



Ein cyf/Our ref: PO/FM/00527/25

Delyth Jewell MS
Chair
Culture, Communications, Welsh Language,
Sport, and International Relations Committee
Welsh Parliament
Cardiff Bay
Cardiff
CF99 1SN

5 November 2025

Dear Delyth,

Thank you for your letter dated 6 October 2025 with feedback on the first International Delivery Plan quarterly report. Officials have taken this feedback into consideration, and I am pleased to enclose the second quarterly report (**doc 1**) for information.

We remain focussed on delivery. The Wales Investment Summit is taking place in less than a month and preparations are well underway. As you will appreciate, security arrangements and commercial sensitivities prevent much of the detail from being made public at this stage; however, information on progress has been provided in the report as requested, within the limitations provided by these restrictions. It is my intention to publish a Written Statement immediately after the Summit and the Economy Secretary will be delivering an Oral Statement to the Senedd on 9 December, in which she will be able to expand on some of the detail and the outputs.

During my appearance at the June annual scrutiny session on the Welsh Government's work to deliver our International Strategy and Action Plans, I agreed that my officials would undertake an initial review of the 270 actions over the summer recess period and provide a copy of that review to the Committee. This will provide an important element in evaluating the Strategy and considering future steps.

I am pleased to also enclose a copy of that review (**doc 2**) for the Committee's information, and I look forward to the findings and recommendations of the Committee's Inquiry into the Strategy.

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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.

Please note that, in line with my wish to focus officials' efforts on delivery rather than extensive report writing, which was agreed by the Committee, I have not included an update on the 47 actions that are contained within the Export Action Plan. A review of these actions was undertaken earlier this year and provided to the Economy, Trade and Rural Affairs Committee which is responsible for scrutinising the Welsh Government's support for Welsh exporters. A copy of that review (**doc 3**) is provided for ease.

For consistency, and to support you, the actions have been numbered in accordance with the numbering convention provided in your letter of 8 July 2024 to my predecessor, and a RAG (Red, Amber, Green) rating has been applied to each of the actions.

A **Green** rating highlights that the action has been completed or is ongoing as a business as usual delivery. This includes our continuing focus on our agreements with regions such as Brittany and the Basque Country, as identified in the International Strategy, but also taking forward our new agreements with regions such as Silesia. Due to the large number of actions in this category, explanatory text has not been provided, except to outline why we have chosen to assign a Green rating to the entire Priority Regional Relationships and Networks Action Plan.

An **Amber** rating means that the action was partially delivered but, for the reasons identified in the report, the course of action had to change.

A **Red** rating indicates that the action either has not been delivered, or work was undertaken but was stopped. There are a variety of reasons for this, including that our learning has developed since the Strategy's publication, or reprioritisation saw a shift in priority to other activities in order to remain responsive and agile to new opportunities.

I hope that the Committee will join me in welcoming the fact that the vast majority of actions have been identified as Green, meaning that they have been completed or the activity continues to deliver positive results for Wales's international work.

As well as delivering actions in the Strategy, we have taken an agile approach allowing us to take advantage of opportunities as they have been presented to us, such as developing a bilateral agreement with Silesia, delivering a high-quality programme of events around global sporting events such as the FIFA World Cup, the men's and women's European football championships and the Commonwealth Games, or using the relocation of the Martha Hughes Cannon statue as a springboard to developing a new economic relationship with the state of Utah and securing new inward investment opportunities for Wales.

Our focussed 'Wales and Years' have been a significant vehicle for bringing together our overseas activity. Again, this approach was not set out in the Strategy but developed from maintaining relationships during the pandemic and has been a successful conduit to delivering the 270 actions.

Now it is time to look ahead and plan for the next stage of our international journey using the lessons that we have learned over the last five years. The Welsh Government's first International Strategy, and its associated International Delivery Plan, are drawing to a close and we now need to consider how we build upon what we have achieved.

I would like to thank the Committee for your scrutiny over the last five years. Your work has helped us to successfully deliver the three key ambitions that were published in January 2020, despite the turmoil brought about by the pandemic, leaving the EU and an increasingly troubled geopolitical space.

We will use the observations that you have made around delivery, measurable reporting and potential future priorities for Wales to inform and shape our next international delivery plan. Activities that are still ongoing will continue whilst they are still delivering results for Wales, whilst new activities will develop that will help Wales's international relations to grow and thrive.

Yours sincerely,

A handwritten signature in black ink, reading "Eluned Morgan". The signature is written in a cursive, flowing style.

