

Thousands inspired by latest engineering innovations

A round-up of Advanced Engineering 2024

London, 12/11/24:

On October 30 and 31, 2024, over 9,800 engineering and manufacturing professionals flocked to the NEC, Birmingham, to attend the 15th edition of [Advanced Engineering](#). Across the two days, visitors witnessed the very latest that the industry had to offer, with over 400 exhibitors showcasing their innovations.

The exhibiting companies included representatives from Atlas Copco, Optimas, Airtech Advanced Materials and RS Group. Several leading industry associations also had a presence, such as Composites UK, Innovate UK, the GTMA and the National Composites Centre. Advanced Engineering's co-located sister show, Lab Innovations hosted a further 200 exhibitors, meaning visitors had access to an even wider array of professionals from the scientific community.

One exhibitor, James Watson, a regional director for Make UK Defence said, "This is our first time exhibiting and we've been blown away. We didn't know what to expect, but the interest has been incredible. Our stand hasn't stopped – we've seen a lot of existing members, along with a flood of new ones, and we've gathered dozens of actionable leads in one morning."

Visitors included representatives from Airbus, Dyson, JLR, McLaren and Rolls-Royce, plus many more. The event had several features, new and returning, to keep attendees busy across the two days. This included the return of the Enabling Innovation zone – an area for start-ups and SMEs to showcase their cutting-edge technologies.

On the second day, Enabling Innovation exhibitors were invited to pitch their company and technology to a panel of judges, including representatives from Innovation DB and Innovate UK. Dream Big Composites was crowned with their winner, with its composite smart vacuum system – a groundbreaking IoT device that automates the critical monitoring and control of vacuum pumps to prevent leaks and thermal runaway in composite manufacturing.

"It was just marvellous to be here and have a stand to tell people about our innovation and to connect with likewise businesses that we want to work with in the future," Mark Prince, Founder/Co-Founder, Dream Big Composites Ltd said. "There isn't one company here today that isn't innovating spectacularly in some way, it's brilliant to be part of this."

For companies targeting the aerospace and defence sectors, ADS returned with its Meet the Buyer programme, during which 103 suppliers registered for the event and 18 buyer representatives attended.

Attendees also had access to over 200 industry-leading speakers across its forums. On Advanced Engineering's main stage, which was sponsored by Lloyds Bank, Stephen Phipson CBE, Chief Executive of Make UK delivered the keynote speech. This came at the perfect time for manufacturing and engineering businesses, as the Autumn Budget was delivered just one day prior. Phipson was able to deliver incredible insight into the UK Government's focus for the year ahead.

Also, on the main stage were talks from Brian Holliday, head of Siemens Digital Industries for the UK and Ireland, Matthew Atkinson, lead research engineer at Jaguar Land Rover and Shaun Harris CBE, director of support and chief engineer in the Royal Air Force. There was also a Q&A with Guy Martin, British motorcycle racer turned TV presenter.

Innovate UK also hosted an impressive exhibitor pavilion showcasing its Driving the Electric Revolution initiative, featuring over 25 innovations in electrification and sustainable energy. Visitors explored advancements set to transform automotive, aerospace and energy storage sectors via the role of electrification in modern engineering.

Across the exhibition's other forums; automotive, aerospace, composites and advanced materials technology, visitors could hear from industry experts on topics ranging from supply chain management, digitalisation and the skills gap.

With visitor numbers increasing from 2023 and over 60 hours of content across the forums, it's no surprise that Advanced Engineering organisers, Easyfairs, received such positive feedback for this year's event. 80 per cent of exhibitor space is already sold for 2025, which will take place on October 29 and 30 at the NEC, Birmingham. If you're interested in exhibiting at the leading event for manufacturing and engineering professionals, [contact the organisers, Easyfairs, via the exhibitor enquiry form](#).

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About Easyfairs

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We currently organise 110 market-leading event titles in 12 countries (Algeria, Belgium, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 820 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the sixth year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2024.



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