



## Good help no longer hard to find

An American recruitment company hopes its arrival in Tyne and Wear will boost jobs prospects in the region - as well as offer an alternative to traditional employment routes for local business.

Labour Ready has opened its first branch in the area at St Mary's Place in Newcastle. The new office currently employs two full-time members of staff and the firm has plans to expand the office to four staff later this year.

The US recruitment expert chose to locate here due to the support, information and advice it received from Tyne and Wear Development Company.

Oliver Kaminski, branch manager for Labour Ready in Newcastle, said: "We chose Newcastle as the location for our new Tyne and Wear branch because we knew there was huge scope for business here."

"The help we received from Tyne and Wear Development Company was crucial in our decision making process - they showed us around the area, gave us all the statistics and information we needed and crucially they put us in touch with all the right people. Unlike representatives from other regions, they had real enthusiasm for the area and were keen to attract Labour Ready to the region to be part of the ongoing growth and development here."

Since locating in the region last month, the American-owned recruitment expert has sourced staff for local companies including Tyneside Interiors, Hi-Bond Contractors and Cromwell Tools Ltd - all based at Gateshead's Team Valley.

Labour Ready is a market-leader in its field and is unique in the recruitment sector. Its branch offices are open from 5.30am to 7pm every day and recruitment advisers are on call 24 hours a day.



Pictured L-R: Oliver Kaminski of Labour Ready, Nick Kemp and Michele Richardson of Tyne and Wear Development Company with 'worker' Shaun Brotherton

## Perlos opens £1.5 million clean room investment

Plastics experts, Perlos UK Ltd, recently opened a new £1.5 million state-of-the-art pharmaceutical clean room at its Sunderland operation - reaffirming its commitment to the region.



Cllr. Bob Symonds (left) with Teemu Saloranta of Perlos UK

Cllr Bob Symonds, leader of Sunderland City Council and chairman of Tyne and Wear Development Company, performed the official opening ceremony at Rainton Bridge South Industrial Estate, Houghton-le-Spring by unveiling a plaque to commemorate the occasion.

The new facility will provide an increase in manufacturing capacity by 50 per cent for the production of technically challenging medical devices, such as inhalers and syringes, for global customers including AstraZeneca, Aventis and Bausch & Lomb.

The investment will help secure the 170 existing jobs at the company's two adjacent plants - Tooling and Moulding - and create opportunities for further jobs in the future.

The event marked a double celebration for the Finnish headquartered company, which notched up its 50th birthday this year. Perlos UK was the global company's first venture overseas in 1984 and now the group has plants across the world.

Paul Buie, of Tyne and Wear Development Company which has lent its support to Perlos, commented: "The company is a good example of a significant part of our work today - providing support to existing local business investors to maintain jobs, and wherever possible, to expand and increase wealth creation."

Opening the plant Cllr. Bob Symonds said: "The company has exciting plans for its future growth and we are pleased to support them with this major investment programme."

The Perlos pharma operation is now unequalled in the region and is one of the foremost of its type in the UK.

## Job Scene helps businesses cut the cost of recruitment

Businesses all over the North East are being invited to attend a huge recruitment fair, designed to improve recruitment for both employers and job seekers.

Job Scene North East is being held at the Telewest Arena on November 14 and 15 and aims to reduce the cost and time of recruiting quality staff.

The event will provide a venue for businesses from many different sectors to exhibit their services or products and allow them to meet career changers, the unemployed, school and college leavers, graduates, undergraduates and professionals all under one roof.

New attractions this year include a Hospitality Sector and back by popular demand is The Training Village, featuring training providers and skills demonstrations, and Jobcentre Plus and Connexions will be there to provide advice and support.

For information call Sue Bridges on FREECALL 0500 026120.

## Esmar gears up for expansion



Paul Buie (left) with Pat Watson

supplier of components to the Nissan plant at Sunderland. But the company also has ambitious plans to develop its UK business and secure new customers.

Last autumn, when the company officially confirmed its relocation plans, it employed around 70 people. This is currently around 160 and is set to hit 200 people by the turn of the year.

Pat Watson, director of Esmar, said: "This relocation is a significant development for the group and represents a major commitment to the region and the UK. We aim to use this new site as a platform to strengthen and further develop our UK business."

The relocation to Washington was made possible thanks to support from regional development agency One NorthEast, Tyne and Wear Development Company and City of Sunderland. At the time the company was considering other sites in mainland Europe.

Mr Watson said: "Tyne and Wear Development Company continues to be tremendously supportive in terms of local advice and knowledge. Their practical advice has been invaluable."

Paul Buie, manager of Tyne and Wear Development Company, said: "Having worked with Esmar since its arrival I am delighted that the company has remained in the area and continues to invest in a manufacturing facility in the region."

Spanish automotive components manufacturer Esmar UK is well underway with its expansion into a new factory in Washington.

The ongoing relocation from premises at Sunrise Enterprise Park, Sunderland to a purpose-built factory at Stephenson Industrial Estate, Washington represents an investment of £9million and the creation of more than 130 new jobs.

