



WE ACCELERATE THE WAY OUR CLIENTS INNOVATE

ABOUT US / WHAT WE DO

ISSUE 4 – SEPTEMBER 07

IN THIS ISSUE...

- > New Website
- > More Support
- > Team Accelerate
- > Open Innovation
- > Clients/Projects

WELCOME



Welcome to the Autumn MIH Newsletter. This is to keep you up to date with trends in Innovation and what we have been up to at MIH during the summer months to Make Innovation Happen. Let us have any thoughts/comments on how we can develop future editions: feedback@mihcentre.co.uk

Editor – Tim Nicol

NEW WEBSITE

We have spent the last few months redesigning the MIH website to make it easier to navigate and faster to use, whilst being informative and interactive. It now also gives you a deeper insight into MIH, what we do, and how we can Make Innovation Happen for you, in a more straightforward way. We tried not to go overboard on creative graphics but we have added some images that depict what we do (Generate, Evaluate, Develop, Deliver) and how we do it. Take a look www.mihcentre.co.uk and tell us what you think: feedback@mihcentre.co.uk



WINNING WAYS



When we announced our sponsorship of Team Accelerate – one of the UK's leading Adventure Racing Teams – we said we thought we could spot winners. How right we were! Two Team Accelerate runners were part of the winning team in the gruelling 3 Peaks Yacht Race Challenge in June. This remarkable event involves 26 intrepid teams

MORE SUPPORT – NEW ASSOCIATES

MIH operates all over the World using our associate network to deliver projects for our UK and Multi-National clients. Here are two more of our key associates who are behind the scenes helping out with the day to day running and development of the business:

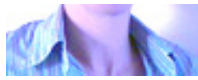


Helga Slater, Marketing / Business Development Associate, is an accomplished marketing professional who has worked on both client and agency sides, with 8 years in management roles. She is multi disciplined and has experience across a number of sectors – FMCG, Finance, and Luxury. As an MIH Associate, Helga is responsible for all "outward communications"; (Newsletter, website, PR) and business development.



Anita Sheppard, Personal Assistant Associate, is a versatile and experienced PA providing administrative support and assistance at all levels. She worked for ten years at British Sugar before leaving to start a family. As well as MIH, her client portfolio includes Christies Auctioneers, Macmillan Cancer Relief and Wingivers. She

involves 20 intrepid teams, sailing a total of 389 nautical miles from Barmouth, Wales to Fort William in Scotland via Whitehaven, England, and on the way completing 72 miles and 14,000 feet of climbing to reach the summits of the highest peaks of Wales, England and Scotland. All against the clock. Keith Read and Adam Marcinowicz reached the finish line after 3 days, 9 hours and 10 minutes with a winning margin of over 13 hours. Only 19 boats managed to finish the race. The next event for Team Accelerate is the Gael Force 12 Challenge in Ireland where they hope to repeat their 2006 win. More on this next time.



assists Tim with all aspects of administration and presentation work.

ASSOCIATE COMPANY PROFILE – NPD DIRECT LTD

For 2 years we have worked with NPD Direct, an East Anglia based NPD company that is dedicated to helping food manufacturers and retailers make more of their



product portfolio in the most cost effective way. NPD Direct work with MIH on Food assignments where culinary development is the natural extension of our concept development and research.

Everyone at NPD is a food person. They have a large team of chefs, nutritionists, culinary development specialists and food technicians who have previously worked for many leading manufacturers, retailers and food service operators. The business development team is assisting many processors from small start up companies through to blue chip companies that are looking to make a real step change. NPD Direct work with all the major multiples developing products across a wide range of categories (chilled, ambient and frozen) both in the UK and the US.

As well as a fully equipped development kitchen they have just opened a 2500 square feet pilot plant where prototype products can be trialled and produced for market testing. For further details visit www.npddirect.co.uk or contact NPD Direct's owner, Robert Kedzlie, on +44 (0) 1775 711117.

OPEN INNOVATION

WHAT'S IT ALL ABOUT?

Open Innovation (OI) has been a "hot topic" for the last 4 years, and is still very much on the management agenda. P&G's recent innovation success is ascribed to their "Connect and Develop" programme, where ideas from outside the company are actively sought and encouraged.

[Click here to read the full article...](#)

CLIENTS/RECENT PROJECTS

The essence of success in any business is effective innovation; great new ideas, faithfully executed and supported by a sound development process: sometimes we get involved further "downstream" in the planning process.

Earlier this year, and using our full tool kit, we developed a range of new ideas for one of our established clients, The Horticultural Trades Association. Following our process of idea generation, evaluation, and development, we are now developing the business plan for a new garden retailing initiative. More news when the wraps come off.

And in other non-food news... we have a new client in the fast growing greetings and craft market. We are developing the marketing and sales planning tools that will support the "go to market" plan for a major new launch of their own creative concept.

A The MIH Centre Ltd , Butchers House, 16 Church Street, Easton on the Hill, Stamford, PE9 3LL. UK

T +44 (0) 207 379 3340 **E** info@mihcentre.co.uk **W** www.mihcentre.co.uk

PRIVACY STATEMENT

You have received this newsletter because we have been in contact with you over the last year. If you do not wish to receive any further newsletters please follow the link below.

© The MIH Centre Ltd