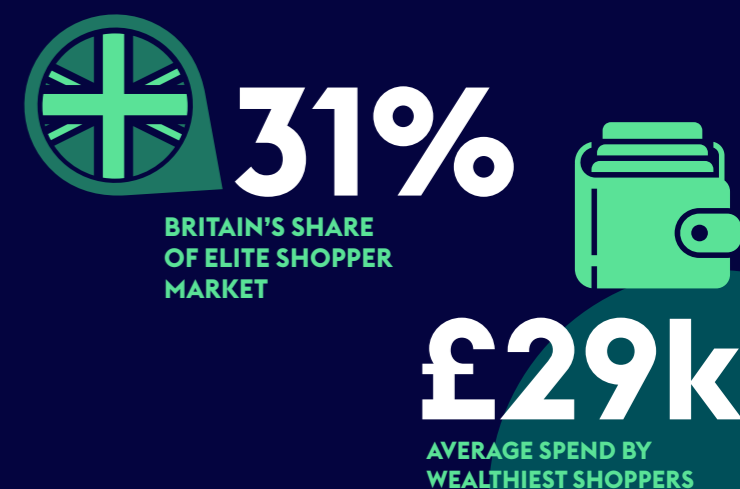
Content pillars

The organisers conduct research among 100 retailers ahead of each event to ensure current challenges are raised and appropriate themes are included.

Content at Spring Fair in 2024 includes evolving consumer trends; market analysis, social media retail, recruitment, sustainable supply chains, budget management, packaging legislation, exporting.

Real estate sector overview

The retail sector in Britain is a significant and dynamic industry that plays a crucial role in



Space-Comm Expo

Location:	Farnborough International Exhibition & Conference Centre	Exhibitors:	151
When:	March	Visitors:	4,018
Duration:	2 days	Visitor entry:	Free
Type:	Trade show, not open to general public	Organiser:	Hub Exhibitions
		Website:	www.space-comm.co.uk/



Overview

Space-Comm Expo is Britain's leading space industry event, a must-attend occasion for the international space community and investors seeking opportunities in the sector. As the cornerstone of the UK space industry calendar, this event offers a comprehensive view of the entire space supply chain, making it the only platform of its kind.

The sector is worth £16.4 billion to Britain, contributing 6.5% to the global space industry with ambitions to grow to 10% by 2030.

It takes place annually each March at Farnborough International Exhibition & Conference Centre, which is located 40 minutes from Central London by train.

With over 150 leading suppliers showcasing cutting-edge technologies, innovations, and applications, Space Comm Expo is a hub for discovering the future of space exploration and commerce. Attendees have the unique opportunity to learn insights from influential speakers representing both the space industry and government, as well as access knowledge

from world-leading authorities and technical experts.

This event facilitates invaluable networking opportunities, enabling investors to source new products, services, and suppliers with specialist expertise. The 1-2-1 Meet the Buyer sessions streamline the supplier discovery process.

Space-Comm Expo also offers a glimpse into the future with its Start-Up Zone, showcasing the next generation of innovators and disruptors. Exclusive invitation-only roundtables foster in-depth discussions, while the event's exhibitor line-up, featuring top-tier companies, is a one-stop destination for prospective collaborations.

Moreover, Space-Comm Expo boasts over 30 hours of free-to-attend high-level conference sessions, ensuring that stakeholders are well-informed and well-connected in the ever-evolving realm of space commerce.

Exhibiting business profile

More than 150 exhibitors from the entire supply chain including materials, chemicals, hardware and technology and science.

Visitor profile

More than 4,000 visitors attended the last edition, including engineers, technicians, systems integrators, C-Suite executives, buyers, procurement professionals, and contractors.

Content pillars

Space-Comm Expo offers a comprehensive exploration of the future of the space economy, with a focus on digital transformation, long-term space missions, commercial launches, and space tourism.

Discussions also focus on space sovereignty and global governance, the role of commercial space in defence, and sustainability efforts such as Space Domain Awareness (SDA) and debris mitigation.

