



# Event to open up the EV sector for businesses in North East England

By Horizon Works



**Businesses who want to power ahead in the electric vehicle (EV) sector will be attending a special event this month, where they'll be gaining up to the minute insight and guidance from automotive industry experts.**

**The Vehicle Electrification Opportunity will be hosted by B2B marketing company Horizon Works on January 31 at its headquarters on Northumberland Business Park, near Cramlington, Northumberland.**

Delivered in association with the North East Automotive Alliance (NEAA), the UK's largest automotive cluster, the event will shine a spotlight on how North East England's supply chain can support and accelerate the transition to zero emission mobility.

Paul Butler, CEO of the NEAA and Christopher Appleby, Innovation Manager at the NEAA, will be providing the latest insight into the national and local EV landscape, including EV36Zero and off-highway, and will discuss North East EV supply chain needs and future demand.

In addition, delegates will learn what support is available for SMEs who want to diversify into the EV sector.

Christopher Black, Global Director Automotive Business Development and Sven Brehler, Director of Engineering at industrial fastenings specialist TR Fastenings, will also be presenting at the event: they will be sharing TR Fastenings' experiences of working with the EV sector and engaging with OEMs and the supply chain.

TR Fastenings (TR) is part of Trifast plc and is an international specialist in the design,

engineering, manufacture and distribution of industrial fastenings and Category 'C' components, principally to major global assembly industries.

The presentations will be followed by a panel session and Q and A, and the event will also include lunch and networking. It is free to attend for North East England-based engineering and manufacturing companies and is open to both members and non-members of the NEAA.

The Vehicle Electrification Opportunity is the third event in Horizon Works' Opportunities Series, a programme of workshops and seminars for manufacturing and engineering businesses. Run in conjunction with industry partners, the events highlight regional and national opportunities for engineering and manufacturing companies. Previous events held at Horizon Works' event space have featured speakers from Advance Northumberland and Make UK Defence.

Horizon Works has been an NEAA member since its inception and has worked in close partnership with the organisation on a number of workshops and webinars.

Paul Butler, CEO of the NEAA, said: "The North East is the UK's leading region for vehicle electrification. It is home to the Nissan Leaf, one of the world's most successful electric vehicles, Europe's first ever giga factory, and has the full complement of Power Electronics Machines & Drives (PEMD) - one of only a handful of regions globally.

"The recent announcement from Nissan and partners to invest £3 billion and to be 100% electric by 2030 with the commitment to build the next generation Leaf, Juke and Qashqai, as well as a third giga factory, makes the North East a globally significant hub for the automotive sector."





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Samantha Vassallo, Managing Director of Horizon Works, said: “The EV sector is intertwined with the industrial future of North East England, so it is vital that engineering and manufacturing businesses understand the opportunities it offers, and how they can engage with key players.

“We’re therefore delighted that the NEAA and TR Fastenings will be sharing their insight, guidance and expertise at The Vehicle Electrification Opportunity event, and we look forward to welcoming business from across the region to our event space on 31 January.”

Horizon Works, which was founded in 2010, works with ambitious and fast growing innovation and technology led manufacturing and engineering businesses that are creating solutions of worldwide importance. It offers a wide range of integrated marketing services including strategy, PR, design, digital and animation, and supports regional, national and global organisations.

Established in 2015, the NEAA is a not-for-profit, industry-led, automotive cluster and supports the economic sustainable growth and competitiveness of the sector. Today, it is the largest automotive cluster in the UK and provides an unparalleled collaborative network where companies gain from leadership and co-ordination of activities of mutual benefit.

For more information visit [The Vehicle Electrification Event](#).

