

INSIDE

PROFILE OF JANE GRANT

**KATE BARKER
ON THE MONEY**

**NEW CENTRE FOR
ADVANCED IMAGING OPENS**



COURSES

RESEARCH

WORKING WITH BUSINESS
AND THE COMMUNITY

Welcome... and welcome back

Thank you for your encouraging feedback on our first issue of U2B and congratulations to our prize-winner, John Friel. We hope that this edition of U2B will give you a further insight into some of the business-related activities that are taking place within the University.

The past number of months were very exciting for the University with a great range of events involving external partners. One of these was the official opening of the Centre for Advanced Imaging. With its pioneering microscope technology it has already led to engagements with a number of commercial partners including Unilever Research. One of our Jordanstown campus-based companies, FarmWizard, saw off stiff competition from hundreds of companies worldwide, many of them global corporations, to lift the coveted Sybase iAnywhere Innovative Award in Las Vegas.

We gained a runner-up place in the Investment Belfast 25k Business Plan competition. The team INNSULIN was also a finalist in the Research Council UK Business Plan competition alongside BCI-CONCISE. Both teams originate in the School of Computing and Intelligent Systems at Magee. Interestingly a UU alumnus, Professor

Colin McGurkin, now at Newcastle University, is also a finalist. Results are due early in December. Each team is already a winner – fingers crossed for national success.

In this edition of U2B we highlight what Kate Barker, Bank of England Monetary Policy Committee member, had to say when she visited the Jordanstown campus, and how a University link has helped to make a dog bowl a profitable business for company director Jane Grant.

I would encourage anyone who is interested in any of the stories, or who would be keen to engage with the University, to contact our Business Liaison Office on 028 9036 8019 or by emailing enquiry@ulster.ac.uk.

Professor Bernie Hannigan
PVC (Research and Innovation)

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Front cover picture by photographer Gail McGowan, Enniskillen, 028 6634 1308 or email info@cloonaveel.com

Business Profile



WHO:

Jane Grant, Director, HugX.

EDUCATION:

Loreto College, Coleraine and Brighton Polytechnic (now the University of Brighton).

CAREER:

Jane previously worked as international sales and marketing director of consumer publications for Pearl and Dean/Skysites in the UK and the Euromoney Group. She has also worked for Tax Free World Association in Paris as a consultant in their conference and marketing division.

LINKS WITH UU:

Jane has worked with UU to launch the new HugX product line, utilising consultancy in product design and branding.

It's a Dog's Life

HugX, a Derry-based supplier of high quality accessories for pets, teamed up with the University to design and produce an innovative dog bowl.

"The design brief was not to design a dog bowl but rather a dining experience for a canine companion," says company director Jane Grant.

The University designers, Stephen McGilloway (Product Design) and Justin Magee (Automotive and Product Design) are both experienced in concept development through to production and have both worked for LEGO Systems in the ideas generation stage of projects.

Their approach to the brief was that of the 'emotional domain' in design, which places value on the product relationship with the user and other associates. They designed a range of dining bowls for the various categories of dogs: the MINI for very small breeds; MAX for pups through to adult dogs and medium-sized

breeds; and EMMY for the larger and fast-growing breeds. Each product has its own character and all have received registered design status.

Jane explains: "The angled bowl means that long hair and ears do not interfere with food or drink and that ID tags do not irritate the dog through constant contact with the bowl. The design also tries to improve digestion through better head angle during feeding.

"The holder has rubber feet with a larger footprint than any other existing bowl, making it more stable and less likely to move around during feeding. The rounded shape means the dog has easy access as the food falls naturally to a central position.

"HugX has re-invented the dog bowl by combining design ingenuity with quality craftsmanship. The bowls are created with individual character to suit the discerning buyer who chooses to live with outstanding design," she concludes.

They have been a featured product by 'Pets and the City', the UK's first pet fashion and lifestyle boutique; and on the BBC2 'Money Programme – Pampering Pets for Profit', in June 2006 and 'the Sharon Osbourne Show', ITV, in September 2006.

If your four-legged friend needs a new bowl, contact Jane Grant, 028 7134 2388 or email sales@hugx.co.uk.

If you have a project you would like to discuss, contact the Business Liaison Office, telephone 028 9036 8019 or email enquiry@ulster.ac.uk

Knowledge 2B: Transferring Knowledge and Helping Business Grow



The University helps businesses to grow through two knowledge transfer programmes – Knowledge Transfer Partnerships (KTPs), and the cross-border FUSION programme.

