

Passionate about business



The 'Passionate people. Passionate places' campaign highlights the region's best assets to raise awareness of North East England as a great place to do business, live, work, study and visit.

The campaign has been fantastically successful to date gathering great momentum, both in terms of support from businesses across the world, as well as through exposure in the regional, national and international media.

This is due in no small part to the near 1000 businesses that are now actively promoting the region, having recognised the vital link between the image of North East England and its economic growth. These companies across the region are helping to spread the word. Some are using the North East England logo and 'Passionate' branding in their marketing. Others are simply talking passionately about the region and

referencing the campaign at every opportunity.

Let's meet one of them now.

For Jon Bolton, Managing Director of Corus Teesside Cast Products, the 'Passionate people. Passionate places' campaign presented a great opportunity.

"We were looking for a way to reflect the energy and passion of the people working for us. We knew they already had a lot of pride in what they do and we wanted a positive campaign that would work with that. 'Passionate people. Passionate places' fitted the bill perfectly."

So Corus, which ships 3.2 million tonnes of steel slabs every year to customers all over the world, has joined so many other North East businesses in supporting the highly successful campaign.

"It's important that people in the North East are not just passionate about what they are doing in the workplace but that their passion for the region also comes out at a community level," says Jon Bolton. "We should be able

to go home and read positive things about the region in which we work."

And he is delighted that this is now happening.

He says: "There is a real buzz about Tees Valley now, a real awareness of opportunities and there is a sense that people are beginning to look forward with a lot more optimism."

Jon believes that a great contributor to North East England's economic strength is its well established business support network, whether that be in the shape of the Regional Development Agency One North East or the first class universities.

Now he would like to see the whole of the region's business community throw its weight behind the 'Passionate people. Passionate places' campaign.

"It's extremely important for businesses to be involved in this kind of campaign. It's important for employees to be proud of their region and of the role that their businesses play in the region.

"The campaign has been hugely successful and has

really captured people's imaginations. All kinds of people are getting involved. We are using the 'Passionate about steel' logo and it has become part of the everyday language."

However, the job isn't done. It's crucial that we continue to tell the world all about the fantastic businesses, brands, attractions, places, and of course people, that make North East England such a wonderful place.

If you're not already doing so, you can talk up the achievements of the people and places of the region in your every day dealings both at home and on your travels.

And why not use the North East England and 'Passionate about' logos on your company materials, websites, brochures, packaging or at major events? In doing so you will be helping to spread the word about North East England and raise its profile as an innovative and forward thinking region.

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