

ADVANCED
ENGINEERING

Inspiring the future
of engineering and
manufacturing

2024 Post Show Report



[in](#) [@](#) [X](#) [f](#) @AdvancedEngUK advancedengineeringuk.com

Co-located with



by EASYFAIRS

Event overview

Celebrating its 15th anniversary, Advanced Engineering 2024 served as both a recognition of industry achievements and a launchpad for the future of manufacturing.

This year's event showcased pioneering technologies and was the go-to destination for building new partnerships, expanding business opportunities, and envisioning the industry's future.

The participation of diverse suppliers and decision-makers highlighted its role as a powerhouse for innovation, collaboration, and forward-looking industry insights.

The unique energy on the show floor was felt by all, as attendees engaged in meaningful conversations, including those sparked by the release of the Autumn Budget and its impact on the sector — particularly regarding financial implications, effects on SMEs, and skills development.



It's important for us to understand what the challenges are, what the key themes are, what the new innovations are. Advanced Engineering solves all of that as I can see everything I need here. There is a great buzz and it gives a great indication about the status of UK manufacturing"

Andy Benson, Relationship Director
HSBC UK Bank plc.

Advanced Engineering at a glance



9,819
attendees



400+
exhibitors



200+
speakers



6
forums



27,612
Business opportunities generated



Event highlights

Emerging Technologies

The driverless Ohmio vehicle turned heads with its groundbreaking automation! Visitors experienced the future of transportation on display, with next-gen solutions captivating attendees.

Enabling Innovation Zone

Every year, Advanced Engineering selects 10 startups to showcase their innovations. This year's winner, Dream Big Composites, introduced the Composite Smart Vacuum System.

Automation & AI Solutions

With an increased presence of exhibitors focused on automation and AI for manufacturing, attendees witnessed transformative solutions to enhance production efficiency and intelligence.

Next generation talent

The presence of apprentices from leading OEMs and future engineers and professors from top universities marked the show as a vital platform for aspiring professionals eager to engage and shape the future of the industry.

Industry Report

The Advanced Engineering Industry Report launched at the show, revealing key insights on overcoming challenges in UK engineering and manufacturing. From bridging the skills gap to integrating AI and boosting supply chain resilience, the report provided valuable guidance on addressing the sector's most pressing issues.

MINDTHEskillsGAP

MINDTHEskillsGAP continued to strengthen efforts in bridging the skills gap, amplifying the work of a wide range of associations, non-profits, companies, and initiatives. It will therefore become the go-to platform for accessing resources













Visitor demographics

The event attracted a diverse range of visitors blending expertise and perspectives to foster collaborations and partnerships. This broad spectrum of attendees covered the entire engineering and manufacturing supply chain.

Top 10 Engineers in attendance

1. Industrial/ Manufacturing Engineer
2. Design Engineer
3. Mechanical Engineer
4. Systems/Process Engineer
5. Electronics Design Engineer
6. Materials Engineer
7. Aeronautic/ Avionic Engineer
8. Applications Engineer
9. Automotive Engineer
10. Quality Engineer

Decision makers joined from the following sectors

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

Attendees at a glance



75%

of professionals were decision-makers or had purchasing power



70%

of attendees main goal was to find new suppliers or specific products



89%

of attendees are already planning to return in 2025



89%

of attendees recommend you join them in 2025

Key job functions in attendance

- Managing Director
- General Manager
- Business Development Manager
- CEO
- Head of Department
- Chief Technology Officer
- Product Developer Manager
- Supply Chain Manager
- Procurement Manager
- Financial Director