Attendees can look forward to 12 impactful panel sessions, including topics like sustainable space exploration, building a robust commercial launch sector, envisioning global space governance, and the potential for new economies to flourish in the vast expanse of space. It's an unmissable opportunity to gain insights into the evolving landscape of the space industry.

Space sector overview

Britain's space industry is rapidly expanding, competing on a global scale, and assuming ever-increasing significance across the economy, national security, and daily existence.

In Britain, the space sector presents a wealth of opportunities. Currently contributing over £16.4 billion annually to Britain's economic landscape and providing employment for 45,100 people, it stands as a robust pillar of national prowess.

With the global space economy on track to reach an estimated £490 billion by 2030, Britain has unveiled its National Space Strategy. Under the Prime Minister's vision, Britain is committed to a strategic plan that will elevate it to a prominent position on the international stage, transforming Global Britain into a pioneering force as Galactic Britain.

According to a Space Sector Outlook by ADS Group in partnership with UKSpace, the UK's space sector added £7 billion in value to the British economy in 2022, while turnover from space organisations reached £17.5 billion and products and services exported by the sector grew to £5.9 billion in the same period.

UK Space Agency announced £6.6 million of funding for a range of international science partnerships and STEM education projects. The first nine projects selected for funding from the bilateral programme will link British organisations with the US, Japan, Canada and Europe, using £2.3 million UK Space Agency funding to develop collaborative proposals for new space science and exploration missions.

Britain is committed to enhancing its space sector by attracting businesses, researchers, and innovators, and facilitating global market access for domestic firms. Leveraging existing expertise, the nation excels in spacecraft and complex payloads manufacturing, especially in small satellites. Britain also leads in ground-based services for navigation and satellite communications. The National Space Strategy outlines future priorities, including satellite broadband, in-orbit servicing, space-based energy, and more, with a focus on civil and defence space.

A commercial direction promotes company growth through innovative regulation, business support, and international partnerships, positioning Britain at the forefront of space industry evolution.

Geographically, the sector is spread out across Britain. Leicester, in the Midlands, is home to a cluster of space technology companies and major new developments and universities, while Scotland employs some 7,000 in the field. Southern England is home to a £105 million National Satellite Test Facility.

£16.4bn
BILLION VALUE TO THE
BRITISH ECONOMY



45,100
PEOPLE EMPLOYED
BY SPACE SECTOR

esa **£374m**
CONTRIBUTION TO
EUROPEAN SPACE AGENCY

All-Energy

Location:	SEC Glasgow	Exhibitors:	251 in 2023
When:	May, annually	Visitors:	9,706 in 2023
Duration:	2 days	Visitor entry:	Free
Type:	Trade show and conference, not open to general public	Organiser:	RX
		Website:	www.all-energy.co.uk/en-gb



Overview

All-Energy is a significant fixture in the calendars of professionals within the renewable and low carbon energy industry and serves as a crucial platform for the dissemination of expertise, knowledge, and innovative technologies. Its primary objective is to contribute to the development of an integrated net zero energy future, emphasising the growing importance of ensuring security of energy supply.

The trade show and conference takes place at the SEC Glasgow, Scotland's largest event campus.

Since its inception in 2001, All-Energy has steadfastly pursued its mission to connect providers of renewable and low carbon energy solutions, as well as policy makers, with a diverse array of stakeholders. This inclusive approach extends to developers, investors, buyers, and professionals hailing from various corners of the globe.

The event's unique format facilitates not only business transactions but also the exchange of knowledge, taking place both on the show floor and within its conference halls.

The 2023 edition of All-Energy, co-located with Dcarbonise at the SEC Glasgow, broke all previous attendance records. A total of 9,706 attendees graced the event, marking a remarkable 27% increase from the 2022 figures.

