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WEST DORSET PHYSICOOOL TAKES UNIQUE INVENTION TO WORLD'S BIGGEST MEDICAL FAIR

West Dorset entrepreneur Kay Russell, who recently appeared on BBC's Dragon's Den, is taking her unique **Physicool** reusable cooling compression bandage to the Medica exhibition this week. **Physicool** is designed to treat inflammation and bruising and works by drawing heat out through rapid evaporation, as opposed to most other products that work by driving cold in.

Physicool Ltd's Managing Director Kay explained: "Appearing on Dragon's Den this year was a great opportunity and provided an excellent platform to promote Physicool to a wider market.

"We've enjoyed fantastic support from UK Trade and Investment to help develop our international growth, including a trade mission to Thailand, a grant to attend Medica and the ongoing advice and expertise of International Trade Advisor, Nigel Green. Through Nigel's help and since the Dragon's Den experience, the offers and opportunities have continued to pour in and we are hopeful that Medica will provide similar opportunities to make new contacts and generate further business leads."

Physicool will be among hundreds of British SMEs with innovations that can save lives or help those with chronic conditions, who will be on the lookout for business partners at the world's biggest medical trade fair in Germany this week, attended by 135,000 people.

Some 300 UK firms, many supported by grants from UK Trade & Investment (UKTI) under its Tradeshow Access Programme (TAP), will be at Medica, which runs from Wednesday to Saturday in Dusseldorf, and this year celebrates its fourth decade.

Minister for Trade, Investment and Small Business Lord Davies of Abersoch said:

"UK firms are finding solutions to problems that can mean life or death for people around the world. Whether in the fields of heart disease, cancer, diabetes or diagnostics, UK firms have innovative products to help improve life expectancy.

"From SMEs to large-scale firms, the UK is the leading country in Europe for life sciences. We are also the best place in Europe for R&D. I congratulate Medica on its 40th anniversary, and I wish the UK firms attending every success."

The UK has the biggest life sciences industry in Europe. It employs over 120,000 people in the UK in over 4,000 companies, including pharmaceuticals, medical technology and biotechnology.

Attending the event for the first time in his role as the Government's Health and Life Sciences Ambassador will be former Health Minister Lord Darzi.

"I am delighted to be flying the flag for the UK and the National Health Service (NHS) at the world's largest medical show," he said.

"We have a lot to shout about in the UK. The National Health Service is unique and internationally recognised for healthcare development and delivery, and we have an amazing life sciences eco-system that supports it. This includes some of the fantastic, innovative companies exhibiting here at Medica."

UK Life Sciences fact file

- The UK has the largest life sciences sector in Europe. One in five of the world's medicines were developed in the UK, and all the world's leading pharmaceutical companies have R&D and/or manufacturing facilities in the UK.
- UK Trade & Investment helped to attract £500 million in R&D investment in the last two and a half years, of which the greatest proportion was in life sciences.

- The pharmaceutical and medical technology sectors invested £4.8bn in R&D in the UK in 2008 and had combined exports of £23.4bn with a positive trade surplus of £6.3bn.
- The UK has four of the world's top six universities: Cambridge, University College London, Imperial College London and Oxford University (Times Higher Education Supplement 2009).
- UK research remains the most productive and efficient in the G8 (the International Benchmarking Study of UK Research Performance 2009, October 2009).

Notes to News Editors

For more information on the services offered by UK Trade & Investment South West contact (0)845 60 60 969.

Physicool Ltd: www.physicool.co.uk

Physicool is a new and unique, stretchy, reusable bandage that combines cooling, compression and support. Physicool provides instant treatment for inflammation and bruising of muscles, tendons and ligaments. It is highly effective and quickly reduces swelling and pain. The bandage can be applied in seconds, you just need to have it at hand, and its effects are long lasting, even after the bandage is removed. Physicool works by drawing heat out through rapid evaporation, as opposed to most other products that work by driving cold in. It's perfect for domestic, sport and leisure use.

UK Trade & Investment

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site www.uktradeinvest.gov.uk

GWE Business West

The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.

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