

medilink

news

YORKSHIRE & HUMBER
SUMMER 2011

BEST OF BRITISH

TAKE A LOOK AT COMPANIES
IN THE REGION THAT
ARE BEING RECOGNISED
NATIONALLY AND
INTERNATIONALLY

HSBC 
The world's local bank

Proud sponsors of this issue of
Medilink News

www.business.hsbc.co.uk

**Medilink**
Yorkshire & Humber

FOLLOW US:
@MEDILINKYH 

JOHN CHACKSFIELD
MANAGING DIRECTOR
TRIO HEALTHCARE LTD



As a Yorkshire man, I am extremely proud of my heritage and a huge advocate in arguing that Yorkshire and Humber really does produce the best of British healthcare.

With leading businesses, universities, and clinical facilities in the region, it is absolutely no surprise why the buoyancy of the sector remains so high, and it's through these networks of excellence that the region will continue to be a driven force.

As the Managing Director of an SME, I look to other companies for inspiration

and stimulation. Here in Yorkshire and Humber I don't need to look far.

Healthcare companies continually dominate the news with their world leading innovations and outstanding service offerings and this is testimony to the forward thinking nature of the region.

Awards are key to this, and having recently been awarded the Queen's Award for International Trade, we are extremely proud of this accolade and it has given us a real boost to expand our global reach and realise our potential.

Working with Medilink has really helped us turn our aspirations into reality though. Having worked with the International department to develop our global strategy, we got a real insight into the peaks and troughs of international trade and an experienced view on how to take our business to the next level. The support we received was exceptional and I really believe that without this, we wouldn't be where we are today.

Speaking to other companies in the

sector has also been key for us. As I've said there are so many companies doing great things in the sector that you don't have to look far for advice and Medilink's vital to this.

Through the Medilink network I have met some truly inspirational people and continue to do so. Facilitating relationships are second nature to Medilink and this really does help to bring the sector together and create a real cohesion.

No business can go it alone and we need to work together in order to continue to drive healthcare and keep Yorkshire and Humber well and truly on the map proving why we are the Best of British.

John Chacksfield is Chairing the recently launched International Club. For more details see page 5.



MEDILINK HEALTHCARE BUSINESS AWARDS

APPLY NOW!

Yorkshire and Humber healthcare companies can now apply for their chance to shine by entering the region's leading healthcare technology awards - the Medilink Healthcare Business Awards 2011.

The awards, now open for entries, will allow companies to highlight successes and achievements in the healthcare sector and wider business community.

Healthcare companies can apply whether they are just starting out or are an established industry leader.

Five awards will be contested, honouring healthcare excellence across the region and allowing winning companies to be entered into the 2011 national Medilink UK Awards.



The categories for the awards are, Start-Up, Innovation, Partnership with the NHS, Outstanding Achievement and Export Achievement.

For more information, to apply for an award or book your place visit www.medilink.co.uk or contact

Nikola Alevizos,
Events Co-ordinator
0114 232 9292

SHEFFIELD BUSINESS PLEDGE TO EGYPTIAN HOSPITAL

Following a trip to a hospital in the north of Egypt, a Sheffield business has committed themselves to providing vital equipment to the severely overpopulated and underequipped region.

Sheffmed's Managing Director, Alan McNulty spent several days in July visiting the Khalid Fhaluda Hospital, two hours to the north of Cairo. Mr McNulty was shocked to find a substantial lack of equipment for a hospital serving a population of around 4 million people.

One of the major problems was the region's high number of premature babies. With access to only three ventilators desperate mothers are turned away and many of their children do not survive. Speaking after his trip, Mr McNulty, said:

"Due to the lack of equipment these doctors struggle to provide the care that we take for granted here.

"We are contacting UK hospitals to see if there are any unused ventilators that may have been replaced due to upgrades. These

ventilators can then be sent to Khalid Fhaluda Hospital, failing that we will purchase a portable unit to transport these babies to other hospitals in the region"

The Outpatients Department was also in dire need of help. A single ENT room with only one working lamp and a handful of instruments sees over 160 patients a day. The limited amount of equipment means doctors cannot do their job effectively.

Sheffmed have also pledged to supply several full sets of instruments, headlights, otoscopes and endoscopy equipment to Khalid Fhaluda Hospital.

