

# Beat the odds.

The Welsh never say never. Consider, for example, Ruskinn Life Sciences Ltd. They've developed a technology that helps maintain the optimal atmosphere for embryonic incubation. Which means couples trying in-vitro fertilization have a better chance of success. That's Wales, where passion and ingenuity combine to overcome the odds and accomplish what was once inconceivable. No wonder 500 companies from around the world have investments here. They know Wales has the right atmosphere for growth. And their chances of success are increased, too.



*Gary Knott  
Group Technical Director  
Ruskinn Life Sciences Ltd.*



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