

Marketing – Promotion of Cluster

Rev Project Objective

REV aims to develop and grow a cluster of like minded businesses. By promoting the cluster at both local and national events and to showcase the expertise, quality and specialism that the companies possess in this area.



**REV promotes cluster at the UK's premier manufacturing show.**

**The Requirement**

REV successfully developed a cluster of around 300 companies based around the engineering and motorsport industries. With small, medium and international companies within the cluster, REV felt it was important to promote the cluster to a wider audience.

With the perception that business in Norfolk is primarily based around agriculture, it was important that REV promoted the expertise that the companies in the cluster possess,

**The Solution**

REV developed a programme to promote the cluster at various local and national trade shows. These included the Royal Norfolk Show, Autosport International and MACH.

It was decided to appear at MACH in 2008 to promote the cluster and to promote the A11 corridor as an inward investment opportunity.

MACH is the UK's premier manufacturing and technology trade show. It is held every two years to promote the best of British manufacturing and engineering to both national and international companies.

MACH attracts over 25,000 visitors spread form all over the world with millions of pounds of business signed at the show.

**The Result**

REV in conjunction with Hethel Engineering Centre exhibited within the manufacturing advisory pavilion at the show.

REV also invited 500 companies and individuals to attend as their guests.



With attendance up 20% on the previous show MACH was a complete success both as a show and for REV and Hethel Engineering Centre.

REV engaged with over 300 companies. Many of these not knowing the extent of the manufacturing and engineering sector that exists within the REV cluster.

Thetford Enterprise Park was promoted to any potential interested parties and one firm lead was generated from exhibiting.

