

Press Release

10 Jan 2011

British healthcare pioneers take revolutionary technology to Silicon Valley UK innovation to spearhead economic growth

For the first time ever, the cream of UK healthcare technology innovation is heading to Silicon Valley to seek vital investment and opportunities in international markets.

The [Future Health Mission 2011](#) (8-14 January) will provide the entrepreneurs behind these ground-breaking companies with the chance to introduce their technologies to the US sector and help keep Britain at the forefront of healthcare technology development. Previous Missions, focused on pioneering UK environmental and web-based technologies, have led to over £100million of investment and it is hoped that the Future Health Mission will have an equally significant impact in a fast-growing field.

Technologies being showcased at the San Francisco event range from thermal fertility monitors set to rival IVF to self-monitoring electronic band-aids and pioneering therapeutic stem cells to treat stroke, as well as numerous others. Many are already having huge impacts on social issues within the UK, from cancer screening to geriatric care.

Kevin Wilson, UKTI Sector Specialist, Healthcare and Medical Technology, commented:

“The Future Health Mission is a huge opportunity to highlight just some of the fantastic developments in the UK healthcare sector. These technologies have the potential to change millions of lives and broadening them out to an international market will bring enormous benefits.”

With the international growth of UK business more crucial than ever before, the Future Health Mission is a major opportunity for the entrepreneurs behind these growing companies to collectively meet the international media, potential investors and partners and influential peers. They will engage with experts on the financial and public policy agendas relevant to healthcare technology businesses operating in the US and work towards establishing productive relationships within the US market.

The mission is delivered and supported by the Technology Strategy Board, UK Trade and Investment (UKTI), Polecat, Silicon Valley Bank, McKinsey, Microsoft and Pillsbury.

Iain Gray, Chief Executive of the Technology Strategy Board, added :

“Each of these companies is a pioneer and we are working with them because we want to see these businesses find their place in what is already a fast-growing international market. We are pleased to be working alongside UKTI and other partners to support these growing businesses.”

Matthew Durdy, CEO of Aqix Ltd, whose company has developed a unique synthetic human interstitial fluid with the potential to increase the transport life of donated organs, agreed:

“The Future Health Mission is a fantastic opportunity for Aqix to showcase our pioneering health technology in the US as well as exchange knowledge, expertise and contacts with our American counterparts. Over the past five years Aqix has grown into a thriving UK business and we’re now looking forward to demonstrating our potential for commercial success on a global scale.”

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Online media centre

A designated press area is available to access via the Future Health Mission website (www.futurehealthmission.com). This area provides access to extra information on each of the attending companies, photos, logos and other useful materials. To access this area please send a password request to timothy@reynoldsmackenzie.com or call 0207 812 7123.

Editor's notes

The companies selected for the 2011 mission produce, and are developing, a wide range of healthcare technologies. These range from heat-stabilising vaccines for the developing world, to implementing 'cloud' social networking technology to improve communication among healthcare professionals. Other innovative technologies include 'bio-scaffolds' used in tissue repair, the unique harnessing of GPS technologies in healthcare and much more.

The companies selected for the 2011 mission are:

- *Apollo Mobile* www.apollomobile.net
- *Aptuscan Ltd* www.aptuscan.com
- *Aqix Ltd* www.aqix.com
- *Buddi Ltd* www.buddi.co.uk
- *Cambridge Temperature Concepts Ltd* www.duofertility.com
- *Creo Medical Ltd* www.creomedical.com
- *DocCom Solutions* www.doccom.info
- *Endomagnetics Ltd* www.endomagnetics.com
- *Iplato Ltd* www.iplato.net
- *Lumora Ltd* www.lumora.co.uk
- *Michelson Diagnostics Ltd* www.michelsondiagnostics.com
- *Neotherix Ltd* www.neotherix.com
- *OJ-Bio Ltd* www.oj-bio.com
- *ReNeuron Group Plc* www.reneuron.com
- *RepRegen Ltd* www.repregen.com
- *Sonovia Ltd* www.sonovia.net
- *Stabilitech Ltd* www.stabilitech.com
- *TeleMedic Systems Ltd* www.telemedicsystems.com
- *The Learning Clinic Limited* www.thelearningclinic.co.uk

The selection

'Health tech' businesses were invited to compete for the opportunity to take part in the 2011 mission. In total over 70 applications were received with 19 businesses ultimately selected for the mission by a panel of judges made up of representatives from sponsor organisations.

More information is available at <http://www.futurehealthmission.com> and you can follow the progress of the 19 companies during their visit by following the social media pages on this site. We plan to include: an RSS feed, profiles of mission attendees, twitter fountain, video blogs from businesses, and a daily web log.

Media contacts:

For further information and media support in the run up to, or during the mission (including opportunities to interview individual businesses and representatives from all of the organisations involved) please contact:

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Additional information

The Technology Strategy Board is a business-led government body which works to create economic growth by ensuring that the UK is a global leader in innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting and accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy. For more information please visit www.innovateuk.org.

Polecat is a market intelligence company. Polecat's product, MeaningMine, enables strategic decision-makers to better understand the environment in which they work surfacing emerging and dominant trends, influencers and perception statistics. For the Future Health Mission, MeaningMine is monitoring the online discussions, topics, key influencers, organizations, and trends of the Cool Economy. For more information please visit www.meaningmine.com

UK Trade & Investment (UKTI) is the British government organisation that helps overseas companies bring high quality investment to the UK and also helps UK-based companies succeed in an increasingly global economy. UKTI provides a range of expert services, individually tailored to maximise a company's international success. These services are offered through a network of international specialists in British Embassies and other diplomatic offices around the world, as well as key experts in government departments across the UK. For more information please visit www.uktradeinvest.gov.uk

The events programme from UKTI delivers increased business opportunities for international and UK companies. IBIZ 2011 in London is UKTI's largest Life Sciences event this year, and will offer international companies access to over 300 UK companies, which offer the latest innovations and technologies. A range of expert and inspirational speakers will deliver 250 seminars at the show - offering the chance to experience and learn about evidence-based innovation in the healthcare market and how this might be adopted. www.ibizlifesciences.com

Other UKTI events include Arab Health, India Healthcare mission, Japan Healthcare Mission, BIO Convention – Washington. For more information on any of these and others please visit: www.ukti.gov.uk/uktihome/eventssearch

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Polecat and the mission sponsors including the Technology Strategy Board and UK Trade and Investment are not acting for or on behalf of (as agent or principal) any of the companies whose promotional material is published in this release