



**\*\*\*PRESS RELEASE\*\*\***

## **airmid biomedical research data highlighted at innovation convention by European Commissioner**

**DUBLIN, Ireland, December 14th, 2011**

At the recent inaugural Innovation Convention 2011 in Brussels led by the President of the European Commission, Mr. José Manuel Barroso and Máire Geoghegan-Quinn, EU Commissioner for Research, Innovation and Science, Airmid's research data was singled out for praise.

The airmid data was a key aspect to an Irish research project related to ceramic tiles that can kill pathogens. The project, one of 50 star projects selected from over 450 EU Research Projects to participate in Europe's premier innovation event, was driven by researchers at the Centre for Research in Engineering Surface Technology (CREST), part of the Dublin Institute of Technology and Radical Coatings, a company that develops advanced coating technologies, including photocatalytic coatings for hygiene control.

The tiles were on display at EU Innovation Convention in Brussels and the EU Commissioner for Innovation Maire Geoghegan-Quinn visited the stand at the convention to learn about this innovative project.

Tests carried out at biomedical research facility Airmid Health Group in Dublin validated that the technology is 99.99 per cent efficient at killing the hospital 'superbug' MRSA, E. coli and the fungus that causes athlete's foot

The photocatalytic antibacterial surface coating technology developed by a research team at DIT was converted into a commercial product, using funding from Enterprise Ireland, by Robert Hickson, MD of Vitra Ireland, who has applied the light activated surface technology for use on ceramics

According to Dr. Martin Lyes, Enterprise Ireland, "this shows how EU funding for networking in science brought together leading companies, research centres and universities, enhancing Europe's innovation and creating jobs".

In addition to success of the Irish research project there was a strong Irish based innovation theme running through the whole convention. Not only was the inaugural innovation convention convened by the Irish Commissioner for Innovation in Europe, Máire Geoghegan-Quinn, there was a number of very favourable references by keynote speakers to Ireland and innovation and science.

Eric Schmidt, executive chairman of Google during the question and answer session, was asked by Máire Geoghegan-Quinn why Google chose Ireland to be its European headquarters, and he confirmed it was due to the innovation culture in Ireland and particularly access to strong local graduate talent. Craig Mundie, chief research and strategy officer, Microsoft replied to the same question with a very similar response. This endorsement of Ireland and its young entrepreneurs was also being transmitted live by Webinar, around Europe and the world.

More Irish input came from Michael O'Leary, CEO of Ryanair, who hosted a two-hour master class with some young European entrepreneurs. He fielded a question and answer session by the young entrepreneurs, giving them helpful insights in his inimitable style. During his talk, Michael did some typical Brussels bashing with regards to airline regulations; however, the chairman of the meeting, Gerard de Graaf, European Commission Director reminded him that it was another Irish Commissioner Peter Sutherland, who started the work that led to the de-regulation of airlines, which allowed Ryanair to be set up.

In these challenging times, it is heartening to see Irish entrepreneurs and Ireland doing so well on a key European platform and, fingers crossed, our boys in green can do the same in Europe, come June 2012.

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For information on airmid, please visit, [www.airmidhealthgroup.com](http://www.airmidhealthgroup.com)  
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