The Sheffield based medical technology company are also asking for the help of other local businesses, promising to repair broken endoscopes for a fixed price of and donate 50 to the hospital. This offer not only saves departments of UK hospitals money but it is making a positive impact internationally.

Alan McNulty plans to visit the hospital again in September to track any progress.

NEW MEMBERS

Bolton Surgical (Corporate)

Manufacturers and suppliers of surgical Instruments and accessories for theatre.
www.boltsons.co.uk

Forsite Diagnostics (Corporate)

Contract manufacture of lateral flow diagnostics.
www.forsitediagnostics.com

Gill Wake (Individual)

Hospital & dental cabinets.
www.wakemedical.co.uk

Sheffmed (Corporate)

Ear nose and throat supplies.
www.sheffmed.com

OUR SPONSORS

THANKS TO...



SCAN TO SEE OUR LATEST NEWS ONLINE!

BEST OF BRITISH!

As organisations across the industry know, receiving a Queen's Award is no easy feat and requires months of planning, perseverance and preparation. In this edition of Medilink News we want to highlight some of our member's recent successes.

As the highest accolade for industry, the prestigious awards for outstanding achievement by UK businesses are awarded under the categories of Innovation, International Trade and Sustainable Development.

These awards are given annually by Her Majesty the Queen and are only awarded for the highest levels of excellence demonstrated in each category.

Winners gain worldwide recognition and the opportunities it affords them have a real benefit to the reputation and perception of winning companies going forwards.

This year has seen two of our most involved members win the accolade: Trio Healthcare for their commitment to International Trade and Brandon Medical for their dedication to innovation.

Trio Healthcare has developed its international reach considerably, working with both Medilink and UKTI to develop their international strategy to quadruple their export earnings over the last three years and create an export network that spans over 20 countries.

Manufacturing a range of life-changing skin care products, Trio Healthcare's adhesive removers, skin barriers and absorbent gels are used by patients across the globe for treating wounds, infections and other serious health conditions.

Trio's Managing Director, John Chacksfield, spoke about the accolade, he said:

"We're delighted. Our team has worked tirelessly to make the company a success; developing a robust international strategy and creating a network of trusted distributors around the world, so to gain recognition for this is a real pleasure and a credit to our hard work."



Having recently opened a US division of the business, the company is hoping to double turnover in the next year with the launch of four new products to its portfolio.

Brandon Medical also added another award to their list of achievements winning under the Innovation category 2011, putting the company among the most successful in the UK.

The Leeds based medical technology company won the award for their world class HD-LED lighting technology which eliminates the traditional blue tint present in ordinary LED lights, allowing the accurate representation of natural day light, enabling surgeons to easily distinguish the most minuscule differences in tissues.

Brandon Medical's Managing Director Graeme Hall, who sits on the Medilink board, said:

"Providing innovative solutions for our customers lies at the heart of Brandon Medical. To be awarded the most prestigious accolade in our field is an absolute honour."

Proving that such awards make a real difference is Surgical Innovations.

Since winning the award in 2010 for their YelloPort Plus innovation, the company has gone from strength to strength, with visits from the Prime Minister David Cameron, her Royal Highness Princess Anne and a number of Parliamentary members, including John Denham MP and Lord Davies.

CEO Graham Bowland, said:

"Winning the Queen's Award has had a huge impact on our business. As an export business, this award is recognised across the globe and has given us a significant boost in reputation amongst our international stakeholders."

The opportunities it creates are unrivalled and I'd urge companies in the region to think seriously about entering if they are looking at ways to showcase their successes. It's a lengthy and extensive process, but the benefits gained from the accolade far outweigh any negatives."

These awards just go to show the quality of companies we have in Yorkshire and the Humber and once again confirm we are the Best of British.

If your company has won an award or needs help or advice on entering, contact Medilink's PR department on pr@medilink.co.uk



EXPERTVIEW

LAURIANNE ENOS
PARTNER
TALKING HEADS



Although translation (written) and interpretation (verbal) are the primary functions of a language services agency, smart exporters will be utilising their agencies for much more...

One of the ways we do this is by providing bespoke tutoring for clients, taking companies and individuals through the often daunting process of learning about a language or culture, preparing you to do business in a specific market, by teaching you the linguistic techniques to be able to do so.

We work with over 4000 professionals across the globe, who not only have the linguistic capabilities needed for the role, but the business acumen to really get to know your company and more importantly get results.