Exhibitors

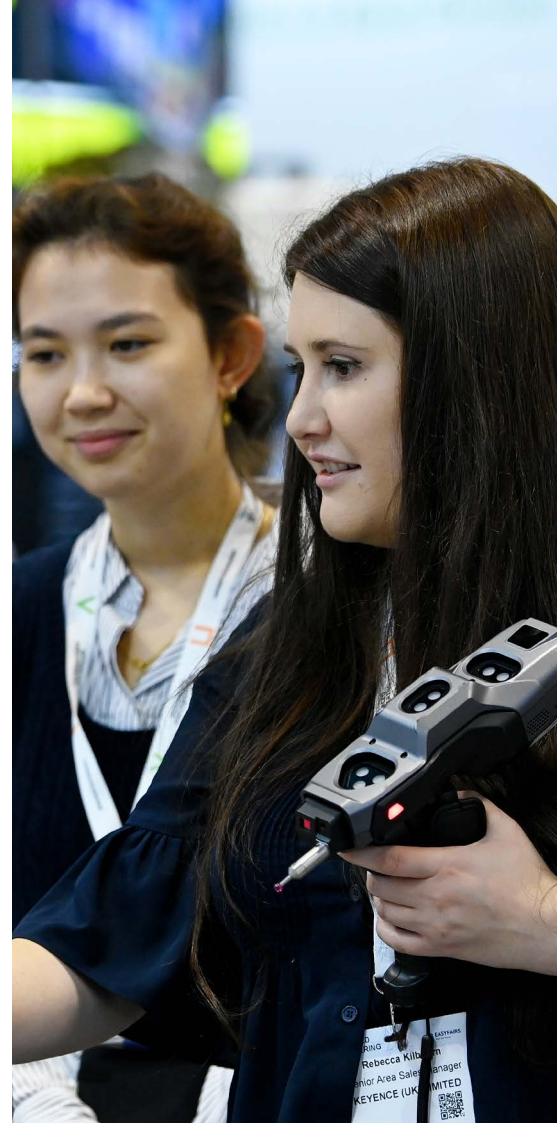
This year, the UK's manufacturing capabilities were on full display, setting the stage for what's next in engineering and innovation.

There was a notable increase in displays including 3D printing, additive manufacturing, AI, automation, drone technologies, electronics, electrification, testing, and quality control — providing hands-on opportunities for attendees to engage directly with the latest advancements.

Find below some of the 2024 exhibitors



Collaboration in action: Atlas Copco and leading OEMs on the show floor



80%
of exhibitors plan to return in 2025

86%
of exhibitors recommend the show



Engineering events like Advanced Engineering are so powerful for moving the industry forward in the UK. One reason is that you're seeing technologies you may not have seen in your vertical or sub-segment. On the other hand, there's collaboration, we've brought our partners here today as part of the networking zone, which enables other potential customers to talk to them about their experiences.

Matthew Jenner, Business Manager, Atlas Copco

Networking Highlights

With a buzzing floor, high-impact fringe events, and the new app driving connections, Advanced Engineering was the ultimate destination for building relationships and forging the future of manufacturing.

Here's what made it unforgettable:

VIP lounge

Sponsored by Silverstone Technology Cluster, the VIP Lounge was the ultimate hub for industry leaders, C-suite executives, and innovators to connect and share insights.

Composites Networking Lounge

With sponsorship from PRF Composite Materials, an inspirational Q&A session with Richard Noble OBE was held on Day 1, where he updated visitors on the ThrustWSH project.

Aero & Auto Networking Lounge

Sponsored by Atlas Copco, this vibrant space welcomed industry giants like Rolls-Royce, McLaren, and Airbus for the first time, creating an unmatched networking hotspot for aerospace and automotive leaders.

Women in Manufacturing Networking Drinks

Returning for its second year, this impactful event strengthened support for diversity and inclusion across all areas of manufacturing.

Meet the Buyer Program

Organized by ADS for the third year, the Meet the Buyer Program connected OEMs and Tier 1 buyers with manufacturers in the aerospace, security, defense, and space sectors. In 2024, the event hosted 103 suppliers and 18 buyer representatives.

AE Connect show app

With over 10,400 networking interactions tracked, the new app made it easier than ever for attendees to find and connect with the right people.

