

Northern Ireland business – home and away



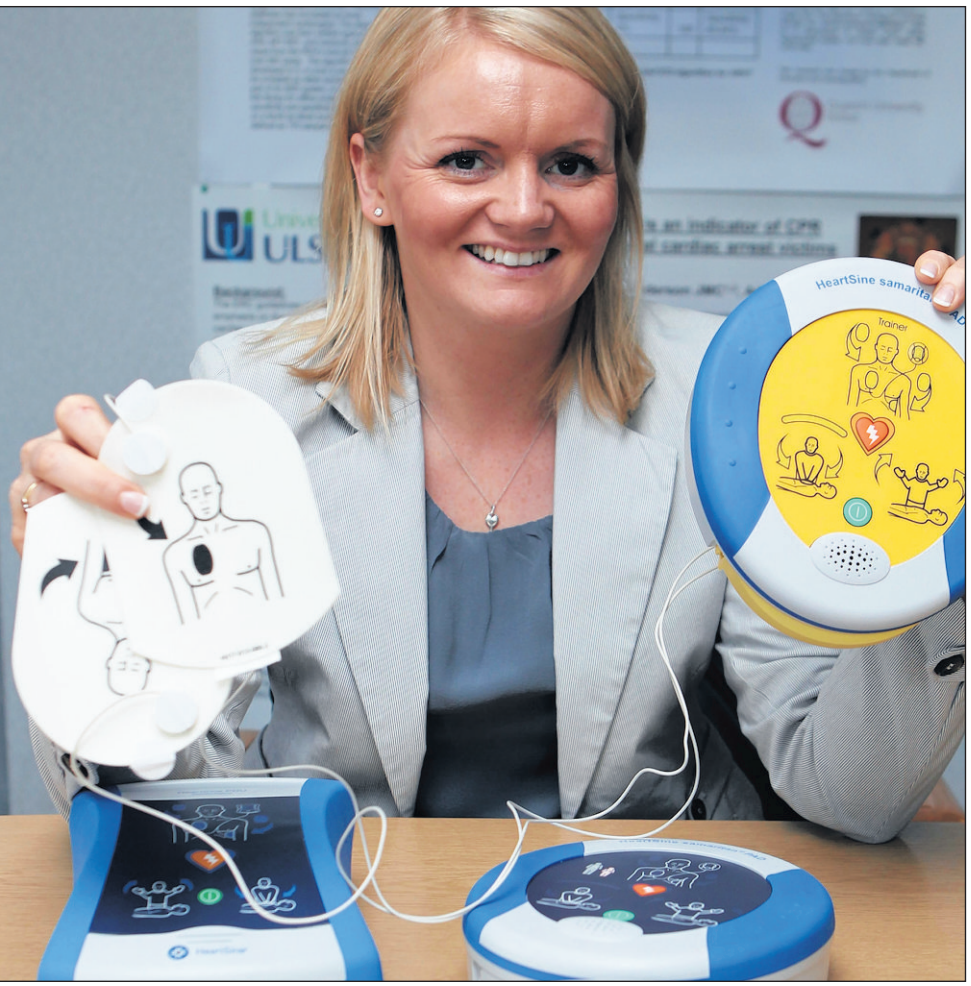
World-beating medical products company

HeartSine Technologies in Belfast has become a global leader in the design and manufacture of lifesaving defibrillators. **ADRIENNE MCGILL** reports on the company's continued growth and success



THERE aren't many companies in Northern Ireland that has a product which could save the life of the US President – but HeartSine Technologies has that claim to fame. The Belfast-based company is a world leader in the design, development and manufacture of innovative life-saving portable defibrillators. Since 1997, the company has been designing and manufacturing lightweight automated external defibrillators for the minimally trained rescuer who is often first at the scene when a person suddenly has a cardiac arrest. The company specialises in supplying easy-to-use, affordable defibrillators for the home and public access markets to customers across the world. Over the past 13 years, it has built up a huge international client base which includes supplying portable defibrillators to the American Secret Service and also to Air Force One – the aircraft used solely by US Presidents. HeartSine Technologies, which began life as a University of Ulster spinout, was founded 10 years ago by Professor John Anderson who was pivotal in the groundbreaking work that created the world's first mobile coronary care unit. He designed the first portable defibrillator in the 1960's with Professor Frank Pantridge. The company has its manufacturing facility in Belfast where it employs 50 people and employs a further 11 people at its headquarters in Newtown, Pennsylvania in the US. "We initially started developing and manufacturing automatic external defibrillators which were more specifically for use by professional responders in paramedics.

