



Liverpool Science Park Newsletter Issue three: spring 2009

John Flamson: the role of a university

An interview with John Flamson, Director of Strategic Partnerships and Development at the University of Liverpool

Science parks worldwide

What can we learn from science parks across the world?

Meet LSP tenants

More news from our tenant companies

Soft landing

Our offer to our international colleagues



Welcome: by Dr Sarah Tasker, CEO

Welcome to the Spring/Summer edition of the Liverpool Science Park Newsletter. This is an exciting time for the Science Park as we continue to grow rapidly and see many of our companies successfully expanding. ic1, our first building, reached full capacity last year with over 30 companies in occupation or taking membership.

The successful completion and opening of ic2, our new state-of-the-art building on Brownlow Hill, comes just in time to welcome some exciting new companies to the Science Park. With one-third of the facility already under option, we are also delighted to offer ic2 as the next step for some of our rapidly expanding Science Park companies.

The launch of ic2 also provides us with the opportunity to turn our attention to potential international markets. The international theme of this issue gives you a look at the wider vision of Liverpool Science Park and also celebrates its most recent international award as 'Best Science Based Incubator 2008'. We take a look at plans to launch our 'Soft Landing Centre' targeting international companies; and also meet John Flamson, Director of Strategic Partnerships and Development at the University of Liverpool, to find out how he sees the future for Liverpool and its knowledge economy. Our tenant-company profiles in this edition are Vanguard Corporate Finance, the Comprehensive Clinical Research Network and Tissea.

I hope you will enjoy this edition of the Liverpool Science Park Newsletter.

Sarah Tasker, CEO

If you would like more information about Liverpool Science Park please go to www.liverpoolsciencepark.co.uk



Tenant profile: Tissea goes international

The global economy provides both challenges and opportunities to companies on the cutting edge of technological development. Tissea is one of Liverpool Science Park's companies whose growing international base demonstrates the potential for even small companies to develop a global reach. Now with offices in Liverpool, Marrakech, Casablanca and Bordeaux, and with plans to move into China and Niger in the near future, Tissea could soon be halfway to covering every continent in the world.

Despite its international credentials, Tissea is a Liverpool-grown company. French-born Director Julien Pierre set up Tissea in 2006 after graduating with a BA in Business Administration and an MSc in Banking and Finance at Liverpool John Moores University. Armed with a grant from Liverpool Chamber of Commerce, Mr Pierre took an office at Liverpool Science Park and began building what is now a company on the brink of huge success.

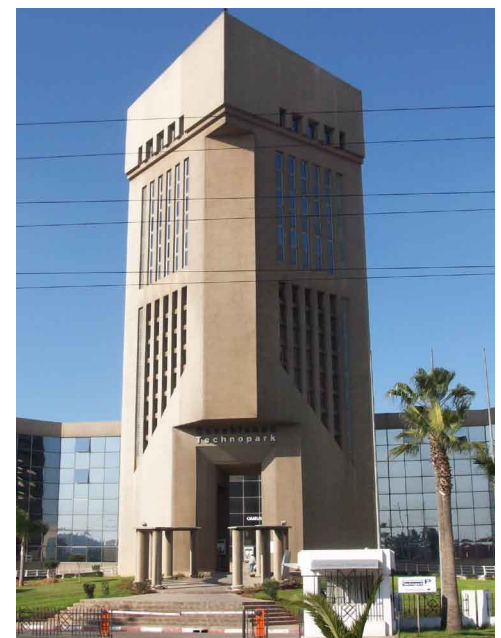
One of the jewels in an impressive array of new technologies is Tissea's System Integrator (SI) package designed to work with Sage 50 Accounts. Tissea has designed and developed this exciting technology to make two-way

communication with SAGE and other software possible; this can now happen through ecommerce sites, mobile phones and contact management systems. Tissea's new software is revolutionising business practice for the thousands of companies that rely on SAGE to carry their accounts.

Awarded with ISO Standard 9001 for Quality Management, Mr Pierre is proud of his young business's achievements and excited about opportunities on the horizon:

"We are currently working with a worldwide browser-based CRM provider WiredContact. The UK office selected us to provide the link with their contact management system. They have over 45,000 customers, so this could be the big break we've been preparing for over the last two years!"

If successful, Tissea's partnership with WiredContact means that its groundbreaking software will soon be in reach of over half the world's continents proving that with technology the world is really quite small.



Tissea office, Casablanca.

