

| Briefs

## Butler Safe Technologies launches world's first operational and connected defibrillator



||| With 124,000 heart attacks a year in the UK touching people of all ages and physical conditions, defibrillators are essential equipment. However they do no good if they are not used.

French manufacturer Butler Safe Technologies (BST) commissioned a survey of 2,000 people which found that only 15% of respondents reported they had defibrillators in their workplaces. Of those, less than half (44%) reported that they knew how to use them, and 11% said they had been trained, but would still not use it in a genuine emergency due to lack of confidence.

BST has therefore introduced DOC, a unique defibrillator which is monitored remotely by its

partner Allianz Global Assistance. In case of an emergency, the user is directly put in contact with a healthcare professional through the device itself whilst an ambulance is being directed to the exact location thanks to a built in GPS. Training on the device is organised by the British Red Cross.

The first clients in the UK include Jaguar Land Rover, Harrow School, University of London and the French Embassy. With each DOC installed, a life can be saved.

■ [www.docsaveislives.com](http://www.docsaveislives.com)

## Atout France's 2014 campaign to attract British tourists

||| With the British making 56.5 million visits abroad in 2012, British tourism is very important to Europe, and particularly France. In 2014, Atout France, the France Tourism Development Agency, will launch a new campaign to attract more British tourists to France. 'What's your Tour de France, Your France your way' will aim to remind the British why they love France, that France is 'exotic' and yet just on their doorstep, that France offers a multiplicity of priceless experiences as well as a charming and friendly welcome.

This concept will bring together over 50 partners: destinations, carriers and tour operators. With an investment of £2 million, the campaign will be advertised in the press and on social platforms. ■

## SMTC: a French innovator at the Aero Engineering Show



||| SMTC is a French SME specialised in Composite Panel Subsystems, which opened a London office less than a year ago. Its aircraft interiors business lists Zodiac Aerospace, Simair and Duqueine amongst its French customers, and it is now attracting a lot of British interest too in its bespoke lightweight solutions (seating, galleys, partition walls, lavatories, etc.)

SMTC will be exhibiting at the Aero Engineering Show at the Birmingham National Exhibition Centre (NEC), on 12-13 November (booth D95). It will be presenting projects that combine lightweight honeycomb panels with high level of integration and finish. ■

## Credit Limits International wins award

||| Credit Limits International Ltd has won the Outstanding Debt Collection of the Year Award 2013 (SME category). The Award was presented to the company by the Credit Services Association – the only professional body for debt collection agencies in the UK. This year is the first time that it has given an award for an Outstanding Small Business, recognising the vital role that small members play, taking care to deliver quality services, and often providing specialist services tailored to the individual needs of their clients. ■