

**MADE
SMARTER**



TEES VALLEY
COMBINED
AUTHORITY

TEES VALLEY MAYOR

TEES VALLEY
BUSINESS



North East
Growth Hub

MADE SMARTER ADOPTION NORTH EAST

Marketing toolkit.

Made Smarter helps makers keep their competitive edge, with digital tools that help people make an everyday difference to their business.



About Made Smarter Adoption North East

Made Smarter Adoption North East is backed by world-renowned businesses and the UK government. It aims to drive growth amongst the region's manufacturing businesses and advance the UK economy by improving the development and adoption of emerging technologies.

The North East Growth Hub and Tees Valley Business are working with Made Smarter to deliver Made Smarter Adoption in the North East LEP and Tees Valley Combined Authority areas.

You can find out more about the wider Made Smarter offer [here](#).

Key messages

- You can make an everyday difference to your business by investing in digital tools, innovations, and skills with help from Made Smarter Adoption North East.
- Adopting digital technology is an opportunity for manufacturing businesses to differentiate, win new clients and diversify into new markets.
- There are so many benefits that investment in technology can bring to your business. Reducing inefficiencies and cutting waste, increasing your sales growth and new market opportunities, overcoming capacity and resource issues, boosting your competitiveness, and increasing resilience, agility and innovation.
- Made Smarter Adoption North East can help you access grants and funding to help you get specialist advice and purchase and implement new equipment
- Made Smarter is supporting manufacturers with the adoption of Industrial Digital Technologies, such as:
 - o Additive Manufacturing
 - o Data And Systems Integration
 - o Robotics And Process Control Automation
 - o The Industrial Internet Of Things (Sensors)
 - o Artificial Intelligence And Cognitive Learning
 - o Virtual, Augmented And Mixed Realities
 - o Industrial Cybersecurity
 - o Mobile Devices And Wearable Tech.

Digital copy

Made Smarter Adoption North East

Made Smarter Adoption North East can help your manufacturing business become more efficient, more productive and more competitive by investing in digital tools.

- Get hands on help to develop a digital roadmap for your business – wherever you're at on your digital journey
- Innovation Vouchers worth up to £500 are available to help you access expert advice from an industrial digital technology specialist
- Grants of up to £20,000 are available to help you purchase and implement new software and/ or equipment (up to 50% of the overall cost)

If your team is losing time and money trying to resolve reoccurring issues like machine downtime, struggling to meet customer demand, manual tasks causing delays and lack of the right data to support decisions – digital technology could be the solution.

Tees Valley Business and the North East Growth Hub are working with Made Smarter to deliver Made Smarter Adoption in the Tees Valley Combined Authority and North East LEP areas.

Digital copy, continued

Get Support

Businesses in the North East LEP area (Durham, Gateshead, Newcastle upon Tyne, Northumberland, North Tyneside, South Tyneside and Sunderland) can find out more about [Made Smarter Adoption North East and sign up to take part here.](#)

Businesses in the Tees Valley Combined Authority area (Darlington, Hartlepool, Middlesbrough, Stockton-on-Tees, Redcar and Cleveland) can find out more about [Made Smarter Adoption North East and sign up to take part here.](#)

Contact information

If you have any questions about Made Smarter Adoption North East, please contact:

info@northeastgrowthhub.co.uk

For businesses based in the North East LEP area


OR


teesvalleybusiness@teesvalley-ca.gov.uk

For businesses based in the Tees Valley Combined Authority area


Social media messaging

Twitter: @GrowthHubNE
Facebook: @northeastgrowthhub
LinkedIn: @North East Growth Hub

Made Smarter Adoption can help your manufacturing business become more efficient, more productive and more competitive by investing in digital technology 


Discover the digital tools that could help 


<https://www.northeastgrowthhub.co.uk/scheme/business-support/made-smarter-adoption-north-east/>


 SME Manufacturers!

You can make an everyday difference to your business with a new range of digital tools to help you:



 Get to market faster


 Cut costs

 Reduce downtime

Get FREE support through Made Smarter Adoption 

<https://www.northeastgrowthhub.co.uk/scheme/business-support/made-smarter-adoption-north-east/>

 #MadeSmarter Adoption North East can help manufacturers adopt digital technology 


 Hands on help and workshops


 Innovation Vouchers up to £500 for expert advice


 Grants up to £20K to purchase and implement new software / equipment


<https://www.northeastgrowthhub.co.uk/scheme/business-support/made-smarter-adoption-north-east/>

Wondering what #digitalisation could do for your manufacturing business?

 Stay connected with your employees

 Keep your supply chain running smoothly

 Reach new customers and improve their journey

Get free support with Made Smarter Adoption 

<https://www.northeastgrowthhub.co.uk/scheme/business-support/made-smarter-adoption-north-east/>

Graphics

- You can download a suite of social media graphics and animations here:
<https://www.dropbox.com/sh/i3x5o0afs7iyismw/AADPVaoXl53lIZBaz6LtetUua?dl=0>

Case Studies

- [BA Joinery](#) - Billingham
- [HC Controls](#) - Stockton-on-Tees
- [Advanced Electric Machines \(AEM\)](#) - Washington



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