

# BUSINESS Post Daily

## Feeling at home in Nottingham:

Stefano Pessina, left, with Professor David Greenaway, vice chancellor of Nottingham University, at the university's civic dinner.



## Global can give local a boost

THE creation of Alliance Boots eight years ago has led to Boots products being sold around the world, its executive chairman told business leaders in Nottingham, writes Richard Tresidder.

He said the key to success was forming broad partnerships, allowing businesses and institutions to reap the benefits.

Stefano Pessina, the Italian billionaire who merged his Alliance Unichem business with Boots and later backed it into US-pharmacy chain Walgreens, said a global business such as the healthcare group could boost local economies.

He told guests at a civic dinner hosted by Professor David Greenaway, vice-chancellor of the University of Nottingham, that he strongly believed in the virtues and value of working in partnership.

"An organisation that is partnership-driven can work and develop for the benefit of all stakeholders," said Mr Pessina.

"Collaboration and co-operation can unlock great potential and generate opportunities, increasing the scope of choices.

"Many people believe partnership is simply placing parties together.

"For me, it goes well beyond that. It is the synergy and the culture created afterwards that makes the real difference.

"It means that any success is not sustainable if it's not one that benefits all stakeholders, generating a win-win situation for all parties.

"This also explains why we have always tried to develop the business in ways that benefit the local and regional economy.

"I believe that regional economies can reap the benefits of wider partnerships both at institutional and business level."

Mr Pessina said Nottingham had become "closer and closer to my heart and almost my second home".

"Boots and Nottingham share a great story and Boots has become a great example of a

true British institution without losing sight of the strong bonds and commitment to the territories where its origins lie."

Mr Pessina pointed to the partnership today of Boots' involvement with the Nottingham Enterprise Zone and MediCity which he described as a "cost-effective, high-quality site for health and wellness businesses".

"In this way, we are helping to develop future partnerships with start-ups and small and medium enterprises, allowing them to benefit from our expertise in the global healthcare sector, access to innovation and product development knowledge, as well as supply chain expertise."

Mr Pessina said its strategic partnership with Walgreens would lead to the creation of the first global pharmacy-led health and wellbeing enterprise.

"Global doesn't happen at the expense of local. Instead, it can create new and exciting opportunities. Alliance Boots will continue to have a positive impact for Nottingham and the East Midlands."

He added: "If we look at Boots, then products manufactured in Nottingham can be bought across Europe, Asia and North America. Because of this, Boots UK is in a much better place now than six years ago when Alliance Boots was born.

"We have internationalised Boots product brands and stores and taken them around the globe."

A selection of No7 products was launched in Walgreens stores a year ago.

"The vast majority of these No7 products are manufactured from Nottingham.

"We are talking about taking Boots products to the largest pharmaceutical and cosmetic market in the world.

"Opening this transatlantic pipeline will see Nottingham continue to serve as a core location for Boots UK and help keep Nottingham as our manufacturing base."

## First tenants arrive at MediCity:

From left are: Andrew Third, Integra Communications; Jacqui Pearson, Mark Hill Ltd; David Browning, director of MediCity; Nazim Kanji, Co-Formulate; Mark Chivers, Boots UK; Brian Firth, FitQuest; and Costa Philippou, Medilink East Midlands



# Five companies signed up for 'exciting' MediCity hub

By Richard Tresidder

[richard.tresidder@nottinghampost.com](mailto:richard.tresidder@nottinghampost.com)

THE first tenants have moved into MediCity, the former "dry" factory on the Boots site in Beeston.

The building, known locally as D6, has been converted into a health, beauty and wellness innovation hub.

Firms can receive advice from professionals and senior Boots staff as products begin to take shape.

They will be able to pitch ideas to Boots buyers, who will help get suitable products into its health and beauty chain of 2,500 stores.

Five firms have signed up to locate in the newly refurbished building.

The tenant companies are involved in a range of commercial activities, including human performance measurement technology, haircare product innovation, early-stage drug development, health-sector public relations and med-tech business support.

FitQuest is an advanced technology system designed to measure human performance and help people manage their fitness.

A product of Leeds-based MIE Medical Research, FitQuest has chosen Nottingham, and MediCity in particular, to draw on the regional sector expertise in sports science.

Co-Formulate occupies two laboratories and an office to allow the team to expand its



**MediCity:** The former factory on the Boots site in Beeston.

drug development services to pharmaceutical, biotechnology, OTC (over-the-counter) healthcare, cosmetics clients and nutraceuticals – nutrients sold as medicines which benefit the body.

The company employs five senior scientists and is looking to recruit again in the next few months.

Directors Huw Jones and Nazim Kanji have returned to the laboratories they helped design as employees of Boots Healthcare International before they left to develop Co-Formulate with the support of BioCity Nottingham.

Medilink East Midlands is the life science industry membership body. It has taken a virtual tenancy to support early-stage and growing com-

panies in the sector.

Last year, Medilink helped secure more than £700,000 in grant funding for client companies.

Mark Hill Hair Cosmetics have worked exclusively with Boots UK for more than ten years, retailing haircare, electrical stylers and brushes.

Having a team based in Nottingham will further build on this successful relationship, said the company.

Integra Communications, the public relations agency based in BioCity, has opened a second office in MediCity to give media advice to the senior management team and to tenant companies.

Integra will give free PR clinics on site to early-stage tenant firms and entrepreneurs.

Tenant companies occupy 1,500sq ft of floor space and are using central services to host client visits.

MediCity director David Browning said: "Just two months since our launch, the MediCity community of innovators is starting to grow.

"Our team is busy providing the technical and commercial advice these companies need to develop and grow their ideas."

**"The progress made at MediCity since its launch in November is extremely exciting**

**Mark Chivers**

"It is also a busy time for the conferencing team which has more than 20 events booked into an areas called the Meeting Space."

MediCity lies within the core of the Nottingham Enterprise Zone.

Mark Chivers, enterprise zone director at Alliance Boots, said: "The progress made at MediCity since its launch in November is extremely exciting and demonstrates the many opportunities MediCity can offer for economic development, not just for innovative start-ups and growing businesses, but also for the wider Nottingham area.

"We look forward to attracting more innovators in the field of health, beauty and wellness to MediCity."

**All the latest business news each working day at [nottinghampost.com](http://nottinghampost.com)**