



Ein cyf/Our ref VG/00753/22

Delyth Jewell MS
Chair, Culture, Communications, Welsh Language,
Sport, and International Relations Committee
SeneddCulture@senedd.wales

14 September 2022

Dear Delyth,

Thank you for your letter of 14 July in relation to our activities to support Wales's men's football team's participation at the World Cup in Qatar later this year. In your letter you request an update in terms of specific objectives, resource, and communications with UK Government and other partners.

The Welsh Government is looking to maximise the opportunities and benefits from Wales's senior men's football team's participation at the FIFA World Cup 2022 in Qatar. The Welsh Government's objectives around the World Cup include:

- the promotion of Wales;
- projecting our values;
- ensuring the safety of Welsh citizens at the tournament; and
- secure a positive and lasting legacy from our participation at the World Cup.

As Minister for Economy, I have taken the lead in coordinating the Welsh Government's activities around the World Cup.

Progress has been made in relation to our four objectives for the World Cup:

The promotion of Wales

Since Wales qualified for the World Cup in early June, a programme of activity has already been mobilised to seek to maximise on these opportunities with the Welsh Government's programme focused around four core strands:

- Enhanced marketing campaign - The campaign will focus on core target international markets across brand, business and tourism as well as a strong in-Wales campaign presence. The campaign's target markets include Wales, USA, UK (mainly England), and some activation in Qatar. The marketing campaign also looks to deliver activities through work with our greatest envoys – the fans and voices from Wales – as well as with partners, diaspora and World Cup Global Ambassadors who will act as strong and influential voices for Wales across our activity. A budget of £2.5m is in place to deliver

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

our enhanced marketing programme. We are working closely with the UK Government on opportunities to promote Wales in Qatar.

- World Cup - Partner Support Fund - Whilst many organisations, in Wales and globally, will look to support their own range of activities to celebrate this fantastic occasion, the Welsh Government has established a fund that aims to add value to a small number of exceptional projects that can deliver on our core objectives. I will be looking to announce the outcome of this process shortly.
- Ministerial visits and engagement - With the objective to support the promotion of Wales and engage in diplomacy, Ministers will attend a range of events as well as each of Wales's group games. The core aim of ministerial visits will be to support initiatives that will help grow the economy, raise the profile of Wales, and promote a globally responsible Wales. I will be sending a delegation of three officials to support, manage, and coordinate a range of in-market activities in Qatar. These staff will of course work alongside our international relations staff who are based in our Middle East regional office. These duties are inclusive of supporting marketing, diplomatic, ministerial and logistical activities.
- Engagement through Welsh Government Overseas Offices: We will use the Welsh Government's Overseas Offices to maximise the opportunity for promotion of Wales and engage with key international stakeholders, particularly in Qatar and Dubai, the US and Europe. In the USA, for example, this is likely to include events in Washington, New York, Atlanta, Chicago and LA. To deliver on this, we are working closely with our Welsh Government Envoys (in the US, Dubai and Japan) and engaging our diaspora.

Projecting our values

This is an opportunity to demonstrate Wales is a nation of values on the world stage. We will do this through our enhanced marketing campaign and international engagement, including through diverse stories of Wales and Wales as a nation of sanctuary.

Ensuring the safety of Welsh citizens at the tournament

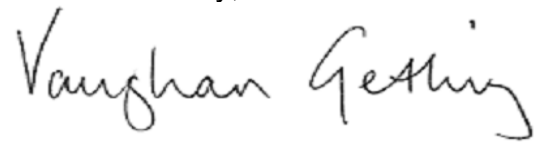
Continued engagement is being undertaken with the UK Government through regular meetings with FCDO, Police, MOD, FA, FAW, and UK Embassy in Qatar on matters of security and safety of Welsh citizens. Regular channels of contact with International Relations colleagues and the UK Embassy have been established for updates on matters of security and safety from the Qatari Supreme Committee (the organising committee for the World Cup).

Securing a positive and lasting World Cup legacy

A longer-term consideration is how Wales secures a lasting and positive legacy from our participation at the tournament. Our Programme for Government makes a commitment to invest in our sporting facilities with a capital budget of £8m per year allocated to Sport Wales over the next three years (2022-24) to support investment in facilities across all sports. We also invest in facilities through the schools' capital programme and directly through local authorities. There are, of course, wider opportunities for a World Cup legacy – to benefit our economy, education, Welsh language, arts and culture, for example, and we will be seeking to maximise all options.

I hope this information is helpful to the Committee.

Yours sincerely,

A handwritten signature in black ink that reads "Vaughan Gething". The signature is written in a cursive style with a distinct dot over the 'i' in "Gething".

Vaughan Gething AS/MS
Gweinidog yr Economi
Minister for Economy