Eluned Morgan

International Delivery Plan – Committee Update – Quarter Two

1. This quarter, Welsh Government advanced its International Strategy through high-impact cultural, economic, and policy engagements aimed at raising Wales's international profile and delivering tangible benefits for citizens at home. Highlights include strengthening ties with Japan through our Wales and Japan Year, securing Wales's presence at MONDIACULT, and promoting the Well-being of Future Generations Act globally.
2. Economic efforts have focused on securing senior attendees for the upcoming Wales Investment Summit and supporting Welsh companies to sell their products and services internationally, with over 230 trade advisory meetings and £23 million in new export orders.
3. Social inclusion was strengthened through youth exchanges in Ireland and Kenya, and the Taith programme awarded £4.8 million to over 80 projects. Wales's climate leadership was showcased at UN and Under2 Coalition events, while sports diplomacy at the Women's Euros reached over 12 million viewers and reinforced national values of equity and inclusion.
4. The plan outlines 15 key focus areas for delivery across the 12 months to April 2026. This second quarterly report highlights the impact and achievements of the Welsh Government's International engagement over this reporting period.

International Engagement and Soft Power

This section outlines activities that directly contribute to the delivery of the below actions highlighted in the International Delivery Plan

4. Wales and Japan Year

7. Perthyn

8. Team Cymru

9. Collaboration with the UK Government

10. European engagement

11. Awareness of Wales

12. Multilateral engagement

5. The Wales and Japan Year 2025 has continued its focus on delivery through a diverse programme of cultural, diplomatic and economic activities.
6. A key focus has been on showcasing our work in Wales on sustainable development. We facilitated an event at the British Embassy in Tokyo and the UN Pavilion at the World Expo in Osaka featuring the Future Generations Commissioner, Derek Walker, and former Environment Minister Jane Davidson. These activities showcase Wales's leadership in sustainability and future-focused policy, strengthening our international profile and influence in these areas.
7. As part of our Team Cymru approach to international engagement, another key partner, S4C, released *Pethau Bychain*. A multilingual film celebrating the 10th

anniversary of the Well-being of Future Generations Act, featuring Wales-based Japanese artist Junko Mori and seven others, curated by poet Iestyn Tyne.

8. Wales Day at Expo 2025 in Osaka was the highest-attended event held at the UK Pavilion throughout the year, attracting record visitor numbers and generating substantial interest in Wales.
9. Our engagement with Ainu communities in northern Japan continued, with a focus on indigenous language and culture. In September, Wales participated in a cultural and tourism exchange at the Indigenous Peoples Forum in Biratori-Nebutani. The event was attended by representatives from the US, Canada, Finland, Taiwan, New Zealand, and Japan, and featured a presentation on the North Wales tourism sector, showcasing Wales's work on language and sustainable tourism. This provided a valuable platform to highlight Wales' leading role in language preservation and promotion, offering an opportunity to share experiences, showcase best practice and contribute meaningfully to global efforts in safeguarding and celebrating indigenous languages.
10. As part of the Wales in Japan Year 2025, the Welsh Government in partnership with Wales Arts International and the British Council delivered a £290,000 culture fund that supported 21 projects showcasing Welsh arts, culture, creativity, and language across Japan. This programme included events such as Keltronika's music and art performance in Tokyo and the first tour of Japan by Only Boys Aloud, continuing their musical exchange with young people in Oita and Kitakyushu. Theatr Genedlaethol Cymru presented *Dawns y Ceirw* in collaboration with the UPOPOY National Ainu Museum and Park, highlighting Welsh-language theatre and the innovative Sibrwd technology platform. A dedicated Wales Creative and Cultural Showcase at the British Embassy in Tokyo, supported by Arts Council of Wales, Creative Wales and Media Cymru, brought together leaders from Japan's media, government and cultural sectors, reinforcing Wales's creative sector on an international stage. The International Relations team also facilitated a delegation that engaged with major Japanese organisations including teamLab Inc., NHK, and Hulu Japan, catalysing new partnerships in immersive media, broadcasting and digital storytelling. With over 70 Japanese companies operating in Wales and nearly £300 million in exports to Japan last year, this initiative not only strengthened cultural ties but also positioned Wales as a global leader in creative industries, innovation, and cultural diplomacy.
11. Multilateral engagement has continued to be a priority. In this quarter, we have deepened our engagement with UNESCO. In September, Wales positioned itself as a proactive contributor to global cultural policy, becoming the only devolved government with official speaking slots at MONDIACULT 2025 in Barcelona, the world's biggest cultural policy conference.
12. Following several years of engagement with UNESCO, Welsh partners were able to co-produce events which saw Welsh spoken at the UN contributing meaningfully to conversations on indigenous languages, freedom of expression, peace and cultural rights. The Well-being of Future Generations Act was showcased as a pioneering model for integrating cultural well-being

into sustainable development, earning Wales recognition in international reports, informing international policy development. These activities reflect Wales's growing influence in shaping UNESCO's agenda and its commitment to embedding Welsh values, language and innovation within international frameworks.