"We have gone on to design and develop defibrillators solely for public access use and that is the HeartSine samaritan PAD device – Public Access Defibrillator," says Nuala Tohill, HeartSine Technologies marketing manager. "Time is critical in the event of sudden cardiac arrest. "More than 84 per cent of all incidents occur in non-medical locations. "As a result, our sole purpose is to design and manufacture an affordable defibrillator for the non-medical consumer that is lightweight, portable, and easy to use. "All our products are a commitment to excellence, designed to deliver; outstanding clinical efficacy based on over 40 years of expertise, unsurpassed reliability, integrated information management, ease of use, a cost effective solution and solutions specific to public access use. "We distribute our products globally through a network of distributors. "Among the customers for the HeartSine samaritan PADs are hotels, government bodies, gyms, offices and shopping centres." The HeartSine samaritan PAD is also used by clients throughout the world in sports facilities, schools, churches, and all types of businesses. The European Parliament, Ulster Rugby and the GAA are among some notable placements. "We have established relationships with distribution partnerships throughout Europe and we work closely with them to help them develop their markets," says Nuala. "Because a defibrillator is a life saving piece of technology, we do not find that people



Nuala Tohill, HeartSine Technologies marketing manager

decide to use the economic downturn as a reason not to purchase the device. "In fact through the economic downturn we have seen growth – we have taken on more engineers, more clinical experts, created more sales and expanded further. "In different countries there are different legislations or recommendations where authorities or government bodies recommend that offices or certain places have defibrillators. So when you have the support of government organisations or big corporations

Northern Ireland – global IT delivery

JUST a few weeks ago, it was officially announced that a fifth Indian IT company planned to locate in Northern Ireland. Joining some of India's elite IT companies – such as HCL Technologies, Polaris Software Labs, Firstsource Solutions and Tech Mahindra – L&T Infotech, part of India's USD\$10 billion and largest engineering conglomerate Larsen & Toubro, is the first fully fledged Indian near shore software development centre to set up here. L&T is highly regarded in the banking and financial services industry as well as many other verticals, and they are competing head on with the best of the big boys from the US, Europe and India to win new business. To give you a clearer picture, L&T Infotech started the business in 1997 and is already forecasting revenues of \$500 million by 2012. The 85 people in Belfast will be part of L&T Infotech's 12,000 so called Infoknights worldwide. From their offices in the Northern Ireland Science Park they will focus on projects for Fortune 100 companies – L&T Infotech's clients include 25 of the top Fortune 100 companies – in the US and Europe. But those who don't work in the IT sector or in the foreign direct investment arena often ask why set up in Northern Ireland or elsewhere, is why not just do this from India? Well, the Indian business model 10-15 years ago was based largely on cost and scale, offering clients an option of off shoring combined with small dedicated teams onsite in client's premises. That model still exists, but when the global recession hit and the IT budgets of US companies were frozen, the annual 30 per cent growth rates of Indian companies started to look shaky, and all their forecasting was based on sustaining those rates of growth. Bear in mind that the US is responsible for 60 per cent of India's IT exports of which the banking and financial services sector contributes about 50 per cent of the total export revenue. The sentiment at the 2009 NASSCOM (the IT business federation in India) Leadership Forum was doom and gloom with a much reduced turnout and the Indian government even extended the 10 year tax free deal for IT exports to 2011 to help the industry. What a difference a year makes – the NASSCOM Forum this year was upbeat and had a record attendance, including a lot of economic development organisations, just like Invest NI, looking to India for investment from countries as diverse as Bhutan, Brazil and Botswana as well as our



Enterprise Minister Arlene Foster (right) with Alastair Hamilton, Invest NI chief executive and Sudip Banerjee, the CEO of L&T Infotech

The Province has proven itself to be an attractive location for inward investment IT companies – especially those headquartered in Asia. **BARRY CLARKE**, Invest Northern Ireland's Senior Vice President India who is based in Mumbai looks at the appeal of Northern Ireland to these firms



usual head to head competitors. So, what changed? Well, uncertainty about new business and requests from clients to re-negotiate current contracts, alongside political rhetoric about off shoring pushed Indian companies to reconsider their business models and margins. OK, growth rates are no longer at 30 per cent, but business is still growing and that's because Indian companies understand that in today's challenging environment, localisation or right or near shoring, as part of their global delivery business model, ticks a lot of boxes. Northern Ireland, particularly given its value proposition – competitive operating environment and a skilled and loyal workforce – works for them in servicing UK and European clients. Indian firms also used the downturn to spend their renowned cash surpluses. These were used to buy US, UK and European companies at lower valuations to expand or begin global delivery models which often accompanied new customers and verticals. As a result, India, with an IT workforce of over 2.23 million software engineers and a growing network of delivery and development centres across the world is now back on track to reach NASSCOM's target of achieving \$71.7bn in revenue by the end of next year. When Enterprise Minister Arlene Foster met Sudip Banerjee, the CEO of L&T Infotech last September in Mumbai they talked about new oppor-

