

NEAA Trade Group Review 2021



The NEAA Trade Group exists to support member needs in relation to trade activity, through networking, collaboration and shared best practice.

The NEAA Trade Group strategy for 2021 has been formulated after collecting updated intelligence from a survey to the group's member companies, as detailed below.

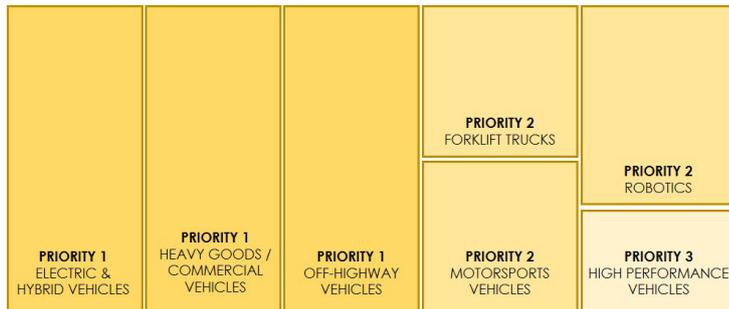


Table 1: How respondents rated the 7 areas of priority (ranked 1-3)



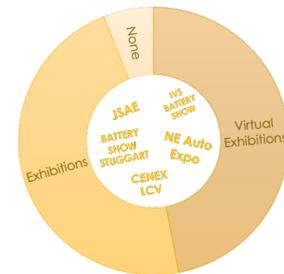
Table 2: Percentage of respondents who have benefitted from group initiatives

- 1 **94%** benefitted from the networking with likeminded individuals
- 2 **71%** said the Trade Group kept them informed of the latest trade guidance
- 3 **64%** found Automotive Export Week a great opportunity to connect globally
- 4 **59%** benefitted from presenting in front of the Trade Group
- 5 **36%** believed the ad-hoc Brexit sessions were of value

Table 3: Group activity statistics

48% of Members are exporting outside of the UK
58% have a strategy to support international expansion

Table 4: Respondents current export activity



94% are planning on attending Virtual Exhibitions/Exhibitions in 2021

Table 5: Respondents planned exhibition attendance

Next Steps

The NEAA Trade Group strategy refresh will look to build upon the existing key group activities including networking, sharing knowledge and collaboration. In addition, it will look to document and showcase the tangible impact the group has made to date.

The 2021 strategy will include:

- Best practice advice and support in relation to trade activity
- Documenting trade group success and tangible results
- Supporting companies to develop an international expansion strategy
- Identifying and facilitating relevant trade missions
- Sharing knowledge and experience in relation to industry exhibitions
- Sourcing funding to support national and international event attendance

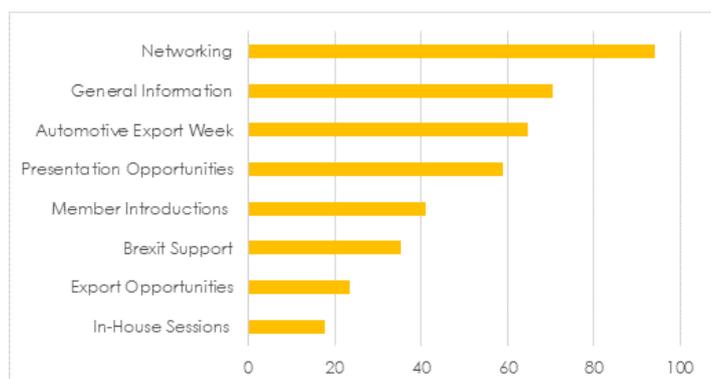


Table 6: How respondents rate Trade Group activity

Trade Group Member Company Testimonials

TR Fastenings have proudly been part of the NEAA Trade Group since its inception in 2019. We have shared our expertise and knowledge with the Trade Group members to provide support, have identified global business opportunities and shared best practice. We encourage members to participate in the meetings to obtain the maximum benefits from the group. TR Fastenings have also noted the benefits of working with fellow NEAA members.
Chris Black / Global Sales Director of Automotive Business Development / TR Fastenings

Connected Energy have been a member of the NEAA Trade Group for a number of years and always found the group to be helpful, professional and focused on supporting our business through networking events, training and member relationships. I genuinely believe that it isn't what you know in business, but it is who you know. The NEAA Trade Group are great ambassadors for your business; not only do they offer support but provide paths to companies creating new partnerships. We have met some very interesting and influential people along the way and attended many of the first-class networking events that the Trade Group promote and organise.
Mark Bailey / Former CCO / Connected Energy Limited