The event attracts professionals from a wide spectrum of sectors, including on- and offshore wind, solar, hydropower, marine energy, hydrogen, bioenergy, and related components such as investment and grid infrastructure. The event's global reach is evident in the participation of individuals and organizations from countries including Belgium, Denmark, France, Germany, Ireland, Luxembourg, Italy, The Netherlands, Norway, Portugal, Sweden, the USA, and across the United Kingdom, all of whom converge to showcase the latest advancements in clean energy technology.

Exhibiting business profile

More than 250 exhibitors including ScottishPower, SSE, Shepherd and Wedderburn, BP, Shell, Natural Power, ABB, and Siemens Gamesa, among others.

 **250**
EXHIBITORS

Visitor profile

Delegates come from various sectors, including offshore and onshore wind, solar energy, hydrogen industries, marine renewables, energy storage, and more.

9,706 
ATTENDED 2023'S EVENT

Content pillars

The All-Energy conference features extensive streams and sessions that address key topics in the field of renewable energy. In 2023, there was a heightened focus on grid-related matters, underscoring the pivotal role of the grid in achieving the industry's objectives.

These sessions encompassed topics such as REMA, grid connections, new on- and offshore electricity infrastructure, electricity supply resilience, energy systems, hydrogen, energy storage, finance and funding, cyber security, community and local energy, among other pertinent subjects.

Additionally, the Dcarbonise sessions were specifically tailored to address decarbonization within the built environment, heat, transport, cities/places, industry, and throughout the supply chain, reflecting the conference's comprehensive coverage of sustainability-related themes.

Energy sector overview

Britain has over five decades of experience in exploration and production. Its focus on research and technology in natural resource extraction accelerates work in sourcing and utilising sustainable alternatives.

Crucially, Britain is committed to achieving net-zero greenhouse gas emissions by 2050, with the oil and gas industry playing a pivotal role in this transformative journey. Government-backed organisations like the Net Zero Technology Centre (NZTC) are driving research and development efforts, facilitating progress towards sustainability.

Furthermore, Britain stands as a leader in offshore wind energy, boasting the title of the world's second-largest offshore wind market. The British Energy Security Strategy's ambitious goal of achieving up to 50 gigawatts (GW) of offshore wind, including 5 GW from innovative floating technology, by 2030 not only advances energy security but also promises to create up to 90,000 direct and indirect jobs.

Britain's commitment to low carbon hydrogen production underscores its dedication to cleaner energy sources. The Hydrogen Strategy, published in August 2021, envisions up to 10 GW of low carbon hydrogen production capacity by 2030, aligning with the nation's net-zero target. Leveraging British expertise and natural resources, Britain is poised to play a significant role in the global energy transition towards a more sustainable and secure future.

Manchester Tech Week

Location:	Manchester Central (main), and other locations across Manchester	Estimated trade generated:	£46.2 million (expected exhibitor sales)
When:	May, annually	Exhibitors:	100
Duration:	5 days	Visitors:	7,500
Type:	Trade show, conference, and forum	Visitor entry:	Free
Website:	dtxevents.io/manchester/en/page/manchester-tech-week		
		Organiser:	Clarion Events Ltd



Overview

Manchester Tech Week is an annual event that plays a crucial role in supporting the private and public sectors with adopting modern technologies and developing tech talent from the region. It's also a key date in the calendar for international delegations who attend to learn about investment opportunities in the city and northern region. This significant week-long festival is organised to cater to the needs of business leaders, government officials, overseas investors, and tech stakeholders.

Throughout Manchester Tech Week, attendees can expect a comprehensive programme featuring high-level discussions, strategic planning sessions, and insightful keynote addresses. The event fosters an environment of thought leadership and collaboration.

The festival, organised by Clarion, centres around two key anchor events: Digital Transformation EXPO (DTX) and Unified Communications EXPO (UCX). It puts tech at the forefront of economic

recovery post-pandemic for the North of England and specifically in Manchester, a city which leads the way in networks, cloud transformation, cyber security, data, AI, broadcasting, and collaboration technology.