Our ethos is to work with you to alleviate any potential business barriers and provide you with the exact solution. We have structured our business to provide languages services in a way that not only develops our company, but yours too.

For further information about the way in which Talking Heads® works with Medilink, (and the very wide range of language and culture services that we offer), call Laurianne Enos (Partner) on 0114 257 2077 or visit www.talkingheads.gb.com

For further information about the very wide range of language and culture services that Talking Heads® can offer, call Laurianne Enos (Partner) on 0114 257 2077 or visit www.talkingheads.gb.com

INTERNATIONAL CLUB LAUNCHED TO SECTOR

Exporters across the region have recently joined together to launch the regional International Business to Business Club, facilitated by Medilink to offer members the opportunity to share their experiences, contacts and intelligence on international markets.

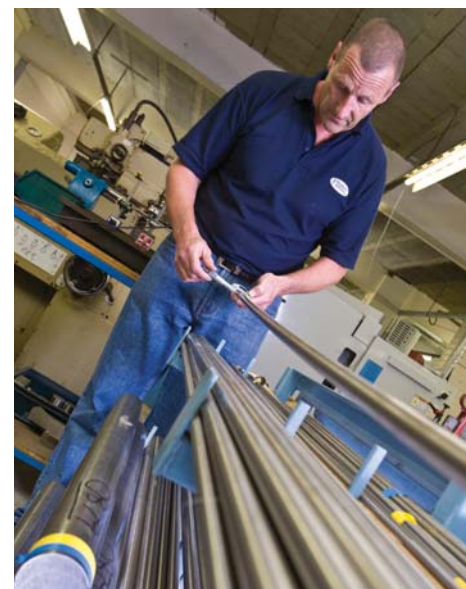
Chaired by John Chacksfield, MD of Trio Healthcare and Deputy Chaired by Anetic Aid's Mike Pritchett, and James Hellewell from Jenx, each meeting will focus on a specific market, with a business presentation focussing on real life experiences,

successes and pitfalls.

The first meeting will be held at 3pm at Surgical Innovations in Leeds on 29th September 2011 and will focus on the Middle East with a spotlight on Saudi Arabia.

If you would like any further information on the club or you would like to attend please contact the international department at international@medilink.co.uk

SHEFFIELD PRECISION MEDICAL ENJOYS GREATER WORLDWIDE SUCCESS



It has been a very successful year for Sheffield Precision Medical (SPM) who has greatly expanded their global network and invested in new machines, enlarging their existing product portfolio.

SPM invested in five new machines including a ten axis sliding head machine, and an additional laser welding facility.

The medical device company expanded their global distribution network to France and Italy as well as various market-leading multinational Original Equipment Manufacturers.

They also enhanced their reputation for exceptionally high standards by being awarded the ISO 13485 accreditation, an international gold standard defining quality management systems for medical device manufacturers.

Brian Reece, Managing Director said:

"We are constantly evolving, expanding and increasing our global reach."

Brian has recently returned from Sierra Leone for a voyage with Mercy Ships, the charity offering emergency response to areas of great need worldwide, to which SPM donates a percentage of its profits.

NEWS

A SPECIAL INVITATION...

Yorkshire biotechnology companies are invited to attend Europe's largest partnering conference, Bio-Europe 2011, which attracts exciting emerging companies along with leading dealmakers from biotech, pharma and financial backgrounds.

Following the success of last year, Medilink has once again teamed up with BioPartner, organisers of the UK Pavilion, to take a Yorkshire delegation to this "must-attend" event in Germany.

The event offers one-to-one partnering meetings, panel sessions, company presentations by biotechnology, midsize and big pharmaceutical companies as well as a lively exhibition.

Successful delegates will receive a £400 Market Visit Support grant, along with an extra £300 saving.

Delegates will also have access to group bookings, savings on flights and accommodation and in-market support during the event.

As well as being listed as part of the Yorkshire delegation within the UK brochure, delegates are able to use the UK stand as a base, a space to display company information, an invite to UK welcome briefing and access to additional networking opportunities.

Bio-Europe will be taking place between 31 October and 2 November in Düsseldorf, Germany.

For more information or to take part contact Emma Martin, PA/Projects Co-ordinator on: e.martin@medilink.co.uk or 0114 232 9270

BIO-EUROPE 2011

31ST OCTOBER – 2ND NOVEMBER

As Europe's largest partnering conference, Bio-Europe serves the global biotechnology marketplace. This annual conference is Europe's largest partnering event serving the global biotech market place.

