



For immediate release: 18 June 2008

## Media Information

### Arbroath Students to Slay Dragons with Sharp Ideas

School students in Arbroath will tomorrow pitch their business ideas to leading local, national and international entrepreneurs in an event entitled *Quiz the Dragons*. Loosely-based on the television series, *Dragons' Den*, school students from Arbroath Academy and Arbroath High School have been working in teams to devise money-making schemes that are specifically designed to attract more visitors to the area. Three teams have been selected to take part in tomorrow's final when S3 and S4 pupils will also quiz these senior business figures about the secrets of their success.

Twelve Arbroath Academy pupils will pitch their ideas of a Music Festival, entitled *Clash at the Cliffs*. Arbroath High School's company *Fun House* will seek to persuade the business leaders that their idea of an entertainment centre is best, whilst the firm, *Oh La La!* will aim to convince the Dragons that their Mixed Music festival is the way to pull-in more visitors. In devising their business plans, the teams have been asked to consider their market sector, carry out market research, plan the finance and think-through any production processes and employment opportunities involved.

The event has been organised by The Royal Society of Edinburgh and is being held at Angus Business Centre, Angus College. Running from 1pm – 3pm, this event, focusing on Wealth Creation in Arbroath is part of the year-long RSE@Arbroath series.

Commenting on the *Quiz the Dragons* event, RSE Outreach Officer, Koren Calder said:

*There has been a tremendous response from the students in Arbroath who have risen to the challenge and come up with ingenious ideas. We're delighted that the panel of Dragons will offer business expertise from the local area as well as from further afield. Arbroath has an enviable legacy of invention and innovation and perhaps tomorrow there will be clues to some of the entrepreneurs of the future.*

#### The 'Dragons'

**Dr Ewan Brown** CBE FRSE has been a successful Merchant Banker and, as such, has contributed to the business life of Scotland throughout his career. He is currently Chairman of Lloyds TSB Scotland plc. He has been involved in advising and investing in some of Scotland's most successful companies. He is also Vice Chair of the Edinburgh International Festival and is actively involved in the Archangels Group which invests in young companies.

**Mr Edward Cunningham** CBE FRSE has enjoyed a varied career in the public and private sectors, both in the UK and internationally. He has been concerned for many years with industrial development and in particular with the encouragement of small businesses. For the past 20 years, he has acted as a Non Executive Director or Chairman of a number of new start or early stage enterprises.

**Ms Julia Edgar** was the Founder and Chief Operating Officer of Pleiad Devices in Perth. She is a scientist with a background in business and clinical research. Within Pleiad, Julia was responsible for financial management and staff. Julia currently works for ITI Life. Julia's role at ITI Life Sciences is to oversee the ITI research programmes currently underway, and working with the Technology and Marketing team, she will be instrumental in developing, commissioning and directing the implementation of future research programmes.

**Dr David Sibbald** FRSE is the Executive Chairman of Sumerian, an IT analytics company he founded in 2002 and Executive Chairman of Aridhia Informatics, a medical and bio-informatics company he co-founded in 2007. David is also the Founder and Trustee of the Kate MacAskill Foundation, a charitable organisation providing education, care and micro-enterprise funding for children and young adults in the developing world.

**Mr Derek Smail** is the Director of *The Daily News* in Zimbabwe and has been involved for more than 35 years in the newspaper industry, and is a Past President of the Scottish Newspaper Publishers' Association. He was Chairman and Managing Director of the Tweeddale Press Group with its weekly newspapers in the Scottish Borders and north Northumberland before it was sold to Johnston Press in December 1999. He is a director and shareholder of New Zealand News Ltd and ZA Publishing Ltd in London, which have publications and websites that cater for the New Zealand and South African global markets.

