

Surgical Innovations (SI), the designer and manufacturer of surgeon led solutions for minimally invasive surgery ('MIS'), is pleased to announce that one of their design engineers, Alasdair Mercer, has been announced as one of the thirty young rising stars of the manufacturing world.

The announcement, made today by Business Minister Mark Prisk, substantiates SI's strategy to drive 'added value' manufacturing within the Leeds city region; emphasising the important role British manufacturing has in our economy.

The Make it in Great Britain '30 Under 30' come from all walks of manufacturing and were selected by a panel of expert judges. The campaign aims to transform the image of modern UK manufacturing by using successful young representatives in the industry.

Alasdair, from Leeds, was selected for being a true high-flyer, standing out from his peers and demonstrating passion, enthusiasm and ambition in his role within SI's product development team. He recently successfully coordinated the development of PretzelFlex™ – the world's first pretzel shaped organ and tissue retractor for use in minimally invasive surgery – taking it from final concept to ultimate manufacture.

The PretzelFlex™ device is available for clinical use in several international markets. It is specifically designed to be used in bariatric (obesity) surgery as the unique shape promotes strength when elevating organs such as the liver to give surgeons a larger operating field during surgery.

Alasdair will now go on to act as an ambassador for the Make it in Great Britain campaign, which aims to challenge outdated opinions about manufacturing. He will have a special role in engaging with other young people, to ensure that the next generation is aware of the rewarding jobs and careers opportunities that are available in the industry.

Business Minister Mark Prisk said: "There's a huge range of different job opportunities in modern manufacturing, in design, in engineering and in production. We need more talented, enthusiastic people to fill these roles, and we hope that the 30 Under 30 will inspire the next generation to consider a career in manufacturing."

Successful entrepreneur and Dragons' Den Star Deborah Meaden is backing the Make it in Great Britain campaign, and is particularly supportive of the 30 under 30.

She said: "It's important to encourage young people to see the value of manufacturing careers. The 30 under 30 will be a valuable asset to the campaign by offering a fresh perspective on what it takes to start up a business or launch new ideas. I look forward to working alongside them to help inspire the next generation of youngsters about a future in manufacturing."

Speaking about the announcement Alasdair, added: "I am excited to have been chosen as one of the rising stars of the Make it in Great Britain 30 under 30 campaign. It is a real honour to be able to speak to and inspire young people about a future career in the industry and the strength of the UK in specialist engineering and manufacturing."

“SI design and manufacture specialist medical devices in the UK for surgeons around the world improving the lives of millions of people and is a great example of precision engineering at its very best.”

The Make it in Great Britain campaign will culminate in an exhibition at the Science Museum, taking place from 24 July until 9 September 2012.

To find out more about Surgical Innovations, please visit www.surginno.com or to find out more about Make it in Great Britain, please visit makeitingreatbritain.bis.gov.uk