Water FUSION: **DunCarrig Spring Ltd**



DunCarrig Spring Ltd is a family-owned water bottling company located in Roxboro, County Roscommon. In 2003, the company operated from an ageing factory with one bottling line, producing sparkling and still mineral water predominantly in 500ml bottles.

Managing Director, Paddy Hynes, wanted to expand production and decided to partner with the University as part of the FUSION programme. Following an initial meeting, Paddy built new factory facilities, and the UU team planned the production layout.

The company has since trebled its turnover and received full HACCP (Hazard Analysis and Critical Control Points) approval, opening up the market to supply products to major national companies.

For further information on FUSION, please contact Dr Janet Johnston, Business Liaison Office, telephone 028 9036 8215 or email j.johnston1@ulster.ac.uk

Calling all social enterprises



The social economy comprises a thriving and growing collection of organisations that includes co-operatives, social enterprises, credit unions and housing associations.

The University works with the sector providing mentoring, research opportunities and events through the Knowledge Club and is currently exploring opportunities for Knowledge Transfer Partnerships with social enterprises. We also support the School for Social Entrepreneurs in Ireland.

We want to track and measure the impact that the University is having in the sector, in particular our contribution to the innovation and sustainability of social enterprises.

We therefore need to hear from social entrepreneurs about their involvement with the University. If you have a story to share or insight into the impact the University is having within your organisation or would like to learn more about opportunities to interact with us, please contact Seamus Carlin, telephone 028 9036 8972 or email s.carlin@ulster.ac.uk.

Rapid Success in Knowledge Transfer **Rapid International Ltd**

Rapid International was established over 30 years ago. Employing over 50 people, the company designs and manufactures products for the construction, concrete and environmental industries.

Rapid International entered into a KTP in 2002, using University expertise to deliver two main objectives: they wanted to change their focus to design and innovation rather than production; and they wanted to reduce manufacturing costs and improve performance of existing Rapid products.

Already planning future work with the University, Bert Pickering, MD of Rapid International, said: "Since joining the KTP, worldwide sales and distribution of Rapid products has greatly increased and we have created the Rapid Jetwash which is a cost-saver for companies with concrete batching plants and provides significant improvements to health and safety standards."



The University has completed over 100 KTP programmes. To find out how your business could benefit, please contact the KTP Office, telephone 028 7137 5236 or email ktp@ulster.ac.uk



From left: Dr Gerry Burns, Pro-Chancellor, UU; Philip Heaton, Deloitte; Bernie Braniff, Manager, Staff Training and Development, Allied Irish Bank UK; Professor Jackie McCoy, Director, Business Institute, UU; Professor Richard Barnett, Vice-Chancellor, UU

How Smart is your Home?

With an ageing population, society needs to move towards a technology-supported care environment. It should be one that offers people an increased level of autonomy and improved quality of life within their own homes.

The University's School of Computing and Mathematics in conjunction with the School of Health Sciences, hosted the International Conference on Smart Homes and Health Telematics (ICOST2006) at the Culloden Hotel in the summer.

Chris Nugent from the School of Computing and Mathematics, said: "Researchers at the University are engaged in a number of multi-disciplinary research projects addressing the development of cognitive prosthetics for persons with mild dementia, cardiac analysis for wearable clothing and behavioural analysis in smart environments."



From left: Professor Norman Black, PVC (Academic Development and Student Services), UU; Professor Toshiyo Tamura, Chiba University, Japan; and Dr Chris Nugent, UU

If you are interested in learning more, please contact Dr Chris Nugent, ICOST2006 Conference Chair, email: cd.nugent@ulster.ac.uk, or visit the conference website: www.icost2006.ulster.ac.uk.

AIB Chooses Business Institute

The University's Business Institute has secured a prestigious contract to deliver an innovative management development programme for Allied Irish Bank UK division.

Fifteen senior AIB executives – nine from Northern Ireland and six from the UK – have signed up for the pilot programme which after 18 months leads to a Postgraduate Diploma in Executive Leadership with an option to progress to the masters award.

Professor Jackie McCoy, Director of the Business Institute, said: "This is an exciting development for the University. We have formed a strategic business alliance with Deloitte to deliver the programme. This coming together of academic and business worlds exposes participants to leading-edge theory and to its practical application

in a competitive business environment. The programme content has been designed specifically to meet AIB's challenging agenda and its ambitious business goals."

Professor McCoy added that now the working relationships had been established, the Business Institute would be launching the Executive Leadership programme on the open market, tailoring it to suit the specific needs of clients, for example local government, in response to opportunities arising out of the Review of Public Administration.

If you would like to learn more about the Business Institute, please contact Jackie McCoy, Director, Business Institute, telephone 028 9036 6417 or email j.mccoy@ulster.ac.uk.

