

INNOVATION E-NEWSLETTER

Issue 24 – November 2007

Innovation E-Briefing: Do you need help to make the right connections in your business? *Find out more in this month's issue.*

1. Two Top Events For Your Diary – Innovation Into Action and BioWales 2008 – Book now!

2. Top Tips for your business

With an increasing number of high profile events coming to Wales, Rob Holt, Chief Executive of the Ryder Cup Wales, shares his top tips to help businesses take commercial advantage of the opportunities.

Find out more below...

3. Innovation Showcase

Making the right contacts and connections has jumpstarted success for Paul Cattell, inventor of Snorekil, an anti-snoring dental device. *More below...*

4. Practical Innovation

Have you considered developing partnerships or collaborating with other organisations? Find out more below...

5. Do you have a great idea but need help to take it to market?

The Wales Innovators Network supports individual innovators and inventors throughout Wales. *More below.....*

6. Diary of Innovation Events in Wales

1. Two Top Events For Your Diary! Advance Notice – BOOK NOW

INNOVATIONINTOACTION

**New products, new ideas, new technologies
10 and 11 March 2008 at National Cricket Centre, Cardiff**

A new and unique event where you can meet investors, industry specialists, licensees, buyers and business professionals. Three great opportunities for you:

- Take exhibition space - to demonstrate and showcase your new products, new ideas or new technologies;
- Register for the Innovation Brokerage event – we will match your profile with interested partners and will pre-arrange private one-to-one meetings.
- Book your place at Innovation Into Action – to network, build business relationships and create new connections.

Visit www.InnovationIntoAction.co.uk TODAY

BioWales 2008 Conference and Bio-partnering Event
12 – 13 March 2008 at The Vale Hotel, Hensol, Near Cardiff

“Marvellous - incredibly useful – excellent!” “Definitely the type of networking opportunity we need in Wales.” “The event was really buzzing.” “Very stimulating and a great opportunity to make business links.”

BioWales 2007 attracted over 400 delegates and resulted in over 300 one-to-one partnering meetings.

Register NOW for BioWales 2008 at www.biowalesevent.com

2. Top Tips for your business

With an increasing number of high profile events coming to Wales, Rob Holt, Chief Executive of the Ryder Cup Wales, shares his top tips to help businesses take commercial advantage of the opportunities.

“We’re keen to encourage Welsh businesses to use events such as the Ryder Cup as a catalyst for future business opportunities. But remember that these are very high profile, highly professional events that already have tried and tested suppliers and it is important to be realistic.

To tap into these opportunities, plan your approach carefully. Research the event thoroughly - get a real understanding of what it is about, what criteria they have and the wider needs of the event. Have a clear view of your own products or services and how they are unique. Then match your products or services against the specific needs of the event and demonstrate how you can add value.

Businesses throughout Wales are already benefiting – are there opportunities for you?”

For further information visit www.rydercupwales2010.com

3. Innovation Showcase

Snoring is no laughing matter. It is estimated that up to half of the UK population snores, with many snorers experiencing chronic tiredness and irritability as a result of interrupted sleep.

North Wales based Sleepworks Products Limited, winners of the 2007 MediWales Innovation Startup Award, has developed a simple, effective and user-friendly device called Snorekil that puts an end to sleep disruption due to snoring.

Paul Cattell, a dental technician with 35 years experience, is the inventor of the Snorekil, a low cost, over-the-counter solution which requires no surgical treatment or special fitting. The device is made from soft vinyl which, when

warmed in hot water, moulds itself comfortably around the teeth of the snorer. It can be adjusted to stop the lower jaw sagging backwards in sleep, causing a partial blockage and the familiar, repetitive, rasping noise of snoring.

Whilst living in Canada, Mr Cattell carried out research into MADS - mandibular advancement devices - which work by holding the sleeper's lower jaw in a position to help keep the airways open. After moving to Rhos-on-Sea, he made contact with Welsh companies to provide the tooling and injection moulding to create the Snorekil, and set up his business to bring the device to market.

"With help from the Wales Innovators Network (WIN), we took the Snorekil to the Geneva International Exhibition of Inventions and came away with a bronze medal in the health section." explains Mr Cattell. "The Snorekil then won a silver medal at the British Invention Show in London in October last year and was showcased as a success story at this year's Show."

"Winning these awards was tremendous and the contacts and connections we made at both Exhibitions has proved to be extremely valuable. We set up a very successful distribution agreement with Impexbo, a Swiss company, who are specialists in dental products. They are also keen to take the new smaller Snorekil which is currently on trial in the UK."

"WIN directed us to the BioWales 2007 brokerage event and again we made good contacts. We were introduced to the Boots Centre for Innovation and plan to work with them very soon. Through another connection made at BioWales we are developing plans to get into the NHS."