Inclusivity is a hallmark of this event, where decision-makers and influencers from various sectors converge to explore and embrace the latest technological advancements. Manchester Tech Week serves as a catalyst for technological progress, serving as a bridge between government entities and the private sector.

Manchester Tech Week is a vital opportunity for professionals to gain valuable insights, make informed decisions, and chart the course for the future of technology in the city and beyond.

Exhibiting business profile

100+ of the world's leading technology brands use Manchester Tech Week to access Britain's Northern Technology ecosystem including Microsoft, AWS, Google, CISCO, Oracle and Dell.

In addition, the event showcases the best consultancies (e.g. PwC) and all of the City Regions leading business groups and associations including Manchester Digital, MIDAS, Greater Manchester Combined Authority and Mayor Andy Burnham's Office.

Visitor profile

Business and Technology leaders from the regions public and private sectors (finance, insurance, professional services, retail, manufacturing, healthcare, education). From start-ups, small businesses and Britain's fastest growing unicorns (THG, Boohoo, AO.com) through to medium and large scale enterprise (Jaguar Land Rover, Rolls Royce, bet365, BBC, Kellogg's, Sainsburys, BAE Systems)

Content pillars

Content themes during Manchester Tech Week vary during the week from strategic and technical guidance on Critical IT Infrastructure, Cloud, Cyber Security, Workplace and Customer Contact Tech, Data and AI through to outlining the Digital Agenda for the City Region, diversity and inclusion and bridging the digital divide.

Tech sector overview

In 2021, the British tech sector made waves on the European investment stage, securing third of the market share at £89.5 billion. The flow of funds into British tech hit unprecedented heights, surging to £29.4 billion, a remarkable leap from the previous year's £11.5 billion. Nearly £9 billion of venture capital found its way into start-ups and scale-ups beyond the bustling hubs of London and the South East.

This surge in investment has catapulted the collective worth of British tech companies founded since the turn of the century to an impressive £540 billion. This growth marks the most significant year-on-year increase since 2013/14. International investors are increasingly drawn to the British tech scene, with 63% of tech investment in 2020 originating from overseas, a substantial rise from the 50% recorded in 2016.

Manchester is Britain's top digital tech city, with a rapidly growing £5 billion tech ecosystem. It's home to over 10,000 digital and tech businesses, including Google, Microsoft and IBM, and has a steady flow of graduates from top research universities such as the University of Manchester.

Additionally, the field of robotics is poised for remarkable growth over the next decade, particularly in the realm of mobile robots. Forecasts predict a robust compound annual growth rate of 40% between 2020 and 2030, with British robotics and autonomous systems (RAS) market expected to reach a substantial £3.5 billion by 2030.

Britain is a global leader in financial technology (FinTech) services, ranking as the third-largest destination for investment with a 10% market share. The sector boasts over 1,600 firms, a figure projected to double by 2030, contributing a robust £7 billion annually to the British economy.

In the face of growing digitalisation and online retail, cybersecurity has emerged as a critical field. The surge in cybercrime has led to significant investments in cybersecurity, with a record 82 investments totalling £981 million in 2020 alone.

Support from public bodies for any British-based firm is available through a knowledge transfer partnership. The partnerships are provided by UK Research and Innovation, which provides grants to help businesses innovate, grow and develop, and connects companies with academic partners to address innovation challenges.



UK's Real Estate Investment & Infrastructure Forum (UKREIIF)

Location:	Royal Armouries Leeds & Leeds Dock, Leeds	Exhibitors:	150+
When:	May, annually	Visitors:	10,000+
Duration:	3 days	Visitor entry:	£600 to £725
Type:	Trade show and forum, not open to public	Organiser:	Built Environment Networking
		Website:	www.ukreiif.com



Overview

UKREIIF is Britain's leading real estate event which takes place annually in Leeds, Yorkshire.

This three-day forum and trade show unites the public sector, including every major city and region in Britain, with participants from a range of fields, including government, investors, funders, developers, and housebuilders.

The forum attracts more than 10,000 delegates, with an additional 2,500 fringe event participants taking part. More than 700 speakers provide talks and discussions across 30 stages.