The company is now shifting up a gear to ensure it is fully operational in Washington by early September.

Esmar - which established an operation at Sunrise Enterprise Park, Sunderland in 2000 - is a major

## GOTEC's drive for growth



The region's automotive sector continues to flourish with the ongoing expansion of a new inward investor on Tyneside. German-owned GOTEC UK was encouraged to locate to a factory in New York, North Tyneside by Tyne and Wear Development Company.

agreement with Vibracoustic, part of the German owned Freudenberg group, to apply bonding agents to its automotive components.

Like many manufacturers, Vibracoustic is outsourcing non-core activities, which includes specialist coatings. It approached GOTEC last year after failing to find a UK supplier. The company already works with Vibracoustic on a site in Poland.

Production manager Mick Harriott (pictured left) was working at Vibracoustic's New York factory when the opportunity arose to switch jobs and join GOTEC to head a UK operation supplying his former employer.

GOTEC turned to Tyne and Wear Development Company to advise on a potential location for this new

With continued assistance, the company has grown to around 14-strong and is set to employ 30 people by the end of 2003.

GOTEC currently enjoys an exclusive trading

## Welcome...

From Cllr. Bob Symonds, Chairman, Tyne and Wear Development Company



and the successes that many of our local companies are enjoying.

We have helped create new employment opportunities, improve profitability and increase their visibility in the Tyne and Wear area. We've continued to see a steady stream of inquiries, from companies in all sectors, in particular digital media and ICT.

And we're delighted that Spanish automotive company Esmar has reaffirmed its commitment to Tyne and Wear by opening its new facility in Washington. As well as bringing investment, the company expects to create over 100 jobs at the new site - which I am sure you will agree is very welcome news.

Welcome to the latest edition of Tyne and Wear Development Company's newsletter, The Investor. It aims to keep you up to date with what we're doing to encourage investment in the area,

operation. Financial support was secured in the form of a Regional Enterprise Grant and training assistance was provided by the Learning and Skills Council.

Mick Harriott explained: "It made sense to be as close to the customer as possible but there was no guarantee we would be based in Tyne and Wear.

"Tyne and Wear Development Company provided the right kind of advice and support we needed and enabled us to come up with a more manageable solution and one which met our needs completely."

GOTEC eventually took space within the Freudenberg factory on North Tyneside.

Mr Harriott said: "We are now moving much faster than originally planned. We have an exclusive arrangement with Vibracoustic now but that is not a permanent situation and we soon aim to be looking for other customers across the region and the rest of the UK."

## For assistance or information

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## Guide to investment hot spot



Paul Buie (left) with Cllr. Bob Symonds

A new investment guide to give developers and inward investors all the information they need about Tyne and Wear has been warmly welcomed by users.

The 'Investors Guide to Tyne and Wear', published by Tyne and Wear Development Company, is the first information resource of its kind. It puts up-to-date information on one of Europe's inward investment hot spots at the fingertips of the investment community.

The comprehensive guide provides potential investors with up to date demographic and economic data as well as detailed information on regional infrastructure and financial support networks. Never before has this information been available from one single source in a clear and concise format.

As well as providing information on the people of Tyne and Wear, their employment structures and their work ethic, it gives detailed information on the region's transport networks and its business and industrial sites.

It gives an overview of some of the financial support available to investors in the region, including information on Regional Selective Assistance grants. The

guide also takes a brief look at the area's unique cultural landscape and the many opportunities for leisure in Tyne and Wear.

Chris Pearson, director of agency at Chesterton Newcastle said: "The Investors Guide will prove an invaluable tool for property professionals. This information has never been available before. Collecting and assembling accurate information on the region for potential investors and developers has always proved an onerous task, but the new guide will give us the information we need to make a strong business case for Tyne and Wear."

Copies can be obtained by telephoning 0191 516 9099, by e-mailing [locations@tyne-wear.co.uk](mailto:locations@tyne-wear.co.uk) or by visiting [www.tyne-wear.co.uk](http://www.tyne-wear.co.uk).

## Business North East set for success

The major business event of the year, Business North East, promises to be the biggest face-to-face business gathering ever held in the region.

Business North East, held at the Telewest Arena on October 1 and 2, will provide a platform for companies to display their products and services, raise their profiles, conduct business and network with visitors from surrounding business communities.

Bookings for stands are coming in thick and fast, with over 65 businesses from most sectors now being signed-up to attend the event, which is supported by Tyne and Wear Development Company and One NorthEast.

Paul Buie, manager of Tyne and Wear Development Company said: "We are delighted to support Business North East, it is a worthwhile opportunity for all North East businesses to meet potential clients and discover the latest business developments."

As well as exhibitions, a full programme of seminars, a 'Meet the Buyer' feature, business advice and creative villages will also be available. For information call Rachael Ventura on FREECALL 0500 026120 or email: [rachael.ventura@tjw.co.uk](mailto:rachael.ventura@tjw.co.uk)

## International prospects for digital media firms

The region's digital media sector continues to flourish – rapidly developing an international reputation.

