

## News Release

### Top UK health technology companies prepare for business mission in Boston

**London, 19th September 2012:** Tonight, 20 of the UK's top health technology businesses will be awarded their place on the Future Health Mission to Boston. There they will benefit from a packed agenda of investor, supply chain partner and customer meetings, and networking opportunities.

To date, previous missions have secured more than US \$200 million for UK businesses and provided critical links to overseas interest.

The Future Health Mission is made possible by key partners the Technology Strategy Board and UK Trade and Investment (UKTI), and is organised by The Long Run Venture and the Co-Sponsorship Agency. Its objective is to secure partnerships and overseas investment opportunities for the diverse array of transformative medical products chosen.

Trade and Investment Minister, Lord Green, said:

"The UK has one of the world's largest and most productive life science sectors. We have identified it as a key growth sector, and it will play a central role in our plan to get 100,000 more companies exporting by 2020. The 20 companies taking part in the Future Health Mission will fly the flag for British innovation and demonstrate to a global audience that UK entrepreneurialism and UK life sciences are in better shape than ever. I wish them every success."

New concepts and products coming from this year's winning companies include highly innovative diagnostic devices for lung cancer, lifesaving post-operative technologies and emergency triage systems, and the entrepreneurs come from academia, medicine and business backgrounds across the UK.

"We've been very impressed with the large number of truly stand-out entries for the Future Health Mission," commented Iain Gray, Chief Executive at the Technology Strategy Board.

"We are excited to be championing a wide range of ground breaking technologies across the healthcare spectrum and intend to build on previous mission successes, as we look to the next generation of medical technology development."

Previous Future Health Mission participant, Dr. Shamus Husheer, CEO of Cambridge Temperature Concepts recalled the week as, "an excellent opportunity to raise our profile in the US medical space, ahead of the FDA approval of our new product 'Duo Fertility'. Having helped 100s of women achieve pregnancy in the UK, the Future Health Mission provided a platform to bring this technology to the millions of women in the US, desperate for a solution to this most personal of problems."

Robert Driver, Director of Innovation at the UKTI, stressed that, "the Future Health Mission supports these UK companies at a key point in their internationalisation, helping to shape their direction and validate their concepts. The week's agenda directly supports their business growth objectives, with some of the best networking and partnership opportunities for supporting growth in these medical development areas."



The Future Health Mission runs from 26<sup>th</sup> September through to 3<sup>rd</sup> October 2012, culminating in the [AdvaMed](#) conference. Part of a week-long agenda, it also features boot camps, presentations, discussion panels, networking receptions and unplugged forums, which are designed to maximise interaction opportunities with the Boston corporations attending this year's conference.

For a full list of the winning companies please go to: [www.futurehealthmission.com](http://www.futurehealthmission.com)

### About the Future Health Mission

Future Health Mission 2012 is an entrepreneur-led trade mission to Boston, Massachusetts for twenty of the UK's most promising early stage and high growth potential healthcare technology businesses. The winning companies represent advances across four medical development areas: stratified and regenerative medicine, diagnostic medicine, assisted living technologies and other medical advances. Run by entrepreneurs for entrepreneurs, in partnership with the Technology Strategy Board, UKTI and private sector sponsors, the Future Health Mission provides winning companies with unparalleled insights, connections and opportunities to accelerate their growth potential in the US.

### About Lord Green

Lord Stephen Green, appointed Baron Green of Hurstpierpoint in 2010, is the Minister of State for Trade and Investment, and the former Group Chairman of HSBC Holdings plc.

For further information on the companies, please contact [fhm@waggeneredstrom.com](mailto:fhm@waggeneredstrom.com)

### Editor's notes

**The Technology Strategy Board** is the UK's innovation agency. Its goal is to accelerate economic growth by stimulating and supporting business-led 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 [www.innovateuk.org](http://www.innovateuk.org)

**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](http://www.uktradeinvest.gov.uk)

**The Long Run Venture** inspires and equips entrepreneur-led solutions to long run challenges. It combines three capabilities: Data and Intelligence - through partnerships with world-leading technologies and institutions to anchor long run thinking. Storytelling and Behaviour Change - leveraging award winning campaign experience to build long run purpose and mobilise people-led change. Finance and Business Model



Innovation - fostering multi-disciplinary collaboration to accelerate growth for early-stage businesses through to MNCs. [www.thelongrunventure.com](http://www.thelongrunventure.com)

**CoSpA** (the Co-Sponsorship Agency) delivers cross-sector projects that make money and make a difference. We work with brands, causes and governments to create on-the-ground activity. From people fixing their own community buildings (with Wickes), to inspiring thousands of schools to make films (with Apple and MTV), we bring people together in interesting ways. Oli Barrett is a co-founder of Missions, StartUp Britain and 'Make Your Mark with a Tenner' (a challenge to 60,000 school pupils to see what they can turn £10 into in just one month).

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