13. There has also been a focus this quarter on other high-impact events where Wales has been showcased as a global leader in sustainability and well-being. At the "Seeing is Believing" conference in Paris, the team from the Office of the Future Generations Commissioner explored how ambitious nature policies can be translated into community-led urban greening projects, gaining insights that will inform a forthcoming knowledge exchange involving Swansea Council. In Catalonia, the Future Generations Commissioner presented Wales's Well-being of Future Generations Act as a global model for long-term governance at the "10 Years Transforming Our World" conference, strengthening bilateral relationships Catalonia ahead of the signing of the Wales/Catalan MOU early in 2026. These engagements have further enhanced Wales's international credibility in sustainability and intergenerational justice, while generating practical collaborations and policy learning that will benefit Welsh communities.
14. In September, the Welsh Government's team in Germany hosted a Trusted Electronics Roundtable in Munich, bringing together 18 Welsh and Bavarian mobility-tech stakeholders to address critical challenges such as system security, infrastructure risks and supply chain sovereignty. The event catalysed a collaborative approach to tackling these issues, with a key outcome being the identification of a joint project to prototype a secure integrated switch module for high-power density applications at CS Catapult in Newport. Siemens, Dromos Mobility, and the Fraunhofer Institute have committed to exploring co-funding for this initiative, which has strong potential for commercial scalability and long-term security impact.
15. Officials from the Office of the Future Generations Commissioner have also contributed to the EU's Intergenerational Fairness Strategy. As members of the Commissioner's Knowledge Committee, they are supporting the EU Commission by sharing Wales's experience in embedding long-term thinking, foresight and intergenerational fairness into public policy. This engagement not only informs EU-level strategy but also reinforces Wales's reputation as a European leader in future-focused governance and decision-making.
16. Wales strengthened its international profile and global responsibility through the Wales and Africa Small Grants Scheme, awarding over £120,000 to seven diverse projects from a record 70 applications. During Fairtrade Fortnight, Welsh Government funding enabled Jenipher Sambazi of Jenipher's Coffi to visit school and farmers deepening public engagement with ethical trade. Five International Learning Opportunities placements - in Uganda, Lesotho, and Namibia - supported healthcare and education abroad while enhancing Welsh expertise, including improvements in Additional Learning Needs and early diagnosis of Type 1 diabetes.

Economic Growth

This section outlines activities that directly contribute to the delivery of the below actions highlighted in the International Delivery Plan:

1. *International investment Summit*
2. *Inward Investment*
3. *Supporting Welsh business*

17. Work is progressing at pace to promote Wales as a destination for international investment, with active discussions ongoing with internationally significant investors across key sectors. The Wales Investment Summit remains a top priority for our international work. Preparations are progressing, with a growing number of international decision-makers confirming their attendance. The summit will serve as a high-profile platform to showcase the very best of Wales, helping to position the country firmly on the global investment map.

18. Welsh Government continues to support businesses to expand their global reach and contribute to economic growth. International Trade Advisors have delivered over 230 one-to-one meetings this quarter which includes support for 35 companies exploring export opportunities for the first time.

19. The Export Clusters Programme has continued to grow, with 251 companies now engaged across five sector-specific clusters and 48 companies received tailored assistance through key export programmes during this reporting period. These activities have helped businesses access new markets, build international connections and respond at pace to emerging opportunities.

20. As a result of Welsh Government trade support, Welsh businesses have secured over £23 million in new international orders during this reporting period.

21. The Cabinet Secretary for Economy, Energy and Planning attended the DESI UK show in London in support of Defence, Aerospace, Space and Tech Sector in Wales highlighting Wales contribution to wider UK growth in this area building links with UK and international partners.

Social Impact and Inclusion

This section outlines activities that directly contribute to the delivery of the below actions highlighted in the International Delivery Plan:

10. *European Engagement*
12. *Multilateral Engagement*
13. *Improving outcomes at home*
14. *Health outcomes*
15. *Education*

