

# North East Automotive expo2018

## Post Show Report

The region's only event solely focused on the automotive sector

The North East Automotive Expo was held at the Beacon of Light, Sunderland on 27 September 2018. The one-day exhibition, meet the buyer and seminar drew the participation of:

**547** delegates  
from **271** companies  
**130** exhibitors  
from **6** countries

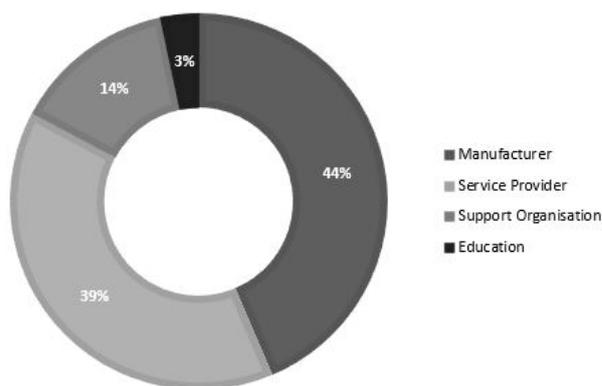


The North East Automotive Expo proved to be more than just an exhibition!

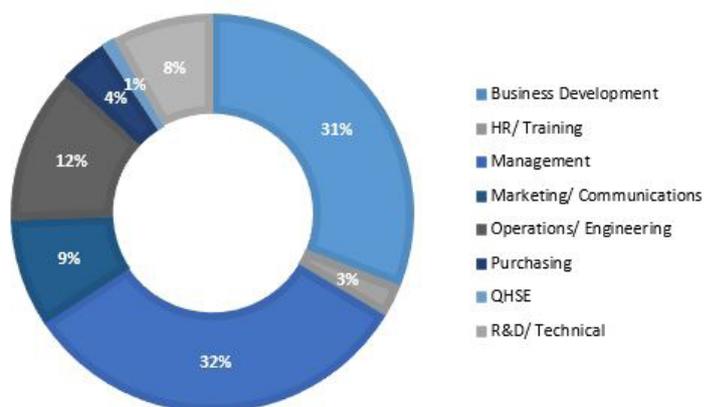
Showcasing the latest products and services doesn't make the North East Automotive Expo special! What makes it special is that it creates a business platform for meet the buyer opportunities and networking, and also brings national and international exhibitors and visitors to create a more thriving business environment for you.



Attendees by type of organisation

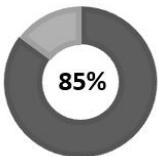


Attendees by job function

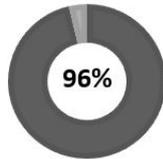


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## Exhibitors are extremely satisfied



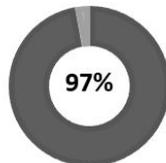
85% of exhibitors achieved their main objective in attending the event



96% of exhibitors were satisfied with the organisation of the event



99% of exhibitors were satisfied with the overall quality of the event



97% of exhibitors achieved between 1-10 potential sales leads



**33.1k** Twitter impressions during September 2018

## What our visitors have to say...

*"Truly a great day and as always so well organised."*

**Lawrence Davies MBE**

Automotive Sector Team, Department for International Trade

*"The overall meet the buyer event was good and organised well; it was useful and interesting to meet the wide range of suppliers."*

**Kiran Bhamra**

Nissan Europe Purchasing, Nissan

## Learn why companies exhibit at the North East Automotive Expo!

*"The Expo was such a good event which showcased the region so positively. The event organising was spot on and very slick, from easy registering to access the previous day for setting up, to catering and much more. Our company were very pleased to be able to exhibit and we will be back in 2019."*

**Bruce Mair FIRP** Faltec Europe Limited

*"This year's NEAA Expo was an exceptionally successful day during which we met many prospective clients. It was a superbly organised and enjoyable event, thank-you NEAA Team."*

**Janet Murray** Reprotec Group

*"Thank you for such an amazing event! I have to say that it was one of the best ones I have exhibited at this year."*

**Rebecca Everson** NBT Group

*"It was a great show, very well organised, really good venue and lots of good quality people attending."*

**Sue Watson Barnes** Consult the Experts Limited