Mass participation is key to UKREIIF's success, which includes that from 250 local authorities, some 1,500 investors and a further 1,500 property developers.

The event, bolstered by significant support from regional combined authorities, local councils, and government departments, as well as active involvement from major developers and investors, assembles key stakeholders, influencers, and decision-makers in the investment and real estate sectors. Its aim is to

spotlight investment prospects and development initiatives, fostering new connections that drive economic growth through development and rejuvenation.

This platform is of strategic importance to the British property market, allowing the public sector to showcase development progress and present future investment opportunities to a global audience, making it an indispensable event on the calendar.

The venue is situated less than a mile from Leeds Train Station and is accessible either on foot or by taxi. For those traveling from major cities such as London, Birmingham, or Manchester, there are multiple direct routes daily.

Exhibiting business profile

General real estate services, including construction, developers, professional services, legal and consultancy.

IN 2023 THE EVENT HOSTED



Visitor profile

Visitors from every corner of the industry, including influencers and decision makers within the investment and real estate markets, as well as developers, consultants, contractors and more.

In 2022, its inaugural year, attendance was 3,200 and in 2023 was just under 7,500 delegates. Anticipated visitors in 2024 are 10,000+.

Content pillars

The content programme over the three-day event is vast, and focuses on industry specific issues. Topics include the future of buy-to-let,



investing in regions, skills and higher education, sustainability, and government policy.

Real estate sector overview

The real estate sector continues to stand out as a primary magnet for international capital investment and remains one of Britain's core industries.

Employing more than 12 million people, the property sector makes a substantial annual contribution of £1.7 billion to Britain's GDP. This underscores its significance as a driving force in the nation's economic landscape.

In Britain's towns and cities, the pursuit of a robust and sustainable environment lies at the core of their economic aspirations, a vision that aspires towards creating resilient urban spaces.

Britain is a global leader in various aspects of sustainable development, including green building design, construction, asset utilisation, and repurposing. British development companies are renowned for their innovative approaches and adherence to world-class standards in creating versatile urban mixed-use environments. Investors have also found opportunities to diversify into both traditional and emerging asset classes, including operational real estate.

Notably, Britain offers an impressive annual return of 7.1% (IPF) with a 5-year average property investment forecast. Leading advisory firm JLL has expressed confidence that overseas real estate investment into Britain will surpass the £60 billion invested recorded in 2022.



Manufacturing & Engineering Week

Location:	NEC	Exhibitors:	342
When:	June, annually	Visitors:	7091
Duration:	3 days	Visitor entry:	Free
Type:	Trade show and conference, not open to public	Organiser:	Nineteen Group
		Website:	mandeweek.co.uk



Overview

Manufacturing & Engineering Week is an annual event that unites the manufacturing and engineering community across Britain. This event showcases a blend of digital and live experiences, designed to inspire and educate delegates, as well as to showcase the latest advancements.

The event takes place against the backdrop of the British Government's initiatives to support the global expansion of domestic manufacturers and the release of the sector's first roadmap to achieve net-zero emissions. It serves as a platform for the community to come together and engage in discussions about the pressing challenges facing the industry and for suppliers to showcase their latest products.

Manufacturing & Engineering Week boasts a line-up of high-profile speakers, hands-on workshops, and industry-leading suppliers. It provides value to Britain and global businesses by covering the entire product life cycle, from design and

engineering to manufacturing and maintenance. This event plays a vital role in championing and celebrating the manufacturing and engineering sector's contributions to the British economy.

Co-located events within Manufacturing and Engineering Week include the Design & Engineering Expo, Smart Factory Expo, Maintec, and the new Drives & Controls Zone. The events enhance the depth of content, best practices, and business engagement opportunities across several disciplines. These events collectively provide a platform for Britain's industrial sector, fostering growth, collaboration, and progress in an ever-evolving landscape.