22. The mid-term review of *Taith* was completed during this period, marking an important step in assessing its impact and shaping its future direction. It showed that the programme is expanding access to international learning across Wales. It is helping more people build confidence, develop new skills, and gain global awareness - while also strengthening Wales's international relationships and reputation. The assessment of applications to Taith Pathway 1 (2025) concluded in July. More than 80 projects, with a combined value of £4.8 million, have been notified of their successful outcome.
23. We continue to welcome delegations to Wales to learn from approaches here. In September, Cardiff welcomed delegates from Iceland, New Brunswick, Uruguay, Norway, Scotland and Northern Ireland for the Atlantic Rim Collaboratory, a global education network that enhances equity, wellbeing, inclusion and human rights in education. This year's theme, Social Inequity and the Future of the Teaching Profession, facilitated discussions on how education systems can lead change, support teachers, and tackle recruitment challenges in a rapidly evolving world. Hosting the summit gave Wales a platform to showcase its education system, values and reinforce its role as a leader in international education collaboration.
24. Health officials delivered the *Shaping a Fairer Future: Gender, Equity, and the Well-Being Economy* webinar in partnership with Public Health Wales and the World Health Organisation (WHO). Building on the WHO High-Level Policy Dialogue hosted in Cardiff earlier in the year, the webinar brought together participants from Iceland, Finland, and Scotland to explore inclusive, preventative approaches to health within the context of a well-being economy. These engagements continue to position Wales as a leader in global health discussions, promoting equity-driven, sustainable models of care.
25. Strategic partner Urdd Gobaith Cymru led a cultural exchange to Ireland, taking over 30 young people from Wales to co-produce a bilingual performance in Welsh and Irish. The experience culminated in a joint concert where participants from both nations performed and celebrated each other's music. Participants noted improvements in personal confidence, performance skills and independence. The collaboration received widespread media coverage in Ireland, reaching over 25 million people across TV, radio, print and online platforms.
26. The Urdd also took a group of young volunteers to Kilifi, Kenya, where they engaged with over 620 girls aged 7–25 across five communities. Through leadership and team-building sessions, they supported local girls organising football leagues and delivered multi-sport activities over five days. The visit deepened cultural understanding and leadership skills, which will be shared and applied back in Wales. Participants reported increased confidence and personal growth, and their experiences will be showcased at the upcoming #FeiMerch conference for 250 young women. The initiative also gained significant media attention, with 18 online articles reaching over 10 million people.

Climate and Sustainability

This section outlines activities that directly contribute to the delivery of the below actions highlighted in the International Delivery Plan:

- 5. Climate and environmental ambitions*
- 6. Sports Diplomacy*
- 12. Multilateral Engagement*

27. During this quarter, we used high-profile opportunities to share work in Wales on sustainable development and climate change at key international fora. During the UN General Assembly High-Level Week, Welsh Government officials based in North America participated in a series of high-level discussions on global priorities including youth empowerment, climate action and sustainable development. These engagements, alongside contributions to the World Programme of Action for Youth, position Wales as a committed voice in international dialogue and policy development.
28. During New York Climate Week, Wales further demonstrated its leadership among sub-national governments by participating in a Global Ministerial Meeting of the Under2 Coalition and a high-level dialogue with international climate leaders, including the President of COP30. These events focused on how local action can drive global impact, with Wales contributing insights on the role of culture and sport in mobilising communities around climate goals. The New York office's presence at these forums amplified Wales's voice on the global stage and showcased its commitment to inclusive, sustainable and locally rooted solutions to global challenges.
29. Further reinforcing this leadership, the Welsh Ocean Literacy steering group submitted an application to the United Nations for endorsement under the Ocean Decade's Cultural Heritage Framework Programme. This initiative aims to embed Welsh expertise in global marine sustainability, aligning with Wales's broader commitment to environmental stewardship and cultural engagement. Together, these efforts highlight Wales's role as a trusted, values-driven partner in multilateral cooperation.

Case Study – Cymru at the Women's European Football Championships

Deliverables

- 6. Sports Diplomacy*
- 8. Team Cymru*
- 9. Collaboration with UK Government*
- 10. European engagement*

The Women's European Football Championships in Switzerland was a major focus during this reporting period. Backed by the £1 million Euro 2025 Partner Support Fund, 16 organisations delivered creative, cultural and sporting projects that championed Wales's values of equality, diversity and inclusion - while building a lasting legacy for women and girls' football both in Wales and internationally.

Welsh Government officials worked closely with the Devolution Unit at the FCDO and the UK Embassy in Berne to coordinate ministerial programmes and ensure partner-led activity achieved maximum impact.

A full report on the £1 million Euro 2025 Partner Support Fund will be published in early 2026, including evidence of impact across all 16 funded projects. One standout example involved 15 young women from coalfield communities who travelled to Germany and Switzerland as part of the Her Goal/Gôl Hi cultural exchange, delivered by Boys and Girls Clubs Wales and the Coalfields Regeneration Trust. In St Gallen, they joined over 35 young changemakers for a full-day Gender Equity Hackathon, co-led by Ashoka, the Urdd, Cwmpas and the FAW. Working in mixed-country teams, they developed practical ideas to advance gender equity in sport. The day also included a workshop with UEFA's Human Rights Advisory Board, where participants shared insights and heard about UEFA's equity commitments. Early feedback suggests the experience was not only memorable but potentially life-changing for those involved.