Special Guest Visit

Guy Martin strolled the show floor, answering attendee questions, sharing insights, and making time for a photo or two.

Fringe Events Fostered Networking & Sector Discussions

ADS, Composites UK, NATEP, Make UK regional dinner, and the ERS Hub hosted sector-specific sessions and networking drinks, providing professionals with a platform to exchange valuable insights.

Representatives from the following companies were present to collaborate and network



Partnerships and Collaborations

This year, we witnessed a significant increase in partnerships, demonstrating a strong commitment to supporting and advancing the engineering and manufacturing sectors.

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.

Headline Sponsors



Strategic Partners and Associations



Shows like Advanced Engineering are valuable for knowledge sharing and bringing people together. Not only do you get to see all these wonderful stands and products, but there are also many talks being organised. We've done some presentations ourselves, and it's a fantastic way to keep people up to date, share the knowledge you have, and learn from one another.

Pim van Baarsen, *CEO, Silverstone Technology Cluster*



Conference Programme Highlights

Inspiring Visit from Guy Martin

As a motorsport icon, television presenter, and skilled engineer, Guy Martin shared his experiences that often combine a love for speed, mechanics, and problem-solving. His presence emphasized the value of creativity, engineering expertise, and a passion for pushing boundaries.

Stephen Phipson OBE, CEO, Make UK

Stephen Phipson shared insights on the Autumn Budget's impact on manufacturing, sparking discussions around growth opportunities and sustainability within the sector.

Electric Revolution Skills Hub Forum

In partnership with the ERS Hub, a new addition to the 2024 show was a forum designed to accelerate the UK's electrification workforce through panel discussions, workshops, and expert networking sessions.

Skills and Workforce Development

A recurring theme throughout forums, panel discussions, and exhibitor solutions, the focus on skills underscored the pressing need for workforce development and reskilling.

Royal Academy of Engineering Panel Discussion

Making their first appearance, the Royal Academy of Engineering brought fresh perspectives on culture and diversity within the industry.

Women in Manufacturing Panel Discussion

The Women in Manufacturing showcase presented their latest report, highlighting advancements and ongoing challenges within the sector.

Andrea Wilson on UK Engineering's Economic Impact

Andrew Wilson emphasised the significant contributions of UK engineering to the economy, advocating for government support to unlock growth, enhance productivity, and drive economic prosperity.

AI and Digitalisation

AI and digitalisation took the spotlight, with Brian Holliday from Siemens introducing the National Made Smarter programme to drive digital transformation. Ian Gardner from IBM highlighted how generative AI and automation can enhance manufacturing operations and supply chains.

Net Zero

Net zero strategies featured prominently, with RIA outlining steps for a decarbonised railway by 2050 and ZeroAvia showcasing hydrogen-electric propulsion systems. These sessions highlighted cutting-edge solutions for achieving sustainability goals.



I like to go to all the shows to see all the latest technology. You get to know things that you didn't know about before. Seeing it in person makes a big difference.

Kevin Dowey, Metrology Engineer, Bentley Motors

Get Involved

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



Simon Farnfield
Event Director
T: +44 (0)20 3196 4314
E: Simon.farnfield@easyfairs.com



Ali Farr
Head of Sales
T: +44 (0)20 3196 4244
E: Ali.Farr@easyfairs.com



Sonia Diaz
Marketing Executive
T: +44 (0)20 3196 4306
E: sonia.diaz@easyfairs.com

ADVANCED ENGINEERING

29 & 30 October 2025
NEC Birmingham, UK

 Advanced Engineering UK

 [advancedengineeringuk](https://www.instagram.com/advancedengineeringuk)

 [advancedengineeringuk](https://twitter.com/advancedengineeringuk)

 Advanced Engineering

[advancedengineeringuk.com](https://www.advancedengineeringuk.com)

Co-located with

