



SEPTEMBER/OCTOBER 2025

WHY THE NORTH EAST?

Connect with trailblazing businesses showcasing the pioneering spirit and ingenuity of North East England

Discover the transformative innovations that are driving tomorrow's advances today

Explore the region's dynamic investment opportunities and the organisation's powering its success

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NET's headline investment campaign VISION 31 will return later this year to once again showcase the North East's powerhouse business community to the City. Building on a successful London launch last year, and bolstered by regional summits across the spring and summer, VISION 31 will highlight the North East's innovative spirit, thriving sectors and investment potential. Here, NET editor-in-chief Steven Hugill reveals more about the campaign's return and how it will illuminate the North East's dynamic business landscape, connect investors with ambitious companies and reinforce the region's status as a leading destination for growth and opportunity.



AON



NET's flagship investment campaign is back – and bigger than ever.

VISION 31 returns in November with a London summit set to once again spotlight the North East as a powerhouse of opportunity.

Building on a hugely successful capital convention last year, and shaped by subsequent high-level Sunderland and Tees Valley events, VISION 31 will illuminate the North East's role at the forefront of moves to nurture tomorrow's world today.

Held at campaign partner Aon's Leadenhall Building global headquarters in the heart of London's financial district, high-calibre panel discussions – featuring founders and business leaders whose ventures have flourished from the North East – will showcase the region's fertile growth landscape to senior City figures and investment houses.

From the region's mayoral-led regeneration bodies driving watershed economic and social change, to its ground-breaking manufacturers, pioneering green energy and digital moves, headline cultural developments, pulsing healthcare and life sciences ecosystem and thriving professional services landscape, the event will celebrate a region moving forward at pace.

NET is proudly working with a number of North East firms to deliver the summit, including headline partner Womble Bond Dickinson.

The campaign is also backed by partners Aon, Grand Central, Jackson Hogg and Lloyds Banking Group.

VISION 31 was conceived in the immediate post-pandemic period by NET alongside



Panellist Kirsten Donkin, Double Eleven head of communications, speaks at the Middlesbrough VISION 31 event held in early summer



The Middlesbrough VISION 31 event, held at AV Dawson, on the banks of the River Tees in early summer, attracted scores of guests

Newcastle-based Northstar Ventures to bolster investment into the region, with several roundtable discussions helping create a blueprint for change.

Steven Hugill, NET editor-in-chief, says: "We're thrilled to be taking VISION 31 to the City again.

"The campaign is all about highlighting the North East's enormous potential and the bold businesses driving its growth.

"The North East has arguably never been more dynamic, and VISION 31 gives senior City figures a front row seat to the innovation, ambition and resilience that defines our region.

"From trailblazing manufacturers to leading digital and green energy initiatives, the North East is bursting with opportunity, and VISION 31 is the perfect platform to bring that story to a wider audience.

"After the success of last year's City event, we're excited to build on that momentum and demonstrate to investors why the North East is a region worth backing."



Elaine Stroud, Entrepreneurs' Forum chief executive, makes a point during a panel discussion at the Middlesbrough-based VISION 31 event in early summer



Guests watch on during a panel discussion at the Sunderland VISION 31 event in the spring



Dr Arnab Basu, Krome Group chief executive, makes a point during last year's VISION 31 London event. He is watched by Rob Hamilton, North East Combined Authority head of economic strategy and innovation



VISION 31

For more information about VISION 31, how your business could support the campaign and further details on the London summit, contact John Duns, NET business development director, by emailing john@netimesmagazine.co.uk