Tyne and Wear Development Company has taken a strategic decision to support and promote this sector due to its potential for job creation and wealth generation.

Earlier this year, the Company went that extra mile for a group of North East companies and made it possible for them to attend the largest interactive multi-media show in Europe.

The organisation was one of the main sponsors to help a North East delegation attend Milia 2003 – held this year at Cannes in France. Twenty three delegates from the North East attended the event in March this year. They combined to make the largest delegation from the UK.

The Digital Media Network organised the region's fourth delegation to exhibit at Milia 2003. The international event attracts around 8,000 visitors



Some of the Milia 2003 delegation

every year, including some of the largest manufacturers and retailers in the industry.

Regional attendees included games developers, animation experts, interactive content firms, multi media and new media developers. These included Eutechnyx, Liveroom, Northumbria Learning and Enigma Interactive from Tyneside.

Steve Grainger, from new media development

company Enigma Interactive, said: "There is a lot of good work going on in the region within the digital media field, but the area is not necessarily recognised for its expertise.

"There are many innovative companies producing excellent work and competing with rival firms from the rest of the UK and abroad for business outside the region. It is important that companies like Enigma present ourselves at events like Milia to achieve recognition as serious players in the digital media world. The support of the main sponsors has been crucial to help us achieve this."

Sophie Lee, DMN and e.Business Centre events manager said: "The North East digital media sector continues to boom and we once again assembled a strong regional delegation for Milia 2003. The links to Sophia Antipolis added value to a unique opportunity for local companies to showcase their services and products on an international stage."

## Young entrepreneur award

Brian Jobling – founder of games development company Eutechnyx, was recently named as Young Entrepreneur of the Year.

Mr Jobling, who created Gateshead-based Eutechnyx in the mid '90s received the accolade at the North Region Entrepreneur of the Year banquet.

Eutechnyx employs more than 60 full time programmers, artists, animators and games designers dedicated to developing computer games.

The company has particular expertise in high-level mathematics and physics, disciplines necessary to recreate the dynamics of vehicle movement in which the company specialises.

Titles include '007 Racing', 'Le Mans 24 Hours' and 'Big Mutha Truckers'.

Mr Jobling said of his award: "This award recognises the contribution made by hi-tech companies like Eutechnyx to the global economy. They are good for the company and beneficial for our industry overall."

## ICT Works

Tyne and Wear Development Company sponsored the highly successful 2003 ICT Works conference and exhibition held at St James' Park.

The event was the biggest showcase of IT services and products the region has ever seen.

Gary Nestor, of the University of Newcastle, said: "The exhibition proved beneficial to both internal and external audiences, and facilitated identification of a number of business opportunities at regional, national and international levels."

Others involved in the ongoing campaign to assist and develop the region's digital media sector shared this view.

Herb Kim, chief executive of the Digital Centre of Excellence, said: "Over the past 6 months I've had the fortunate opportunity to develop a relationship with Nick Kemp and Tyne and Wear Development Company. While there are many who are good in their field, Tyne and Wear Development Company's focus delivery, real added value, cost efficiency and integrity is remarkable.

"I very much look forward to working with them to develop the North East as one of the next centres of the 21st Century digital economy."

## Capital contract

Tyneside digital expertise is supporting the development of one of London's newest and most prestigious landmark buildings.

In keeping with the state of the art credentials of the new 'Gherkin', Swiss Re appointed Newcastle-based software company Ridge Media to develop and install an intranet system for the building's tenants.



Peter Kerr, director at Ridge Media, said: "This is a prestigious site and Swiss Re wanted to incorporate some of the latest features within the building. The intranet we are installing provides an excellent

tool for facilities management and also potentially offers some added value to clients."

The new system provides access to internal information using secure lines. Staff can view and order services on a PC - from real time local travel information to seeing what is on that day's restaurant menu. The system will also be able to generate security passes as well as text messages direct from the site.

The Ridge Media team of designers, programmers and multi-media specialists develop database driven websites, intranets and bespoke software projects for a wide range of businesses.

## Region's call centres continue to expand

Despite rumours of doom and gloom, the region's call centre industry continues to grow and show opportunities for development.

Twenty4help announced it was creating 170 jobs at its new headquarters near the MetroCentre, Gateshead earlier this year.

The German-based company provides staff for customer helplines in the IT industry and has been based at the Silverlink business park in North Tyneside for the past two years, though with only 50 employees.

Growing demand meant Twenty4help needed to recruit and relocate to new, larger premises.

With the help of Gateshead Council, Tyne and Wear Development Company and local property agents the company was encouraged to remain in the region and relocate to the WaterMark office development.

Cllr. Mick Henry, leader of Gateshead Council and vice chairman of Tyne and Wear Development Company, said: "This is a first class company with a first class reputation. As well as providing them with a premier location, over the coming months we will be working with Twenty4help to secure more jobs for local people living in Gateshead and the surrounding areas."



Twenty4help's new building