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## Special points of interest:

- Rocky RhinoPinch
- The Distinctly Birmingham Expo
- Endometriosis UK Mad Pants Tea Party.
- Calendar of 2017 Exhibitions.



CEO meets Caribbean Leader, the Rt. Hon. Andrew Holness Jamaican Prime Minister

## MDTi Selected as an Export Champion

The first cohort of Commonwealth First Export Champions was announced at a breakfast on July 7th hosted at Marlborough House by the Commonwealth Enterprise and Investment Council in conjunction with the Confederation of Indian Industries' annual CEOs delegation to London. The breakfast was addressed by the Rt. Hon Hugo Swire MP, Minister of State, Foreign and Commonwealth Office, Dr Naushad Forbes, President of the Confederation of Indian Industry and Deodat Maharaj, Deputy Secretary-General of the Commonwealth.

The Export Champions were selected based on their level of impact, innovation, ambition and ability to succeed across Commonwealth markets following an online application process. A further one hundred Export Champions will be selected over the next three years.

MDTi was selected as one of only two companies within the West Midlands as part of the first cohort of organisations that will receive high level market introductions and trade deal participation.

The other companies selected range from sole traders to fast-growing members of the London Stock Exchange and from start-ups to Royal Warrant holders – picked from all regions of the UK and various business sectors including

technology, manufacturing, fashion and food. The cohort represents the full range of ingenuity and quality that the UK has to offer the world.

By showcasing the success of the Commonwealth Export Champions, the programme will highlight the trade and investment opportunities for UK businesses across the Commonwealth – a free association of 53 countries, representing one third of the world's population and fast growing markets including India, Australia, Canada, Malaysia, Singapore, Nigeria and South Africa.



## Commonwealth Opportunities for MDTi

Martin Levermore MBE, Chairs the Birmingham Commonwealth Association (BCA) Trade and Business Focus Group had a one-to-one meeting with the Prime Minister of Jamaica, Andrew Holness. MDTi made a donation of medical equipment to Princess Margaret Hospital in the Jamaican Parish of St Thomas.

MDTi is helping to establish a series of mobile primary

health clinic on the island. Ultimately, it is hoped that the mobile health clinics will be available across the different Caribbean islands.

Martin said: "The mission was very successful and demonstrated that the unique model of co-partnership between industry, academia, local government and central government agencies such as DIT is able to scale heights at pace that only few can ever imagine."

He added: "The mobile clinic project looks at an unmet need and translates clinical knowhow and business intelligence in a manner that brings about the wellbeing of a nation in the first-of-its-type public and private partnership. The resultant outcome of agreements will see the Midlands reaping in excess of £10 million worth of export business over the next five years, whilst creating long term and sustainable employment for 150 Jamaicans."

## “Rocky” RhinoPinch

The RhinoPinch nasal clip was invented by Dr Agbenyega when he was based in the Accident and Emergency Department, NHS Ayrshire and Arran. The innovation was licensed to MDTi.

The RhinoPinch simply clips over the nose to stop nose bleeds/epistaxis. It is available through MDTi and Amazon. “Rocky” RhinoPinch is a character who travels around the UK and appears regularly on Twitter and Facebook to promote awareness and conditions causing nasal bleeds.

**One in four** people suffer from regular nosebleeds, according to new research.

Yet 74 per cent admit they are unaware of the potential serious nature of regular nose bleeds.



“Rocky” RhinoPinch visits Scotland’s Second City, Glasgow.



“Rocky” RhinoPinch supporting Wales at Euro 2016.



“Rocky” RhinoPinch supporting Andy Murray at Wimbledon.

## Corporate Social Responsibility (LSAS)

MDTi has successfully implemented its Labour Standards Assurance System (LSAS) and through extensive external auditing throughout its entire supply chain patients and clinical practitioners can be assured that they are purchasing products that meet the highest Ethical Trading Standards.

It was important to MDTi as a valued Tier 1 Supplier to the NHS to clearly demonstrate its Corporate Social Responsibility (CSR) and commitment to Ethical Trading Initiative (ETI) Base Code by putting in place a LSAS.

The Labour Standards Assurance System (LSAS) was itself developed by NHS Supply Chain in conjunction with the Department for Health and other industrial bodies; LSAS provides a business with an extra level of Corporate, Social and Ethical governance with regards to their employment of labour and contracting with sub-contractors. As such marking a major and progressive change in the way MDTi’s procurement methodology is undertaken.