For more details on Bio-Europe 2011 visit:

WWW.EBDGROUP.COM/BIOEUROPE

INTERNATIONAL

MEDILINK STRENGTHEN TIES WITH BRAZIL



Strengthening the relationship between Brazil and the UK, Kevin Kiely, on behalf of Medilink UK, signed a memorandum of understanding with a Brazilian healthcare company in May, entering a long term partnership in trade, technology and R&D.

Medilink UK and ABIMO signed the agreement at HOSPITALAR, the largest healthcare trade fair in Latin America in Sao Paulo, Brazil.

The partnership will overcome barriers in accessing both countries, enabling business to innovate, new business to emerge, assisting partnership developments and allowing introduction of new technologies and R&D projects.

Medilink's Kevin Kiely, said: "It offers significant opportunities to develop new partnerships which will allow reciprocal benefits for both UK and Brazilian companies to come together.

"Brazil is the UK's most important Latin American trading partner, with the largest healthcare market in the region, and medical device imports totalling around £350 million annually."

ABIMO – Brazilian Association of Industries of Medical, Dental, Hospital and Laboratories Devices and Equipments - aims to strengthen, organise and regulate healthcare globally.

BUILDING BRIDGES WITH CHINA

Companies from across the region attended an innovation symposium in China in April, bringing together businesses, academics and clinicians to meet high growth health companies, participate in workshops and learn about the potential of up to £2m funding.

China, now the second largest economy in the world, is keen to partner with businesses and universities in the UK to collaborate in R&D, to share new intellectual property and enter into technology partnerships.

The mission was part of a joint collaborative run by Medilink Y&H, Health Technologies and Medicines KTN and UK Trade & Investment.

MEMBERS MEET HEAD OF UKTI

Medilink welcomed the Chief Executive of UK Trade & Investment (UKTI) to the region in July to meet members, enabling them to learn what services are available to them in international trade.

Nick Baird met five medical technology companies to discuss their opinions on UKTI's current support and what more could be done.

Nick discussed international trade meeting members Trio Healthcare, Principle Healthcare, Brenmoor and Harvard Healthcare, before learning more about Systagenix's export strategy whilst visiting their Skipton facilities.

John Chacksfield, Managing Director of Trio Healthcare, said: "We have already had such a successful year, winning the Queen's Award



for International Trade and expanding to the United States, and it was great meeting Nick to discuss how we can progress even further internationally."

Nick had been travelling the country ahead of his appointment to get a full picture of businesses of all sizes from a range of sectors.

Speaking after the event he, said: "It was such a wonderful opportunity to meet with the companies I will be working with in the future. Our discussions really got the ball rolling for ideas on expanding distribution networks overseas and it was marvellous to experience the passion and enthusiasm for international trade in the region."

FOCUSON: BRENMOOR LTD

Enjoying global export success, Brenmoor Ltd has become the most popular printable wristband supplier in Europe and has recently introduced blood bags to their portfolio – a fully printable tag designed to increase efficiency in blood banks; providing an efficient, secure, and durable tag that can be printed by the clinician.

To help increase their already strong presence in Europe, Brenmoor are currently working with Medilink and UKTI on an Overseas Market Introduction Service (OMIS) in France which will provide a cost effective

assessment of the healthcare market and gauge whether there is potential in exploring this further.

The company is also a UKTI's Gateway to Global Growth (G3) client, recognising their commitment to international trade by providing a 12 month strategic support programme designed to help them diversify into new markets.

This international success follows Brenmoor's dedication to international exhibitions, having visited MEDICA twice with great results and having recently booked again for Arab Health 2012.

As a result of January's Arab Health exhibition in Dubai, Brenmoor has seen particular success in Saudi Arabia, having recently signed a distribution agreement with a company in Riyadh as well as continuing to explore other leads that came out of the event.

Speaking about their success, Brenmoor's Managing Director, Michael Moorhouse, said: "International exhibitions have been key to our strategic progression overseas and the advice and guidance we've received through Medilink and UKTI has been incredibly useful in doing this."

FOR FURTHER INFORMATION OR FEEDBACK ON MEDILINK NEWS, PLEASE CONTACT:

Victoria Haley
Medilink Yorkshire & Humber
+44 (0)114 232 9279
v.haley@medilink.co.uk



WWW.MEDILINK.CO.UK