**Mr Bob Spink** is the Managing Director of R R Spink & Sons (Arbroath) Ltd and under his leadership the company has won the SET Going For Gold in Europe Award; the Royal Highland Show Exporter of the Year Award and Scottish Office Demonstrator Company for eight consecutive years (awarded for showing expertise and best practice in marketing and management). Mr Spink's firm were also winners in the Scottish Packaging Awards and the SET Product Development Awards. Bob Spink is the Scottish Industry Marketer of the Year (runner-up) and the winner of Seafish Pride in Seafood Award.

**Dr Ian Sword** CBE FRSE In 2003 Dr Sword became a director of the private equity group Archangel Informal Investment Ltd.

**Chairman - Professor Ian Underwood** FRSE is Director of Strategic Marketing with MicroEmissive Displays Ltd which is a spin-off company from the University of Edinburgh. MED has produced the smallest television screen in the world. The screen measures just 5mm diagonally across and could, one day, be attached to spectacles allowing the wearer to surf the net whilst walking. There is also potential for this advanced technology to enable hands-free and wearable headset displays that allow users to access the internet on the move, probably in conjunction with a mobile phone or other wireless devices.

### **About RSE@Arbroath**

The themes for the year include:

*Identity and the people of Arbroath* (January to March 2008)  
*Wealth creation in Arbroath* (March to June 2008)  
*The Arts in Arbroath* (June to August 2008)  
*Places in Arbroath* (August to December 2008)

The Arbroath Project will be used as a pilot for the RSE Education team to roll out similar regional ventures in communities throughout Scotland in the future.

Participants in the events should leave with:

- a greater understanding of the Burgh's past and present life not only in relation to Angus and Scotland but also internationally
- a greater appreciation of belonging to an area rich in cultural and human resources
- a sound and informed basis from which to address issues related to future development and continuing prosperity

### **Acknowledgements**

The RSE@Arbroath 2008 programme has been supported by:

- Aberbrothock Charitable Trust
- Colin Grant Charitable Trust

- Northern Lighthouse Board
- Amy Barnet Skea Charitable Trust
- Miss E. B. Dundas Trust
- William Coull Anderson Trust
- The No. 1 Ladies' Estate Agency ®
- Kerr's Miniature Railway
- G & N Wishart
- Gemmell Hammond Ltd
- Commercial Inn
- H2O Plumbing and Heating

Support in kind has also come from primary schools, secondary schools, Angus College, community groups, Arbroath Abbey, Hospitalfield Field Trust, Montrose Basin Wildlife Centre, Sensation Science Centre Dundee and Angus Council.

### **About the RSE**

The Royal Society of Edinburgh (RSE) is an educational charity, registered in Scotland. Independent and non-party-political, our wide-ranging educational activities include:

- Organising lectures, debates and conferences
- Conducting major independent inquiries
- Providing educational activities for school students throughout Scotland
- Distributing over £2 million to top researchers and entrepreneurs
- Showcasing to the World the best of our research and development
- Increasing two-way international exchanges
- Encouraging, promoting and rewarding excellence
- Offering state-of-the-art conference facilities
- Publishing internationally respected learned journals

The RSE was founded in 1783 by Royal Charter for the "Advancement of Learning and Useful Knowledge". It is regarded as Scotland's National Academy of Science and Letters. Today it has around 1400 Fellows whose expertise encompasses the full spectrum of the sciences, medicine, engineering and technology, education, law, the arts, humanities, social sciences, business, industry, the professions and public service. This multi-disciplinary perspective makes the RSE unique amongst the United Kingdom's learned societies. It is funded by a range of carefully selected charitable, public and private bodies. Its mission today is providing public benefit through the advancement of learning and useful knowledge. The Royal Society of Edinburgh, Scotland's National Academy, is Scottish Charity No.SC000470.

### **For Media Inquiries, please contact:**

Stuart Brown  
 The Royal Society of Edinburgh (RSE)  
 T. 0131 240 5000  
 Mob: 077 11 710 249  
 e [sbrown@royalsoced.org.uk](mailto:sbrown@royalsoced.org.uk)  
 www.royalsoced.org.uk

~ Ends ~