Exhibiting business profile

More than 300 exhibitors from all core product categories including: 3d printing, robotics, cyber security, software, sustainability, lean manufacturing, machinery & plant equipment, asset management, condition monitoring, design services, components and more.

Visitor profile

Manufacturing & Engineering Week attracts professionals directly involved in the manufacturing and engineering industry across a wide range of core vertical sectors such as Automotive, Consumer Electronics, Food & Beverage, Pharmaceuticals, Agriculture, Printing & Packaging, Oil & Gas, Utilities, Civil Engineering & Construction. This includes engineers, designers, technicians, production managers, heads of operations, quality control specialists and maintenance professionals.

The event also hosts business owners and executives, government representatives, researchers, suppliers, manufacturers, educational institutions, students, start-ups, and trade bodies.

Content pillars

Manufacturing and Engineering Week offers a content programme that includes keynote conferences, panel discussions, and debates at the Manufacturing & Engineering and Maintec Keynote Conferences. These sessions cover diverse themes, including automation, Internet of Things, sustainability, data analytics, design engineering, and maintenance.

Smart Factory Expo features six Solution Theatres, each focusing on different aspects of the smart factory value chain. Expert presenters deliver free-to-attend sessions, sharing insights on manufacturing and technology.

The SME Growth Summit is tailored for manufacturing founders, owners, and management teams. It equips them with the knowledge, connections, and insights needed to scale up their businesses, recognizing that the strategies for start-ups differ from those that propel promising SMEs to the next level.

Manufacturing and engineering sector overview

Twenty-three percent of Britain's total turnover is generated by the engineering sector, with manufacturing being the largest contributor to this. It accounted for 9.7% of GDP in 2021.

In the past decade, Britain's manufacturing productivity has surged, growing 2.5 times faster than the broader economy. This thriving sector contributes significantly, accounting for 7.3% of jobs and employing 2.7 million individuals nationwide. It plays a pivotal role in trade, representing 45% of total exports, equivalent to £275 billion, and drives innovation with a substantial 69% share in business research and development (R&D). Moreover, it fuels economic growth, providing 13% of business investments.



Engineering is a cornerstone of the workforce, with 18% of the British working population engaged in engineering roles, touching every region with at least 15% of its workforce in engineering jobs. The Government's Green Industrial Revolution, backed by £12 billion of government investment and potentially triple that from the private sector, aims to create up to 250,000 green jobs.

Notably, UK Electronics stands as the world's fifth-largest producer, attracting 14 of the globe's top 20 semiconductor companies. The UK's Robotics and Automation Systems (RAS) market is poised for remarkable growth, forecasted to expand by over 40% annually between 2020 and 2030, eventually reaching a substantial market size of nearly £3.5 billion by 2030.

Sub-sectors include robotics, materials, sensors, electronics, photonics, automotive, and aerospace manufacturing.

As the government in Britain focuses on initiatives like "Made in the UK" and achieving net-zero emissions by 2050, the manufacturing and engineering sector is poised to play a vital role in sustainable and inclusive economic growth. It remains an essential driver of innovation, productivity, and economic stability in Britain.

 **£275bn**
OF TOTAL EXPORTS COME FROM THE SECTOR IN BRITAIN

£12bn **9.7%** OF BRITISH GDP 
OF BRITISH GOVERNMENT INVESTMENT IN THE GREEN REVOLUTION 

London Tech Week

Location:	Olympia London (main); other locations across London	Visitors:	More than 30,000
When:	June, annually	Visitor entry:	Free
Duration:	5 days	Organiser:	Informa
Type:	Trade show, conference, and forum	Website:	londontechweek.com



Overview

London Tech Week stands as one of Europe's premier technology festivals. It gathers tech enthusiasts, industry leaders, start-ups, and innovators from across the globe to explore and celebrate the latest advancements in technology.

London Tech Week encompasses a diverse range of technology sectors, including artificial intelligence, cybersecurity, fintech, blockchain, digital health, and more. It serves as a dynamic platform for tech companies, both established and emerging, to showcase their cutting-edge products, services, and innovations. This event offers a comprehensive overview of the evolving tech landscape, making it a must-attend for tech enthusiasts and professionals alike.