Innovative thinking means better business in Lisburn

The Innovation Promoters programme, developed by the University and Lisburn City Council, assists businesses to identify appropriate new technologies, new processes, new systems or products that will add value, and improve overall business competitiveness and profitability.

Alderman Edwin Poots, Chairman of the Economic Development Committee at Lisburn City Council, says: "This project will strengthen linkages between the Council, the University and local businesses with a view to improving overall local economic growth."



From left: Dennis McKeag, Professor of Product Development, UU; Alderman Edwin Poots, Lisburn City Council; Andrew Robinson, Boomer Industries; Hazel King, Lisburn City Council; and Jonathan Wallace, senior lecturer in Computer Science, UU

We are now seeking participants to take part in this programme. To find out more please contact Elaine Lackermeier, UU Business Liaison Office, 028 9036 8402, email e.lackermeier@ulster.ac.uk

Making Spar 'Heart of the Community'

UU student Jennifer McBeth was recognised as an exemplar for her work during her placement with Spar Clarawood, Belfast. Jennifer, studying for an HND in Business Studies, was awarded the top prize in the Faculty of Business and Management's 'Placement Innovation Competition'.

During her placement, Jennifer developed links between Spar Clarawood and the surrounding community. She created a range of initiatives including a community newsletter, health checks in-store and a charity fun day. The schemes, coupled with innovative

merchandising, have resulted in increased customer numbers and increased sales and have put the store 'at the heart of the community'. The success of her initiatives was also recognised nationally, when the Spar Clarawood store won a prestigious 'Heart of the Community Award'.



Jennifer McBeth (centre) with Professor Robert Hutchinson, Dean, Faculty of Business and Management, UU and Dr Adele Dunn, lecturer, School of Hotel, Leisure and Tourism, UU

The University offers excellent opportunities to companies wishing to recruit placement students across all disciplines. For more details on placements contact: Seamus McConomy, Careers Development Centre, telephone 028 9036 8015, or email s.mcconomy@ulster.ac.uk

Recipe for Business Success

A new masters programme in Business Development for the agri-food sector has been launched by the School of Marketing, Entrepreneurship and Strategy in response to employer needs and government policy.

Head of School, Dr Mark Durkin, explains: "Over recent years as the competitive landscape has changed in the agri-food sector here new opportunities and threats have emerged. The new masters programme in Agri-food Business Development has been customised to meet the needs of this sector, allowing participants to minimise the threats facing their companies and enabling more effective exploitation of emerging opportunities."

The new programme partners the School of Marketing, Entrepreneurship and Strategy with the world's number one entrepreneurship educator, Babson College, Boston. The programme can be taken as a conventional full-time masters course, or alternatively as a series of short courses which over time will culminate in the award of a masters degree. An added incentive for potential full-time participants is that the Department of Agriculture and Rural Development (DARD) are providing studentships in Northern Ireland covering up to 50% of the course fee. The course includes a residential in Boston.

More information is available from the School, telephone 028 9036 8992 or email shine@ulster.ac.uk.

Providing software services to the USA

Northern Ireland software development companies wishing to service clients in North America should seriously consider the adoption of CMMI® for their software development processes.

CMMI® (Capability Maturity Model® Integration) is the de facto standard benchmark for software process optimisation and has widespread acceptance in the States.

Two University academics from the Centre for Software Process Technologies (CSPT), Dr George Wilkie and Dr Don McFall, have been trained at Carnegie Mellon University in Pittsburgh, USA, and are now qualified to offer a full range of CMMI® services.

The CSPT has already worked with fifteen local companies of all sizes, helping them improve the effectiveness of their engineering and management processes.

The CSPT is a Centre of Excellence established by the University and Invest NI to help local companies become more globally competitive.

For further information contact Dr George Wilkie, 028 9036 8887, email fg.wilkie@ulster.ac.uk



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↔ U2B Feedback

Final-year marketing student **Sarah-Jean Geraghty**, from Armagh, is conducting research on the success of U2B. During her placement year in the University's Department of Public Affairs, she was part of the team that developed U2B. For her dissertation she is researching how successful the newsletter has been in improving the business community's perceptions of the University. By completing the questionnaire you will help Sarah-Jean with her dissertation and improve the University's communication with business.

You can find the questionnaire online at www.ulster.ac.uk/U2B, or if you have received this issue of U2B as part of *Business Eye*, you will find a pre-paid postcard directly after U2B. Please fill it out and post it back to us.

Greenshoots Growing



Core Workflow Ltd CEO, Liam Roberts (left), with Greenshoots Newry Ltd Manager, Kieran Fegan

Core Workflow Ltd, based in the Greenshoots Newry Ltd Business Incubation Centre, has received grant assistance as part of the Invest Northern Ireland Smart Award scheme.