Being an LSAS business, MDTi can show its commitment to industry responsibility and conscious improvement, whilst allowing the NHS to demonstrate to itself and its wider stakeholders how its suppliers are effectively managing their supply chains.

MDTi is committed to continuing its adherence to the 9 base codes set out by the Ethical Trading Initiative and continually improving its Labour Standards Assurance System.

\* For more information on the 9 ETI base codes please visit the website: [www.ethicaltrade.org/eti-base-code](http://www.ethicaltrade.org/eti-base-code)

**ETI Base Code**

The ETI Base Code is an internationally recognised set of labour standards based on ILO conventions. It is used by ETI members and others to drive improvements in working conditions around the world. [www.ethicaltrade.org](http://www.ethicaltrade.org)

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised
- Regular employment is provided
- No harsh or inhumane treatment is allowed

**The 9 Ethical Trading Initiative (ETI) Base Codes, which work as a guide for a good Labour Standards Assurance System.**

## When Comedy Meets Health



Beverly Lindsay OBE DL, Sir Lenny Henry and MDTi's CEO Martin Levermore MBE make UK trade happen overseas.

MDTi's CEO Martin Levermore MBE in association with Birmingham Commonwealth Association (BCA) undertook a ground breaking trade mission to Jamaica to coincide with the Jamaica Expo in Kingston over April 14-17 2016. The mission had a strong Life Science/Well-being focus as well as the promotion of the Food sector in Birmingham. The visit was put together by Martin who chairs the BCA Trade and Business group alongside Mr. Wade Lyn CBE, Honorary Jamaican Consul who chairs the BCA Communities group.

Martin's future hope is to replicate overseas, possibly starting in Jamaica, a Traineeship programme to be delivered by Medilink WM that replicates the programme Medilink undertook for 20 young people aged 16-18 in the West Midlands region during 2015.

The eight week Medilink programme combined placements in the NHS with placements in medically related industry companies; as well as classroom study based on employability skills. It was a powerful demonstration of collaborative working across industry, the NHS and Education in Birmingham. This ground breaking collaboration proved hugely successful with all twenty students completed the programme.



## Mad Pants Tea Party



MDTi Clinical Lead Manager Michele Taylor organized and hosted a charity tea party event to help raise money for and increase awareness of Endometriosis UK. The event was held at The Sun Inn in Swindon and managed to raise £125 for the charity.

Attendees were encouraged to wear pink pants in support of the charity and a prize was awarded to the person with the most imaginative pair.

## MDTi's Advisory Board member Professor Rob Pickard Awarded the prestigious St. Peter's Medal



Professor Rob Pickard being awarded the St. Peter's medal by BAUS President Kieran O'Flynn.

At its Annual Meeting in November, the North East Urological Society (NEUS) celebrated the presentation of the 2016 St Peter's Medal to Professor Rob Pickard; who was instrumental in the development of the Uflow meter product.

The award was presented by Mr Kieran O'Flynn, BAUS President. Together with members of the BAUS executive, many of Professor Pickard's colleagues and collaborators, past and present, joined us to mark the occasion and honour the significant contribution he has made to the field of urology and urological research.

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## Exhibitions and Sponsored Events 2016-17

| Date               | Venue                                 | Conference Event                  |
|--------------------|---------------------------------------|-----------------------------------|
| 21st March 2017    | The Christie Hospital                 | Gynaecological Oncology Study Day |
| 13—17 May 2017     | Liverpool Arena and Convention Centre | RCN Congress 2017                 |
| ▲ 13 - 16 Nov 2017 | Düsseldorf, Germany                   | Medica 2017                       |



INVESTOR IN PEOPLE

### MDTi Awarded the International Trade Council Certificate of Appreciation

MDTi has been awarded a certificate of appreciation by the International Trade Council, for its support and contributions towards the international trade council community.

The company individually funded a total of 4 small business owners to attend trades fairs, along with the funding for 13 entrepreneurs to partake in business courses and for 1 entrepreneur to be able to develop a micro-enterprise.

MDTi is dedicated to continuing its commitment of helping and supporting the overall well-being of small business owners and developing entrepreneurs around the world; the company is eager to share its wealth of knowledge and business experience towards this end.



**"We are passionate about health and strive to deliver improved quality of life for both Patients and Clinicians."**