



Department for
International Trade



MADE IN THE MIDLANDS SOLD TO THE WORLD

Automotive
& Future Mobility
Sector Events &
Activity 22/23



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MIDLANDS FUTURE MOBILITY

The Midlands is the undisputed heart of the UK's Automotive Sector. Premium and Luxury brands sit neatly with high volume and speciality OEMs, supported by a breadth and depth of supply chain capabilities and world-class R&D centres of excellence.



David Shepherd - Automotive
& Future Mobility Sector
Adviser for the Midlands

The transition to a zero-emission future is creating research, design and supply chain opportunities which are building upon the strength of the existing automotive ecosystem that already exists in the Midlands. To match this, the Midlands is rich with ground-breaking technologies ensuring competitiveness with global automotive megatrends.

MEET THE SPECIALIST

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Covering the Midlands Region, David Shepherd is the Automotive & Future Mobility Sector Adviser.

David has provided support to a wide range of automotive businesses to grow and improve performance including inward investors to the Midlands. Prior to that, David gained extensive international automotive sector experience in the automotive aftermarket, OE supply with a significant Tier 1 manufacturer, performance and engineering consultancy markets, operating at senior levels in sales, marketing and general management.

Additionally, he is well connected with the regional and national automotive infrastructure.

FUTURE MOBILITY DIRECTORY

The Midlands is the undisputed heart of the UK's Automotive Sector. Premium and Luxury brands sit neatly with high volume and speciality OEMs, supported by a breadth and depth of supply chain capabilities and world-class R&D centres of excellence.

To promote the capabilities across the region we are building a digital directory of future mobility companies.

It's intended to be a flexible resource to use at events and for overseas colleagues to use when promoting Midlands companies for potential export contracts.

It's easy for companies to be included, just follow the link below and complete the company information.

Directory Survey > <https://bit.ly/FutureMobME>

CASE STUDY

Founded in 2018, Eatron offers embedded applications for Battery Management & Motion Control that are not only automotive grade, safe and robust but also integrated with AI & cloud layers with analytics, offering OTA updates and continuous software improvements to enable its customers to achieve superior performance and reliability over the lifetime of the vehicles. Eatron is a fast-growing international technology company dedicated to making 'software-defined vehicles' a reality for OEMs worldwide. Its innovative software platform, which spans from the edge to the cloud, enables automotive and mobility OEMs and Tier-1s to rapidly integrate Eatron's offerings for series production.

The request was received from the Overseas Champion in India to identify Midlands companies with digital twin simulation capability to model battery life to support an Indian vehicle manufacturer experiencing problems in service with battery range not achieving expectations.

Following extensive research to identify companies with the right capabilities, of the companies put forward, Eatron Technologies was selected by the OEM.

Dialogue is still ongoing but since starting conversation, Eatron Technologies has signed a Non Disclosure agreement with the vehicle manufacturer and has recently opened an office in India, recruiting staff following introductions from Post.

22/23 EVENTS

Get involved in our programme of free events to support you in exploring opportunities in the global Automotive and Future Mobility sector.

► 07/09/22 to 08/09/22 - Cenex LCV, Millbrook

Visit us at this years Cenex Low Carbon Vehicle event, the UK's premier future mobility event, incorporating:

- Technology exhibition split over three halls;
- Extensive seminar programme; Facilitated networking;
- Ride & drive of the latest research & development and commercially available vehicles.

Visit us on stand [C3-201](#) to find out first-hand how DIT can support your export journey and learn more about the opportunities for working with electric vehicle manufacturers and supply chains in Europe, US, India, Turkey and Mexico with live links to territory and sector experts.

For a free ticket register at > www.cenex-lcv.co.uk

To learn more about any of these events please contact David on david.shepherd@trade.gov.uk.

22/23 TRADE VISITS

Join us on a Government lead trade visit to explore new markets, make new contacts and ultimately secure additional overseas business.

► 14/11/22 to 18/11/22 - Trade Visit to India with SMMT

Explore the Indian market on a trade visit with The Department for International Trade and The Society of Motor Manufacturers and Traders (SMMT). Travelling to Chennai, Pune and Delhi, expect a busy schedule meeting a range of high-profile Indian buyers in the EV supply chain as well as factory visits and much more.

Full programme to be confirmed.

► 30/11/22 - e-mobil Supplier Day, Germany

The Automotive Suppliers' Day Baden-Württemberg is part of the Strategic Dialogue for the Automotive Sector in Baden-Württemberg and is jointly organised by the Ministry of Economic Affairs, Labour and Tourism of the State of Baden-Württemberg and e-mobil BW, the State Agency for New Mobility Solutions and Automotive Baden-Württemberg.

Attracting over 300 visitors, the day is a great opportunity to network with the heart of the German automotive industry.

22/23 TRADE VISITS

► 12/01/23 to 15/01/23 - Trade visit to Auto Expo in India

Auto Expo Components Show is one of the largest automotive trade shows in India, with the last edition welcoming over 115,000 visitors. The biennial event showcases the auto component industry, with an increasing focus on technology and electrification and the EV supply chain.

Full programme to be confirmed.

► 20/02/23 to 24/02/23 - Trade Visit to Turkey with SMMT

Explore the Turkish market on a trade visit with The Department for International Trade and The Society of Motor Manufacturers and Traders (SMMT). Expect a busy schedule meeting a range of high profile Turkish vehicle manufacturers and suppliers as well as factory visits and much more.

Full programme to be confirmed.

To learn more about any of these trade visits please contact David on david.shepherd@trade.gov.uk.



Department for International Trade

DIT

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

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Published May 2022 by Department for International Trade - Midlands