The supporting marketing campaign positioned Wales as a vibrant, values-led nation. It reached audiences across Switzerland, France, Germany and the Netherlands, generating 8 million impressions, 3.5 million video views and 27,000 website visits. In Switzerland, 57 digital screens carried campaign messages and the branded Cymru Wales bus supported fan events, including the largest fan walk in Women's Euros history. TV ads aired during 29 broadcasts in France and the Netherlands, reaching a combined audience of 12.2 million.

Creative content from Tîm Cymru partners and artists amplified engagement around Cymru's matches, while PR activity secured 26 media interviews for Lleisiau Cymru and Welsh Government Ministers.

Annex A – Summary Progress Table, aligning activity to the International Delivery Plan’s Goals.

Deliverable	Activity
Wales Investment Summit	<p>The Welsh Government’s overseas offices and UK based teams have been leveraging their global networks and diplomatic relationships to secure the attendance of key international decision makers at the Wales Investment Summit.</p> <p>The overseas office network has played a proactive and effective role in securing high-quality attendees for the Wales Investment Summit.</p>
Inward Investment	<p>The Welsh Government’s UK based teams and international offices have been actively promoting Wales as a destination for inward investment across a range of sectors including tech, life sciences, advanced manufacturing, renewable energy and creative industries. Teams have participated in targeted missions and conferences across Europe, Asia and the Americas - building relationships with potential investors, supporting existing ones, and identifying new opportunities. They have worked closely with UK partners to align priorities, shared Wales’s sector strengths, and facilitated introductions to help companies navigate market entry. These included Semicon Taiwan, Microelectronics UK, Cenex and EV Charge UK.</p>
Supporting Welsh business	<p>During this reporting period, the Welsh Government’s Export Team and overseas teams have provided targeted support to Welsh businesses seeking to export globally. Activity included tailored advice for companies exploring markets in Germany, Australia, USA, Japan and the GCC region, as well as facilitating introductions to distributors, manufacturers and sector specialists. Teams supported Welsh participation in international trade shows, roundtables and matchmaking events, helping firms navigate regulatory requirements and build international partnerships. Education and creative sectors also benefited from engagement, with institutions exploring transnational education opportunities and cultural collaborations.</p>
Wales and Japan Year	<p>The Wales and Japan themed year has led to tangible outcomes across trade, innovation, and sustainable development. It has sparked new investment interest from Japanese companies, fostered collaboration in sectors such as digital, life sciences and renewable energy, and strengthened institutional ties. High-profile events in Japan showcased Wales’s strengths to global audiences, while ongoing dialogue with regional governments and industry bodies is paving the way for future partnerships in areas like healthy aging and digital healthcare.</p>

	<p>Some important data is now surfacing regarding our activations. We know that over the past six months, the Expo welcomed more than 25.5 million visitors, with over 1.2 million of them experiencing the UK Pavilion. Wales Day in April was the busiest day of the year in the UK Pavilion's event space, drawing the highest footfall and engagement across all calendar events.</p>
Climate and environmental ambitions	<p>The Welsh Government's international offices have advanced global climate and environmental ambitions through high-level engagement, strategic partnerships and targeted outreach. Participation in major events such as the UN General Assembly and Climate Week NYC has helped amplify Wales's voice on climate action and sustainable development. Collaborative initiatives like the Welsh and Canadian Ocean Literacy Knowledge Exchange and efforts to secure UN endorsement for Wales's ocean literacy work further demonstrate a commitment to environmental leadership and cultural engagement in support of global sustainability goals.</p>
Sports diplomacy	<p>In addition to Welsh participation in the women's European football championships, the Wales summer rugby tour to Japan also provided an opportunity to engage directly with key diaspora and commercial stakeholders, strengthening cultural ties and promoting Wales as a dynamic partner for trade and collaboration. Through targeted meetings and events, the tour helped deepen relationships, showcase Welsh capabilities and explore new avenues for economic and cultural cooperation.</p>
Perthyn	<p>Between July and September 2025, three organic Perthyn posts on Wales.com social channels generated strong engagement, reaching nearly 2,900 views and attracting over 200 likes.</p>
Team Cymru	<p>The Team Cymru approach to diplomacy has been deployed throughout this reporting period, with coordinated efforts across government, cultural and sporting platforms working together to elevate Wales's international profile. Key activity included deepening bilateral engagement through themed collaboration with Japan, representing Wales at MONDIACULT to reinforce its commitment to global cultural policy and celebrating Welsh women's participation in European football to showcase national values.</p>
Collaboration with the UK government	<p>The Welsh Government continues to work in partnership with the UK Government across a range of international activity. This includes collaboration with the Foreign, Commonwealth and Development Office and the Department for Business and Trade on ministerial and strategic programmes at major international events, such as the European Football Championship in Switzerland. Welsh Government has also worked with UK partners</p>