Liverpool Science Park's international perspective



For any new company, it is tempting to focus on core activity and immediate issues relating to launching and running a new business, rather than allocating resource to the wider market perspective. For the last five years, Liverpool Science Park has focussed on planning, developing and populating its first two phases ic1 and ic2, and planning for Phase Three is underway. Like any new business' therefore, our attention has largely been devoted to new market creation, growing our service delivery and creating new partnerships with the academic and commercial knowledge-sectors in Liverpool.

Despite keeping our heads down, our achievements have not gone unnoticed. With over 30 companies now in residence, and a growing network of partners and service providers, LSP has won international accolades two years in a row from the international science park community.

In September 2008 Sarah Gudgeon, Operations Manager at LSP, was invited to attend the Annual Incubator Conference in Paris to accept, for the second year running, the 'Best Science Based Incubator Award' in the 'Most Promising New Incubator' category. The Conference was attended by over one hundred international delegates from all over the world.

Our international science park partners remind us that science parks are high on everyone's agenda as key contributors to economic growth. Barack Obama has pledged to invest "\$250 million per year to increase the number and size of incubators" in America. America has additional plans to establish 'Innovation Zones' made up of research and science parks, universities and business incubators. These zones will encourage research and accelerate investments and economic development around research clusters.

The international dimension of knowledge-economy growth means that science parks are competing in an international field, and it is important that at Liverpool Science Park we understand best practice, market trends and are aware of what our competitors are doing. In addition, to be relevant on a world stage, Liverpool Science Park needs to represent Liverpool and its knowledge offer in a credible and marketable way.

For this reason, in the last 12 months we have begun to turn our attention to establishing international links and to learn from our competitors in areas where knowledge-economy growth is particularly strong, including China, the United States, Finland and Paris.

In September 2008, Dr Sarah Tasker, Chief Executive of LSP, was part of a delegation of North West businesses invited to visit China by the Liverpool Shanghai Partnership. Dr Tasker

was able to undertake primary research visiting a number of world-leading science park developments. This research has been presented to city partners to bring forward new proposals aimed at delivering new services and a new joined-up approach to Liverpool's knowledge offer to increase competitiveness. In particular, Dr Tasker is leading an initiative to make the city's impressive knowledge-assets more visible to the outside world by creating a joined-up knowledge brand for the city. Dr Tasker is also initiating a new 'Soft Landing Centre' at the Science Park aimed at providing high-quality space and services to foreign companies wanting to try out the UK market.

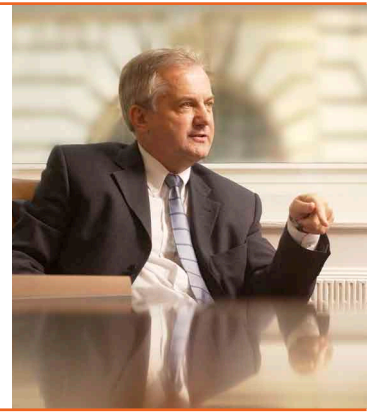
Dr Tasker explains, "If Liverpool is to build its knowledge economy it is important that we work together to maximise our existing knowledge-assets and to put in place the new infrastructures that this dynamic market needs. Countries like China, USA and Finland show that it is possible to grow new markets and to create economic diversification by investing in joined-up academic and commercial knowledge-infrastructure and support systems. This is a big opportunity for Liverpool."

In December 2008, Chloe Harding, LSP's Operations Director, represented the city at the Association of University Research Parks (AURP) Annual Conference in Florida. Topics discussed by some of the world's leading research parks included how to create economic growth in a difficult economic climate by addressing financing, marketing, research and developing effective incubator programmes.

Harding comments, "As Liverpool Science Park grows, it is vital that we research best practice from around the globe. The AURP conference demonstrated what can be achieved if we are ambitious and visionary. LSP is growing in terms of occupancy and profile, but developing a strong brand both nationally and internationally is key if we want to build the growing knowledge economy and attract many more companies to the city."

Liverpool is part of a global economy and Liverpool Science Park is representing the city's knowledge economy to the world. To achieve our ambitions for the city, and to continue to support the commercialisation of science and technology, the sharing of knowledge and experience is essential. In the words of Claude Bernard, "Art is 'I', Science is 'We'".

John Flamson: making waves at Liverpool University



The University of Liverpool is a key partner to Liverpool Science Park along with Liverpool John Moores University and Liverpool City Council. Liverpool Science Park works with its partners strategically and operationally through a number of complimentary activities to build and grow the knowledge economy.



What is your role at the University?

The role of Director of Strategic Partnerships and Development covers three areas of development: international relations, regional development and championing of the knowledge exchange agenda. The overarching remit is to interpret the University's strengths to the outside world and help the University engage in a deeper way with a broader range of stakeholders.