Core Workflow Ltd, supported by the University, secured the funding to research the feasibility of developing an innovative workflow management and contact software system.

Sharing success

The University and the School for Social Entrepreneurs in Ireland (SSEI) held a conference entitled 'Sharing Success and Learning from others – the social economy from a local, national and international perspective'.

Over 100 social economy decision makers met to share information on best practice, including keynote speakers Dr Jim Lyons, former Special Advisor to President Bill Clinton and Secretary of State for Economic Initiatives in Northern Ireland and border counties from 1997-2001; and Avila Kilmurray, Director of the Community Foundation for Northern Ireland.

If you would like to find out more about how the University of Ulster can work with your social enterprise, please contact Kerry Thompson, Business Liaison Office, telephone 028 9036 8603 or email k.thompson@ulster.ac.uk.



From left: Eddie Jackson, Belfast Local Strategy Partnership; Master of Ceremonies, Dr Wendy Austin, BBC; Dr Jim Lyons; Kerry Thompson, UU; and Caoire Kennedy, SSEI

Greenshoots Newry Ltd is a joint venture between Newry Institute of Further and Higher Education and the University. For more information contact Kieran Fegan, Centre Manager, telephone 028 3026 5402 or email info@greenshoots-newry.com

ST&D is Rising Star

UU spin-out company Sensor Technology and Devices (ST&D) has been named as a 'Rising Star' in the Deloitte Technology Fast 50 Awards.

The awards ceremony took place in the Mansion House, Dublin and was timed to coincide with the inaugural Deloitte Technology Forum, themed this year, 'Get Connected – Celebrate Innovation'.

Responding to the award, University Professor John Anderson and director of Sensor Technology and Devices, said: "We've every belief in our company. We know our technology has a world leading edge to it – but it's better if someone external to your company recognises what you're actually about – and there's no doubt that this award in the Fastest Rising Star category truly does recognise us as being at the top of innovation across Ireland."

Need Expertise and Consultancy?

If so, a consultant from the University could be the answer. Academic experts can provide consultancy services to your company, applying their broad range of specialist expertise to specific problems.

Areas covered include:

- Arts and Creative Design
- Biomedical Engineering, Life Sciences and New Materials
- Business
- Communications
- Economics and economic evaluation
- Engineering
- Environmental
- Health
- ICT, Electronics and Financial Services

For more information on consultancy contact UUTech, telephone 028 9093 0008 or email info@uutech.co.uk



Kate Barker, Bank of England Monetary Policy Committee member

UU Knowledge Club 'On the Money'

The University's Knowledge Club hosted a presentation for local businesses by Kate Barker, Bank of England Monetary Policy Committee (MPC) member.

Kate outlined the roles and responsibilities of the Bank of England Monetary Policy Committee, explained how interest rates are set, and what could be expected in the future.

Ms Barker is the only current member of the MPC with direct industrial experience and is generally seen as representing the interests of industry. She indicated that the performance of the UK industrial sector was given sufficient weight in the interest-rate decisions but that sometimes the needs of industry were outweighed by other inflationary pressures.

These include a UK housing market that is still overheated; the effects of recent oil and energy price shocks that have not been fully reflected in either headline inflation or in wage bargaining; and major uncertainty about the impact of the significant growth of migrant labour.

Eddie Friel, Manager, Business Liaison Office, said: "Being able to host Kate Barker as a speaker was very useful for local businesses as they were able to use this information strategically. The Knowledge Club strives to organise useful and informative events across a diverse range of subjects, and we encourage businesses to be part of our network and to benefit from it."

Biotechnology Expertise

A two year collaboration between Coleraine Borough Council and the University has laid the foundations for future foreign direct investment and international collaboration in the area of life and health sciences.



Activity was targeted primarily at the US market, as it has a large number of pharmaceutical and biotechnology companies.

To date, 18 US companies have visited the Coleraine campus. Several of these companies are reviewing opportunities to work with the University, one of which is proposing the set-up of a Northern Irish company on campus that would allow them to utilise expertise from the School of Biomedical Sciences.

The collaboration has also been used to build further awareness of the University's biotechnology expertise on a global scale.

We would like to acknowledge the support from Coleraine Borough Council and the Coleraine Borough Strategic Partnership for their support of these activities and we look forward to continuing this work for a further two years via a Coleraine Borough Council / UU jointly funded initiative.