AVID Technology have been a member of the NEAA since its establishment, as well as a key part of the NEAA Trade Group since its launch in 2019. The Trade Group brings together several diverse businesses to share industry experience and knowledge. AVID has significantly benefited from the insights provided both by the NEAA Team and its Members around new market potential for AVID's custom-design electrification product solutions, particularly in mainland Europe. This has opened up new opportunities for AVID in new markets such as Defence/ Marine and new territories such as Eastern Europe.
Iain Young / Sales Director / AVID Technology

Advanced Electric Machines (AEM) are an NEAA member and have participated in the NEAA Trade Group since the start of 2020. As well as providing regular informative meetings on a number of subject matters related to the operation of a business, it also acts as an excellent networking forum with other local businesses, organisations, and Government bodies etc. It is credit to Rohan and the team at the NEAA, that they have maintained the momentum of these events, through what has been a difficult year.
Andrew Woods / Business Development Director / AEM

ThinkPrime are proud to have been part of the NEAA Trade Group since 2020. Since joining the group, we have given our support and shared best practices with a number of members and look forward to continuing to be an active member. Being part of the Trade Group has given us a valuable insight in to the current market within the Automotive sector and I would encourage all members to participate where and when they can to maximise the benefits of membership.
Paul Knight / Head of Sales / ThinkPrime

Tomlinson Hall & Co. Ltd are one of the founding members of the NEAA Trade Group. We have enjoyed sharing our experiences with other companies and have indeed learned from many of the other members of the group the benefits of collective co-operation and collaboration. We would advise that the NEAA membership at large would benefit from many of the initiatives created from the fruitful pooling of minds and suggestions.
Colin Simpson / Business Development Director / Tomlinson Hall



Table 7: Trade Group structure

Hart Doors joined the NEAA and its Trade Group to engage with like-minded companies from the North East, but we have gained so much more. During Covid-19 we have found the membership an invaluable source of up-to-date information. The webinars and the NEAA's Automotive Export Week gave Hart a unique opportunity to hear and share expertise in the automotive sector. Despite the challenges of the pandemic, we have been introduced to new opportunities and have engaged with many people around the world. The NEAA team work tirelessly to ensure each member gets the best out of their membership.
Melanie Rosby / Marketing Manager / Hart Door Systems

Hyperdrive Innovation are members of the NEAA, and actively participate within the Trade Group. Via the NEAA Trade Group we have had the opportunity to participate in various closed-door sessions centred around pressing industry issues such as Brexit, Force Majeure etc. We also collaborated throughout the NEAA's Automotive Export Week – a fantastic virtual event throughout COVID-19 allowing us to expand our global outreach. We have no hesitation in recommending the support that Rohan Kohli and the NEAA Trade Group provides to its members.
Steve Abbott / Business Development Manager / Hyperdrive Innovation

Eltronis are a part of the NEAA Trade Group and as such have had the opportunity to present our unique brand protection solutions to a diverse group of interested companies. In addition, we have benefited from a broad range of topical webinars and other activities that the NEAA have provided. Quite a number of trade groups have taken their eye off the ball during the Covid pandemic but not the NEAA, they continue to work hard for their members, and we would thank Rohan and Laura especially.
Pete Smallwood / Business Development Manager / Eltronis

Dontyne Systems and Dontyne Gears have found membership of the NEAA an excellent business resource. The quantity and the scope of membership in our own region was a very pleasant surprise. We have been particularly impressed with the proactive nature of the NEAA Trade Group events available to the membership to anticipate industry requirement and help prepare for changes in the future. Through our activity with the NEAA Trade Group we were also able to improve links to other automotive hubs in Europe, USA, and Japan that would have proven difficult otherwise.
Mike Fish / Director / Dontyne Gears and Dontyne Systems

Strathcarron & Co are automotive supplier supporters, delivering international growth opportunities through our GAA (Global Alliance Automotive) network. The NEAA Trade Group has provided an invaluable forum for us to promote our services to other members, share best practise, learn and develop new opportunities. The Trade Group is expertly run by the NEAA, nurturing a collaborative approach, and we encourage other members to make use of this fantastic opportunity.
Graeme Clark / Partner / Strathcarron & Company