Tell us about the international relationships the University has:

Through our collaboration with Laureate International Universities and Xi'an Jiao Tong University we opened our new independent university in China, the Xi'an Jiaotong-Liverpool University, in September 2006. We are exploring further collaborations in India, Chile, Spain, Mexico and Turkey. Our links with the United States are also increasing and we hope to establish research partnerships with universities in Georgia and Illinois. Closer to home we are working with the European University Association as well as the European Commission and other networks to solidify relationships with European universities, institutions and regions.

How does the University see its identity coming from Liverpool?

The University is incredibly proud of

its heritage in Liverpool; our Victoria Building was the inspiration for the term 'redbrick university' which refers to the six civic universities founded in British industrial cities before World War I. I believe it's important that the University recognises its civic responsibility and takes the lead as critic and conscience of society. We are a big business in the city, with 5,000 staff, 20,000 students and an influence that stretches locally, regionally, nationally and worldwide. We are more than a service provider; our staff and students want to have a positive and meaningful impact on the city's economic, social and cultural life.

As Director of the Government Office North West-based Merseyside Objective One programme, you were involved in the inception of Liverpool Science Park. What are your thoughts on its progress so far?

I was very supportive of Liverpool Science Park from the start as a tangible way of developing the knowledge economy. The city's future economy must be based on more than its cultural assets. Our knowledge sector is a huge asset. Liverpool Science Park provides an environment where companies in the knowledge, science and technology sectors can grow. The opening of the new ic2 building creates a greater critical mass, giving higher profile, more networking and inter-trading potential. We have to make sure that we don't frustrate growth at any stage. LSP has been incredibly successful and it must keep assessing progress and advising its partners on what it needs to continue to grow. To use the words of John Donne, "no man is an island, entire of itself", which is also true of any science park.

What does the future of Liverpool look like to you?

People assets are as important as bricks and mortar. We need to sell the city and the region, sell the 'who' as well as the 'what'. We need a strategy that will re-establish our international profile and facilitate the city becoming a genuinely diverse place. Whatever the economic future of the city, we should continue to exploit what we've got, doing it our way

and maintaining our unique character.

What achievements are you most proud of?

I have realised that regeneration is a 'long game' and think back to when I was at the Merseyside Development Corporation when we reclaimed the docklands and embarked on the regeneration of the Albert Dock and the International Garden Festival in 1984. When questioned over the amounts of money being spent, my boss replied "why, what's the going rate for changing the image of a city?" At that time I was known as the 'Cappuccino Kid' because I kept talking about how the city would have a café society, which sounded ridiculous in the dark days of the late seventies/early eighties, but I never gave up hope in our city's potential.

What do you like most about Liverpool?

I will never forget what a character in a Kilkenny pub once said to me: "Johnny, we Irish live on the edge of irony and you Scousers live in the f.....n middle of it". In that sense, I really do believe we are the city they could not invent!

Liverpool...

- Witty
- Edgy
- Passionate
- Warm-hearted



Tenant profile: Vanguard



Unless you've been fortunate enough to be stranded on a tropical island for the last six months, you will know that it's money matters that are hitting the headlines on an almost daily basis. Thankfully when you look closer it's not all bad news, and according to corporate finance expert Brian McCann there is still plenty of positive activity in the finance sector. McCann's company, Vanguard, was set up two years ago by a team that came from running a successful accountancy firm in Merseyside for the previous eight years.

Having specialised in Corporate Finance and consulting for over 20 years, and with a desire to create a company that gave businesses a focussed service on transaction-related finance, Vanguard was founded in February 2007 at Liverpool Science Park.

Having celebrated their second birthday recently, McCann remarks on their growth and plans for the future: "I'm really pleased with the results we have achieved in the last two years. We've seen some great successes in the areas of raising finance for growth of businesses, mergers, acquisitions and even exit plans for retiring business owners. Our approach is to work with businesses to find the best, most appropriate and sustainable financial solutions possible. We'll analyse the business, help create a business plan, make introductions to funders, draw up agreements and project-manage the whole process."

Vanguard's client list includes everything from start-ups to established companies with turnovers upwards of £6 million and they are happy to talk to anyone who needs advice on how to make their money work. When asked if he feels the current national financial situation will slow down his business, McCann is unfazed: "It's still very possible to raise finance. Some of our clients continue to look at acquisition opportunities, and the banks are telling us they are not seeing enough good propositions. At the same time, the banks know that for many it's about survival for this year and are beginning to come up with schemes to provide working capital for businesses to get through the downturn. We have just recently prepared a summary of funding schemes that are available now and I'm happy to talk through these with companies who need help."