	to support trade missions, co-delivered cultural and policy programmes in Japan, and contributed to multilateral forums such as MONDIACULT.
European engagement	Engagement in Catalonia has supported the development of a formal partnership through coordinated activity ahead of signing a Memorandum of Understanding. In parallel, Wales has contributed to shaping the EU's Intergenerational Fairness Strategy, reflecting its commitment to inclusive and forward-looking policy collaboration across Europe.
Awareness of Wales	A diverse programme of international activity has helped raise Wales's global profile during this reporting period. Initiatives such as the Wales and Japan programme, the marketing campaign around the Women's Euros, the Perthyn campaign and Welsh participation at MONDIACULT have collectively strengthened Wales's visibility and influence, fostering greater recognition.
Multilateral engagement	During this reporting period, the Welsh Government demonstrated its commitment to international climate and equality goals through high-level cultural and policy engagement. Welsh participation at MONDIACULT led to the Welsh language being spoken at the United Nations for the first time, marking a significant milestone in cultural diplomacy. Additionally, a co-produced webinar with the World Health Organisation on gender equity and the well-being economy highlighted Wales's leadership in promoting inclusive and sustainable global development.
Improving outcomes at home	The Welsh Government's international work is delivering clear benefits by driving economic growth, expanding global partnerships and advancing sustainability, education and health. Engagement across Europe is supporting policy exchange, while trade support has helped Welsh businesses secure £43 million in new orders. Strategic investment in renewables is positioning Wales as a green economy leader, and initiatives like Taith and global health collaborations are promoting equity and preventative care. Cultural and youth programmes are also strengthening Wales's global connections and visibility.
Health outcomes	The Welsh Government's international activity is contributing to improved health outcomes in Wales by encouraging global collaboration and knowledge exchange. Engagement in key networks such as EUREGHA and contributions to the Wales - Japan campaign have supported policy development and innovation. A recent webinar co-hosted with the World Health Organisation brought together experts from Iceland, Finland, and Scotland to explore gender equity and the well-being economy, reinforcing Wales's commitment to preventative, inclusive health strategies

Education

The Welsh Government's international activity is helping to improve educational outcomes in Wales through global collaboration, expanding access to international exchange and promoting innovation in learning. Work to support the UK's potential rejoining of Erasmus+ ensures Welsh priorities are reflected in negotiations, while the successful delivery and midterm evaluation of the Taith programme highlights its impact - particularly in reaching underrepresented groups. Recent funding rounds have supported dozens of new projects and hosting the Atlantic Rim Collaboratory summit in Cardiff showcased Wales's commitment to equity, inclusion and excellence in education on a global stage.

Review of the Actions Contained in the International Strategy and Associated Action Plans by RAG Rating

Each number corresponds to the number assigned in the Committee's letter to the former First Minister dated 8 July 2024.

RAG Rating	Action Plan and Number
Green Completed in full or ongoing delivery.	International Strategy: 1, 3-5, 7-23, 25-33, 35-38, 40-62
	Diaspora Engagement: 2-4, 6-14 and 19
	Priority Regional Relationships and Networks: 1 to 55
	Soft Power and Public Diplomacy: 1-24, 27, 29-33, 35-37, 39-55 and 57-72
	Wales and Africa: 1, 3-17 and 19-21
Amber Partially completed.	International Strategy: 6 and 39
	Diaspora Engagement: 1 and 5
	Soft Power and Public Diplomacy: 25, 26, 28, 34, 56 and 73-74
	Wales and Africa: 18
Red Not completed.	International Strategy: 2, 24, and 34
	Diaspora Engagement: 15-18
	Soft Power and Public Diplomacy: 38
	Wales and Africa: 2

Summary

90% of the actions in the Welsh Government's International Strategy have been delivered or are in progress. This is a significant achievement during a period of global change. Where actions have not been delivered, this is often due to a change in circumstance caused by events such as the pandemic or where lessons have been learned about our approach.

A short explanatory note of the reasons behind the red and amber actions has been provided, as well as any lessons learned, or other activities that have been taken forward in addition to those actions identified in 2020 when the Strategy was published.

Further detailed analysis and other supporting information including the Committee's inquiries will inform the evaluation of the International Strategy.

Green Actions

In this section, we are solely focussing on the Priority Regional Relationships and Networks to provide some further contextual analysis as to why this area has been given a 'green' rating across all actions.

Priority Regional Relationships and Networks

Our work to develop and deliver the priority regions and networks set out in the International Strategy and Action Plan has been delivered at pace throughout the lifetime of the Strategy. Over the course of the last five years, bilateral agreements have been signed with Ireland, Québec, the Basque Country, Flanders and Brittany in line with the commitments made in the International Strategy. Supporting action plans have been developed to deliver these agreements in line with shared priorities between Wales and the other signatory.