Visitors to London Tech Week represent a broad spectrum of the technology ecosystem, including start-ups, investors, government officials, and tech enthusiasts.

The event is known for its networking opportunities, where attendees can connect with industry experts, potential investors, and like-minded peers, fostering collaborations and partnerships.

The choice of London as the event's host city is fitting, as it is a global technology hub and a melting pot of innovation. The city's vibrant tech ecosystem, world-class universities, and thriving start-up scene make it an ideal backdrop for an event of this magnitude.

Accessibility is a key factor in the event's success. London boasts exceptional international connectivity, with multiple airports and efficient transportation networks. This ensures that participants from around the world can easily access the event and partake in the week's activities.

Exhibiting business profile

Technology providers, suppliers, solutions, B2B and consumer, across multiple sectors, from health and pharma to fintech and AI.

Visitor profile

Multinationals, start-ups, investors, government officials, and tech enthusiasts.

Content pillars

Content themes during London Tech Week vary widely. In 2023, there was focus on building responsible and sustainable businesses, as well fuelling entrepreneurship and guidance on how to up-scale start-ups. The content agenda also focuses on identifying the digital skills that will drive the future.

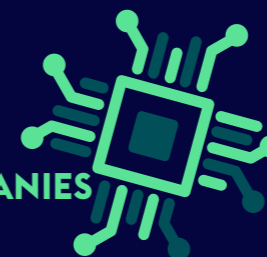
Tech sector overview

In 2021, the tech sector in Britain made waves on the European investment stage, securing third of the market share at £89.5 billion. The flow of funds into British tech hit unprecedented heights, surging to £29.4 billion, a remarkable leap from the previous year's £11.5 billion. Nearly £9 billion of venture capital found its way into start-ups and scale-ups beyond the bustling hubs of London and the South East.

This surge in investment has catapulted the collective worth of British tech companies founded since the turn of the century to an impressive £540 billion. This growth marks the most significant year-on-year increase since 2013/14. International investors are increasingly drawn to the British tech scene, with 63% of tech investment in 2020 originating from overseas, a substantial rise from the 50% recorded in 2016.

While London continues to anchor Britain's tech ecosystem, the opportunities extend far beyond its borders. Notably, the realm of artificial intelligence (AI) is thriving, with over 1,300 AI companies—a staggering 600% surge in the last decade—generating a combined turnover of nearly £1.47 billion. The once modest venture capital investments in this sector have skyrocketed, increasing from £88.4 million to well over £1.47 billion in the last decade.

600%
THE INCREASE IN THE
NUMBER OF AI COMPANIES
IN THE LAST DECADE



Additionally, the field of robotics is poised for remarkable growth over the next decade, particularly in the realm of mobile robots. Forecasts predict a robust compound annual growth rate of 40% between 2020 and 2030, with Britain's robotics and autonomous systems (RAS) market expected to reach a substantial £3.5 billion by 2030.

Britain is a global leader in financial technology (FinTech) services, ranking as the third-largest destination for investment with a 10% market share. The sector boasts over 1,600 firms, a figure projected to double by 2030, contributing a robust £7 billion annually to the British economy.

In the face of growing digitalisation and online retail, cybersecurity has emerged as a critical field. The surge in cybercrime has led to significant investments in cybersecurity, with a record 82 investments totalling £981 million in 2020 alone.

Britain's tech landscape is evolving rapidly, embracing innovation and attracting global attention, making it a dynamic and prosperous hub for tech enthusiasts and investors alike.

£540bn
TECH FIRM
INVESTMENT
SINCE 2000
(\$670bn)



£89.5bn
ONE THIRD
OF EUROPEAN
MARKET
SHARE
INVESTED IN
BRITAIN





Want to know more?

If you would like further information on the trade shows mentioned in the calendar and/or case studies, please contact the VisitBritain Business Events team.

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