So there is hope, and with an open-door policy Vanguard would be happy to tell you more. To contact Vanguard, go to www.vanguardcf.com

Upcoming events

If you would like an opportunity to network with other businesses and share contacts, why not come to one of the many events coming up in the Liverpool Science Park events diary:

7th May 2009:
Chamber of Commerce:
Business After Hours
Open to Chamber members.
To register go to:
www.liverpoolchamber.org.uk

17th June 2009
Knowledge Economy
Business Breakfast
A chance to network with like-minded companies

24th June 2009
Launch of ic2
Join us as we celebrate the opening of our newest building

For more information about our events please go to www.liverpoolsciencepark.co.uk



Liverpool Science Park partners & supporters:



Liverpool Science Park
Innovation Centre
131 Mount Pleasant
Liverpool
L3 5TF

t: 0151 705 3400
e: info@liverpoolsciencepark.co.uk
w: www.liverpoolsciencepark.co.uk

Liverpool Science Park launches a Soft Landing Centre

As Liverpool Science Park continues to grow rapidly, we are now setting our sights on internationalising our offer and reaching out to markets in Europe and China. The UK is often the first stop for foreign companies wanting to reach markets outside their own countries. In partnership with service providers in the city, LSP is hoping to attract inward investors by setting up a dedicated 'Soft Landing Centre' in its new state-of-the-art facility ic2.

Our impressive new facility, ic2, was launched in April 2009. With one-third of the building already under option, we are reserving space for an exciting new initiative to generate new business and to network the city to international markets. Our new Soft Landing Centre is being designed to provide an opportunity for international companies to test the UK market in a low-risk and supported way. Knowledge-based companies will be able to access high-quality serviced office space at the Science Park and will receive a range of services designed to ease their entry to markets and networks in the UK. In the heart of the Knowledge Quarter, surrounded by a wealth of cultural, architectural and research assets, ic2 is the perfect home for a Soft Landing Centre that represents both a first-class offer and a distinctively Liverpool brand.

With one Finnish company, Fastems, already making its home at Liverpool Science Park, Finland is just one

potential market for the Soft Landing Centre. Fastems works in the automotive and aerospace sector and is a good example both of Finland's growing hi-tech economy and the country's drive to reach international markets. With a population of just 5.5 million, hi-tech and knowledge-based companies in Finland must look outside their own country to grow their markets. Dr Tasker (CEO) and Chloe Harding (Director of Operations) are linking up with partners and companies in Finland with the hope of attracting companies to LSP's Soft Landing Centre in the coming year.

Chief Executive Dr Sarah Tasker said: "Liverpool Science Park's new Soft Landing Centre is an exciting opportunity for the city to target inward investment in the commercial knowledge-sector. Our impressive new facility, ic2, is the perfect location for young knowledge-based companies looking for a first-class environment to test the UK market and to grow their companies. We will offer a range of specialist business support and networking services along with a superb working environment; and we look forward to welcoming our first international companies to our Soft Landing Centre."

If you would like to know more about how your company could benefit from LSP's soft landing facilities please get in touch with Pippa Whiteley, pippa.whiteley@liverpoolsciencepark.co.uk



Tenant profile: CCRN

In April 2007 the Comprehensive Clinical Research Network (CCRN) was implemented across 25 regions. And in June 2009 the Cheshire and Merseyside CCRN will be moving their core team into offices at Liverpool Science Park.

The National Institute for Health Research (NIHR) Comprehensive Clinical Research Network (CCRN) was created as part of the government's research and development strategy, "Best Research for Best Health", to provide a world-class infrastructure for clinical trials in all areas of disease and clinical need within the NHS.

The aim of these networks is to ensure that patients and healthcare

professionals from all parts of the country and from all areas of healthcare can take part in and benefit from clinical research, to strengthen research collaboration with industry and ensure that the NHS can meet the health research needs of industry and to further integrate health research and patient care. In our region there has been great progress made in the last 12 months of the programme. Funding, which in previous years was £8.7 million, has now gone up to over £10 million. Right now it's a good time to be a patient involved in clinical research, because the region boasts good resources with clinicians and scientists who are producing excellent, national research. This research will in turn translate into breakthroughs in the

treatment of mental health, cancer, diabetes and child health.

Jacqueline Pirmohamed, CCRN Senior Manager, explains, "We're very proud of what we have achieved so far. The reason we have seen this uplift in funding is because of the high standard of research the region is producing, which is being recognised on a national level by the Department of Health."