For more details contact
Mike Patterson, Development Manager,
UUTech, telephone 028 7028 0070
or email m.patterson1@ulster.ac.uk

To find a full list of upcoming events, or to register for an event, please go to www.knowledgeclub.ulster.ac.uk
To join the Knowledge Club, please contact Karen Gwilliam, telephone 028 9036 6982, or email kj.gwilliam@ulster.ac.uk.

SAP Research Centre Launched

The SAP Research Campus-based Engineering Centre (CEC) was recently launched at the University's Jordanstown campus. Founded in 1972 as Systems Applications and Products in Data Processing, SAP is the world's leading provider of business software.

The innovative Research Centre, which is the first of its kind in Northern Ireland, is part of SAP's global technology research division, working to identify and shape emerging technology trends in collaboration with leading international universities and strategic partners.

CEC Belfast is already collaborating with UU and carrying out leading-edge research in the emerging field of Business Grids. Grid computing involves sharing computing power and data storage capacity over the Internet, providing users with the

ability to perform higher throughput computing by taking advantage of many networked computers.

Dr Wolfgang Gerteis, Director, SAP Research CEC Belfast, explains: "Business Grids are anticipated to become the ICT backbone of the future for enterprise solutions. A recent report conducted by the Insight Research Corporation estimates worldwide grid spending to grow from \$1.8 billion in 2006 to approximately \$24.5 billion in 2011. There is no reason why Northern Ireland cannot get a sizeable slice of this market."

If you want to learn more contact CEC Belfast directly: email research.belfast@sap.com, SAP Research CEC Belfast – Jordanstown campus (TEIC Building). For all UU Science Research Parks enquiries please contact Sean McCaul, telephone 028 7129 5901 or email smccaul@uusrp.com

Advanced Imaging

A new £1.3 million Centre for Advanced Imaging has been opened at the University's Coleraine campus. Global companies such as Unilever Research are already lined up to benefit from the uniquely powerful analytical and technological expertise that has been assembled, funded by a grant from the UK Science Research Investment Fund (SRIF) 2006-2008.

At the heart of the Centre's research facilities are two specially constructed microscopes: the world's first cryo-dualbeam microscope – combining a focused ion beam microscope with a scanning electron microscope; and a unique atomic force/confocal microscope hybrid.

They are so powerful that scientists can analyse and manipulate particles at atomic and intra-nuclear levels – and their movements and effects can be recorded using 3D and real time. The microscope technology for the

new Centre has been developed in association with the FEI Company, the US-based supplier of electron microscopy tools for nanoscale research, development and commercialisation.

Dr George McKerr, Director, said: "The Centre at Coleraine will become a reference lab for this type of work throughout Europe and we intend to do something rather special to help local industry and start-up companies. Watch this space."



For further information contact Dr George McKerr, telephone 028 7032 4759 or email g.mckerr@ulster.ac.uk

Dr George McKerr demonstrates the world's first cryo-dualbeam microscope

UU Clinic open to the Public

The UU Clinic at the Jordanstown campus offers a range of services including podiatry, physiotherapy, optometry, chiropractic and reflexology. For Further information go to www.uuclinic.ulster.ac.uk. Telephone 028 9306 8098 for an appointment.

This publication is funded by



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and Learning**

www.delni.gov.uk

People in Focus

Business Development for Alumni



Michael O'Neill has recently been appointed as Business Liaison Assistant in the University's Alumni Relations Department. Michael's role involves developing dynamic networks for graduates who are in business so that they can develop new

contacts, personal capability and professional know-how. The new network is called CONFAB. A variety of events are planned, aimed at meeting members' needs in a changing business environment. These will include a variety of personal and professional development seminars that will be innovative, challenging and engaging.

To contact Michael, telephone 028 9036 8600, or email ma.oneill@ulster.ac.uk.

The Mark in Marketing



Dr Mark Durkin, Head of the School of Marketing, Entrepreneurship and Strategy, has been named Marketing Person of the Year 2006 by the Chartered Institute of Marketing (CIM). Jordanstown-based Dr Durkin received the prestigious 'Frank Galbraith'

award, named in honour of the first recipient and former CIM Regional Director, at the CIM Gala Awards ceremony held in the Waterfront Hall, Belfast.

To contact Dr Mark Durkin, telephone 028 9036 8984, or email mg.durkin@ulster.ac.uk.

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TO MAKE SURE YOU RECEIVE
THE NEXT U2B

To register for the next edition of U2B, please log on to our registration page: www.ulster.ac.uk/U2B.

The winner of the draw for an iPod Nano from issue one of U2B was John Friel, Visual Edge Ltd, Strabane.

CONTACT DETAILS

The UU Business Liaison Office is your gateway to the University of Ulster. You can contact us with any enquiry.

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