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Chris Black of TR Fastenings invited to participate in new NEAA trade group



Chris Black, Director of Automotive Business Development at TR Fastenings has been invited to be the industrial lead for the new Trade Working Group set up by the North East Automotive Alliance (NEAA), the largest and fastest growing organisation of its kind in Europe.

This recently launched trade group is a key part of the NEAA's 5 year strategy to better understand and support the trade activity of its members. With over 35 years of industry experience and an active alliance member, Chris Black is well placed to share latest insights, best practices and successes achieved through his global leadership position with international specialist TR Fastenings.

Founded in 2015, the NEAA is an industry-led automotive cluster which aims to be at the forefront of the Government's strategy to progress automotive technologies within the UK. The north east produces 30% of all UK passenger vehicles, which includes 20% of all electric vehicles across Europe and 10% of all UK non-highway vehicles per year. The region has firmly established itself as the leading UK location for battery manufacturing and is now the world leader in power electronics, motors and drives. It is home to a globally competitive supply chain which consists of 31 tier 1 suppliers and a host of specialist SMEs, R&D centres and a strong support network.

Chris Black feels passionately about his involvement with the NEAA; *"Since joining the alliance five years ago, I've been actively involved attending meetings, events and*

providing guidance, whilst also encouraging collaboration between members. The alliance has grown significantly during this time which reflects the buoyancy in this sector and a need for a trade support mechanism for members.

"TR has a vast global footprint which continues to expand and by sharing our experiences with fellow members, we can help to find solutions to the challenges of growing overseas such as investment, recruitment and securing new business.

"This trade group brings together ambitious companies looking to scale up, within the UK and abroad, and I am truly delighted to be working with Rohan Kohli at the NEAA to support this new initiative."

The NEAA Trade Group meetings are held quarterly with the first meeting hosted in November 2019 at the Port of Tyne in South Shields.