Oil giant bids to plug gulf well

BP engineers yesterday hoped to begin a plan to permanently halt oil gushing from a blown-out oil well in the Gulf of Mexico. The only thing keeping millions more gallons of oil out of the Gulf is an experimental cap that has held for more than two weeks, but was never meant to be permanent. The so-called "static kill" operation attempt carries no certainty, and BP PLC engineers plan to follow it up by sending a stream of mud and cement into the bottom of the mile-deep underground reservoir through a relief well they have been digging for months. But the oil giant's engineers and petroleum experts say it is the clearest path yet to choke the gusher and make it even easier for the crews drilling the relief well to ensure oil can never again erupt from the deep-sea well. As much as 184 million gallons have spewed into the Gulf since the rig connected to the well blew up in April, killing 11 workers. The developments have the makings for an interesting week. Darryl Bourgoyne, director of Petroleum Engineering Research Lab at Louisiana State University, said the operation "could be the beginning of the end". When it begins, crews will pump heavy mud through lines installed last month straight down the throat of the well. If the mud forces the oil back into the massive underground reservoir and scientists are confident the pressure remains stable, then engineers can pump in fresh cement to seal it. Officials may then begin the process of choking the underground reservoir feeding the well by pumping mud and then cement down an 18,000ft relief well.

Economic reforms from Raul Castro

Raul Castro has said his government will scale back controls on small businesses, lay off unnecessary workers and allow more self-employment – significant steps in a country where the state dominates nearly every facet of the economy. Cuba's president, however, squashed notions of a sweeping overhaul to the country's communist economic system in response to the financial crisis it faces. "With experience accumulated in more than 55 years of revolutionary struggle, it doesn't seem like we're doing too badly, nor that desperation or frustration have been our companions along the way," the president said. Mr Castro spoke before parliament, which opened its biannual session without Fidel Castro, who has made a number of recent public appearances of late but missed another chance to share a major public stage with his younger brother. Instead, politicians got Raul, who said authorities will "update the Cuban economic model", suggesting reforms could be on the horizon. Cuban officials plan to reduce state control of small businesses, authorise more Cubans to become self-employed and build a new tax structure that will compel state employees to contribute more.

Sector Analysis – Renewable energy



Clifford McSpadden
CEO CMS Global Ltd

commitments to significantly increase the development and use of renewable energy and that flows down to us. In fact, the UK Government has said that by 2020 at least 15 per cent of its energy will come from renewable sources. And this is just one milestone on a journey towards even greater use of renewable energy over the next few decades. It's time for us in Northern Ireland to play our part. True to our heritage there have already been a number of pioneers from home who have ventured into this new frontier. Companies like B9 Energy who have been installing and maintaining wind turbines across the British Isles. Queen's University which has been at the

forefront of wave energy technology development. "We are certainly entering a New Energy Era," as Enterprise Minister Arlene Foster recently announced. And we're not holding back. CMS Global (www.cmsgloballimited.com), based here in Northern Ireland, is at the forefront of creating and leading global alliances in the renewable energy sector. Through collaborative working, CMS Global is stamping their mark as a key leader and facilitator for independent companies seeking new opportunities in this rapidly developing market. The concept is simple. Alone each company can only offer a part of the solution that global customers require; but by collaborating with others who can offer

complementary products and services, they can compete and win work on a global stage that would otherwise be unobtainable. The Global Wind Alliance (www.globalwindalliance.com) is an excellent example of just how this can work. It was launched at the WINDPOWER 2009 exhibition in Chicago, the "windy city" of the USA. It brings together a rapidly growing number of companies across Europe in providing a complete service solution for wind farm owners around the world. At the heart of this alliance are Northern Ireland companies like B9 Energy, Barton Industrial Services, Base Group, Grants Electrical Services, Limavady Gears, Schrader Electronics and Southwest College.

With the support of Invest NI and the commitment of everyone to collaborate, they have already staked their claim among the world's leading players. This is not a time for the faint hearted or for the risk averse. Nor is a time for being an observer. It's time to head out into an exciting new adventure. The story is just beginning and not only in the wind energy frontier. While wind energy is clearly the leading technology there are many others. That's why the Global Maritime Alliance (www.global-maritimealliance.com) has just been launched, again from here in Northern Ireland, to capitalise on the growing developments in wave and tidal energy devices.

Northern Bank Cash Management gives us what every business - indeed every golfer - wants. Great control.
Michael Moss, Manager, Portstewart Golf Club
Business eBanking may be temporarily unavailable when we are carrying out routine maintenance. Fees and service charges may apply. Terms and conditions apply. Northern Bank Limited, Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is a member of Danske Bank Group. www.northernbank.co.uk
Visit northernbank.co.uk/cashmanagement
Northern Bank

With Northern Bank Cash Management, we can see all our sterling and euro transactions on one portal. And that's key for us.
Karen Shearer, Finance Director, Novosco
Business eBanking may be temporarily unavailable when we are carrying out routine maintenance. Fees and service charges may apply. Terms and conditions apply. Northern Bank Limited, Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is a member of Danske Bank Group. www.northernbank.co.uk
Visit northernbank.co.uk/cashmanagement
Northern Bank