However, further opportunities have arisen to develop bilateral agreements during the lifetime of the Strategy with regions where we can work on shared priorities. In recent years, we have signed agreements with Oita, Baden-Württemberg, Birmingham (Alabama) and Silesia, further expanding our network of strategic regional partnerships. These bilateral agreements vary in approach, but all offer a framework for closer cooperation across economic, social, and cultural priorities and have agreed areas of delivery.

The Shared Statement with Ireland was renewed in 2025 due to the strength of cooperation between our two countries and our commitment to joint working to deliver benefits to our two countries. In addition, we will sign agreements with the Basque Country and Catalonia in early 2026.

Wales continues to engage with European networks such as the Conference of Peripheral Maritime Regions (CPMR) and Vanguard Initiative, as well as developing our bilateral agreements. In both cases, we have hosted key engagements here in Wales demonstrating our commitment to these networks.

We have also developed our multilateral engagement over the lifetime of the Strategy reflecting a maturing of our approach. For the first time, this year the Welsh Government was part of the UK Government delegation that attended Mondiacult in Barcelona. The world's biggest cultural policy gathering, coordinated by UNESCO, is the result of several years of meaningful engagement with the UN body to share the work we do in Wales around areas such as our approaches to language sustainability and revitalisation.

Amber Actions

International Strategy

- **Actions 6 and 39** – This has been given an amber rating because of the differing ways of interpreting and measuring data either by using the contribution of exports to Wales's overall GDP or, alternatively, their actual monetary value.

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The contribution of exports to the Welsh economy has seen a modest increase over the lifetime of the Strategy. In 2019 (the year prior to the publication of the International Strategy), exports of both goods and services contributed 33.7% to the GDP of Wales whilst in 2023 (latest figures available) the GDP contribution had grown to 34.1%.

As will be appreciated, the intervening years showed significant fluctuation due to wider geopolitical impacts, including Covid 19, the legacy of the UK's exit from the EU and global conflicts and tariff increases. Alongside this, the value of goods and services exports in 2019 was £26.6bn, whereas the value of goods and services exports in 2023 (latest figures available) was £31.6bn (an increase of 19.0%).

Diaspora Engagement:

- **Action 1** – The formal launch of the diaspora engagement programme was delayed due to the pandemic but work still began to identify and connect with Welsh people abroad. Different workstreams were set up (envoys, businesses, personalities, worldwide), and contracts were awarded to external agencies to find Welsh diaspora in business and other areas. Four envoys were appointed for Japan, the UAE, and America. Welsh personalities were identified, and the 2022 Qatar World Cup was used as a pilot programme to promote Wales.
- **Action 5** – Following a mid-term review, it was agreed that the success of the envoy approach had varied across regions, and the focus should be on strengthening existing relationships rather than increasing the number of envoys. This would be done through better integration of our envoys with future activities such as Ministerial visits and events.

Soft Power and Public Diplomacy:

- **Actions 25, 26, 28 and 34** – The Welsh Government did not attend the specific events listed in the Action Plan often due to the impact of the pandemic. For example, although we did not deliver the action to showcase Wales at Celtic Connections in 2022, we supported the Wales Brittany collaboration at Showcase Scotland at the same festival in 2023.

Our focus on working with our Strategic Partners and developing the Team Cymru approach has meant that we have seen Wales represented at a number of key international events. Working with partners such as Wales Arts International (WAI) and the British Council, through the annual 'Wales and Years' has significantly contributed to promoting Welsh culture globally at other events and through partners' work programmes.

The strategic partnership with Wales Arts International has achieved a major milestone in global diplomacy, with Wales and the Welsh language represented for the first time at MONDIACULT in 2025. Through this collaboration, WAI showcased Wales's leadership in embedding culture and the Welsh language into sustainable development. WAI's participation positioned Wales as an international example of how Indigenous and minoritised languages can shape inclusive cultural policy. The partnership also strengthened Wales's engagement with

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multilateral engagement with UNESCO helping to reinforce its role in shaping international cultural agendas.

- **Action 56** – Our overseas network engages with alumni in their respective markets, working with Universities Wales and academic institutions directly. However, no formal programme is in place due to the re-prioritisation of our approach to working with diaspora following the mid-term review. Examples of engagement with alumni, and diaspora organisations have been highlighted in annual reports.
- **Actions 73 and 74** – In 2020, Wales joined the Anholt Nations Brand Index (NBI) to track our global reputation. Over the past five years, Wales has moved up two places in global visibility. However, the data does not show exactly how our work in specific countries or regions has improved our profile, therefore it is difficult to fully measure how successfully this work has been delivered according to the NBI.