"There has been huge interest in the product from the Far East, particularly as we are now developing a smaller Snorekil and negotiations are underway. And with International Business Wales we are also exploring the Middle Eastern markets by attending Arab Health Exhibition in January."

"Winning the MediWales Innovation Award was the icing on the cake!" said Mr Cattell. "I am very grateful for the help we have had from the Welsh Assembly Government - it has really jumpstarted our success and provided us with incredible contacts and connections for the future."

If you are looking for the right connections for your business, find out more about the two brokerage events in Wales in March 2008. Visit www.biowalesevent.com and www.InnovationIntoAction.co.uk for more details.

4. Practical Innovation – Collaborating with partners

For many companies, both large and small, the traditional route to innovation has been to develop ideas in-house, either through a formal R&D function or by encouraging employees to be creative, and to take them to market. This is no longer the case and the trend towards 'open innovation'

is gathering pace. Companies that succeed are collaborating with partners in innovative ways that drive value and growth for everyone.

Major companies such as IBM, BT and several drugs giants have realised the power of constantly scouting for new ideas and are working with universities, suppliers and outside innovators. Even Procter & Gamble, one of the most traditional firms with a closed innovation process centred around its own secretive R&D operations, now has an entire division devoted to collaborating with external partners on new products and technologies.

This trend has levelled the playing field and given individuals and companies the opportunity to compete globally. A range of partnership options, between individual inventors, innovative companies and major players, enables a constant flow of new products and services to come to the market with benefits for everyone involved.

Could you boost your chances of success by developing partnerships or collaborating with other organisations?

Find out more about how you can develop partnership opportunities at two exciting events in 2008. Visit www.biowalesevent.com and www.InnovationIntoAction.co.uk for further details.

5. Wales Innovators Network – supporting individual innovators and inventors throughout Wales.

The Wales Innovators Network (WIN) is a free support service providing a comprehensive range of professional help, practical support and commercial connections for inventors throughout Wales.

WIN operates through a regional network of four clubs in North, Mid, South West and South East Wales. Club meetings are held monthly and provide the opportunity for members to share experiences, knowledge and skills. As well as talks from successful innovators and inventors, professional advisors and commercial partners, members have access to confidential support and advice from Innovation and Technology Counsellors and other professional advisors.

Find out how the Wales Innovators Network can help you, contact the WIN team on 08457 775577 or email win@wales.gsi.gov.uk
Or visit www.win4wales.com

6. Innovation Events in your area

- ***SMEs and Universities: Developing Effective Partnerships for Business Growth***
 - St David's Hotel, Cardiff and OpTIC Technium, St Asaph (by videoconference) : 16 November 2007
- ***Future Technology Day***
 - Technium CAST, Bangor : 20 November 2007
- ***"Time To Shine" Conference***

- Venue Cymru, Llandudno : 21 November 2007
- www.iod.com under Events at a Glance
- **Welsh Woman of the Year Awards 2007**
 - Cardiff International Arena : 23 November 2007
 - www.wmeevents.co.uk/welshwoman/
- **Waterton Challenge : Calling the Big Decisions**
 - Waterton Centre, Bridgend : 5 December 2007
- **Wales Quality Awards 2007**
 - City Hall, Cardiff : 6 December 2007
 - www.walesqualitycentre.org.uk/award.htm
- **ECM² Brokerage Event**
 - ECM², Port Talbot : 11 December 2007
- **What Every Business Needs LIVE**
 - SE Wales Exhibition Centre, Llantrisant : 13 February 2008
 - www.whateverybusinessneeds.co.uk
- **Innovation and Entrepreneurship through Business Incubation**
 - Technium CAST, Bangor : 20 February 2008
 - Springboard Innovation Centre, Cwmbran : 21 February 2008
- **Leading Wales Awards**
 - Hilton Hotel, Cardiff : 21 February 2008
 - www.leadingwalesawards.com
- **Innovation Into Action: A Technology Brokerage Event**
 - National Cricket Centre, Sophia Gardens, Cardiff : 10 and 11 March 2008
- **British Female Innovators and Inventors of the Year Awards**
 - City Hall, Cardiff : 11 March 2008
- **BioWales 2008**
 - 12 and 13 March 2008 : Vale of Glamorgan Hotel, Nr Cardiff
- **Waterton Challenge : Why does the execution of Change Management go wrong?**
 - Waterton Centre, Bridgend : 13 March 2008
- **Design Futures**
 - Riverside Theatre, Newport : 19 March 2008
 - enquiries@designwales.org.uk

For information about any of the above events, email innovation@wales.gsi.gov.uk

Make innovation work for you,
Innovation Enewsletter Editor

P.S. If you've enjoyed this message and found it useful, why not forward it to your friends and colleagues so that they can benefit too.
 And if you have any suggestions or comments about this issue, please email: innovation@wales.gsi.gov.uk

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