

# Case Study



Mark Edwards, Chief Executive, Mformation

## Mformation Technologies

In October 2007 US telecoms firm Mformation Technologies Inc made a multi-million pound investment in Belfast setting up a centre of technical excellence that will create up to 162 hi-tech jobs.

Mformation is a global leader in the provision of mobile device management software to many of the world's leading wireless network operators, including Vodafone, Telefonica, T-Mobile, Sprint Nextel and Telus.

Mark Edwards, CEO, Mformation comments: "Northern Ireland offers us an outstanding location option for our growing company, particularly because of the region's high quality skills, recognized excellence for academic and industry focused research, and a compatible business and legal environment supporting the protection of intellectual property."

► Invest Northern Ireland continued...

## Stimulating entrepreneurial activity

As well as providing practical support to entrepreneurs seeking to set up a business, Invest NI works to influence cultural attitudes towards entrepreneurship. It does this by working in partnership with a number of organisations to promote entrepreneurs as role models, embed a culture of enterprise in schools and colleges and develop initiatives to foster entrepreneurship among groups that are under-represented in business, such as women.

## Start a Business programme

Invest NI, in conjunction with enterprise partners and local councils, runs the Start a Business programme to support local entrepreneurs who want to set up a business. The programme has three components:

- **Business advisory service:** An expert business adviser works with each entrepreneur on a one-to-one confidential basis, helping them prepare for setting up their business and meeting them regularly once the business has started.
- **Into-business course:** This free course for entrepreneurs has eight modules focusing particularly on sales and marketing, financial management, legal and statutory issues, ICT and general business practices.
- **Financial planning service:** This service helps entrepreneurs to decide how much money they need to start their business and advises them on how to explore all potential sources of funding.

Invest NI supported the set-up of almost 3,000 new businesses across Northern Ireland in 2006-07 through the Start a Business programme, and the quality of its support has contributed to making Northern Ireland the best performing region in the UK in terms of business survival rates.

Over 300 of these new businesses were based in Belfast, bringing to over 1,500 the number of new locally focused businesses started in the city with Invest NI support over the last five years.

## Export focused businesses

Through Invest NI's network of regional offices we ensure that businesses across Northern Ireland have wide access to Invest NI's advice, assistance and support programmes. Further support is available directly from Invest NI for businesses that have the potential to export outside Northern Ireland from the outset.

We have teams of specialist advisers who support existing clients or new businesses working in niche, innovative high-tech markets, and that have the potential to trade globally. These advisers also provide advice and signposting to Invest NI programmes and other support organisations.

## [nibusinessinfo.co.uk](http://nibusinessinfo.co.uk)

[nibusinessinfo.co.uk](http://nibusinessinfo.co.uk) is Invest NI's online information and support facility which gives practical information to help people set up and run successful businesses. The website has over 5,000 fact sheets of information, and over 70 interactive business tools.