The Well-being Goals are at the heart of our delivery. The Welsh Government's strategic partnership with the Office of the Future Generations Commissioner is inspiring new policy abroad and ensuring that the Well-being goals are considered at every opportunity whilst also promoting the Well-being of Future Generations Act to international partners. Following engagement supported by the Strategic Partnership with the International Relations team, a Private Members Bill - the Maharashtra Future Generations Welfare Bill - has been introduced in the Indian state of Maharashtra, home to over 114 million people. Modelled on our own Well-being of Future Generations Act, the proposed legislation seeks to embed long term thinking and sustainability into government decision making, demonstrating how Welsh policy innovation is influencing international approaches to sustainable development.

The strategic partnership with Academi Heddwch has delivered international profile through the centenary celebrations of the 1923–24 Welsh Women's Peace Petition. In collaboration with other cultural institutions, the project has reconnected communities across Wales and the world with a historic call for peace signed by over 390,000 Welsh women. Through exhibitions, workshops and international engagement, the initiative has elevated Wales's identity as a nation of peace and strengthened its voice in international peacebuilding networks.

Wales and Africa

- **Action 18** – Research was undertaken on the merits of expanding the International Learning Opportunities (ILO) programme to Somaliland. However, due to the temporary suspension of the programme during the pandemic and again following a budget review in 2024 this option was not taken forward. Instead, during the ILO programme's suspension, a thorough review of safeguarding practices was carried out.

The most high-profile example of this work covers Uganda where, following the passing of the Anti-Homosexuality Act 2023, the Welsh Government has organised and supported events discussing how to ensure that LGBTQI rights are protected, insofar as is possible, in the work that we undertake with groups and

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individuals in partnership with Ugandans and ensuring that ILO participants are not put at risk.

Following the relaunch in 2025, the ILO programme remains focussed on meeting the objectives that we have agreed with our African partners, recruiting participants with the skills and experience highlighted by partners rather than expanding into other countries. In consultation with our in-country African partners, the participants who taken part in the programme since this relaunch have been from health and environmental backgrounds. This has enabled us to build on the relationships we had established in-market prior to suspending the programme in 2024 and also allowed us to expand the breadth of expertise of participants.

Red Actions

International Strategy

- **Actions 2 and 24** –. Diaspora are engaged in the work that we do across the world. Our Overseas Network routinely connect with diaspora across the world.
- In terms of progress against the specific actions, two external organisations were awarded contracts in 2021 to develop a database of 500,000 Welsh diaspora. However, the appointed companies were unable to fulfil their KPIs and the contracts were terminated at mid-term review, which meant that the database was not developed. Instead, following the termination of these contracts, we took the opportunity to review our approach to diaspora engagement. A WG official undertook a secondment to the Irish Government to learn about Ireland's approach to diaspora engagement, and we have engaged with other governments to learn from their approaches too. A lessons learned report was produced following this secondment which questioned our approach.
- Our current approach of engagement has delivered improved engagement, with diaspora featuring as a core part of our St David's Day activities, promoting Wales to their business contacts, and attending and supporting cultural events overseas. The review, secondment and lessons learned from other governments about how the Welsh approach could be improved have helped to develop and shape a more meaningful approach to diaspora engagement.
- **Action 34** – This action was not taken forward due to an increased focus on our priority regions.

Diaspora Engagement

- **Actions 15 and 16** – These actions were not delivered due to continuing pandemic restrictions. Despite this, we have continued to work with Global Wales/Universities Wales, collaborating on a number of events and our resources have been used to improve all aspects of our diaspora engagement, including alumni, business connections and envoys. All of our overseas offices work with alumni on a regular basis.

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- **Actions 17 and 18** – Due to the termination of our diaspora delivery contracts, this was not delivered. However, there has been regular engagement with diaspora communities overseas, particularly around St David's Day events, with social media accounts used to communicate with diaspora.

Soft Power and Public Diplomacy:

- **Action 38** – The 2021 Network to Promote Linguistic Diversity (NPLD) conference was eventually hosted in Spain but this has not affected Wales's ability to play a leading global role in sharing our learning and best practice amongst NPLD members around Welsh education and language immersion throughout the last five years. This is particularly demonstrated by the work that Wales has done with UNESCO on language development, as set out in our Annual Report for 2024-25, which highlights the partnership between UNESCO and Cymraeg2050 through work on digital inclusion and AI which has led to technical collaborations and widened engagement across networks like the Decade of Indigenous Languages and within UNESCO's affiliated networks.

Our strategic partnership with the Urdd also continues to deliver powerful cultural diplomacy, showcasing Wales's language and youth talent on the global stage, and demonstrating how Wales is leading the way in minority language development. An example is the Urdd's collaboration with Irish language group TG Lurgan, which has produced bilingual music videos viewed over 1.5 million times across platforms, promoting both Welsh and Irish languages to international audiences. This creative partnership not only celebrates linguistic diversity but also strengthens cultural ties between Celtic nations.

Wales and Africa

- **Action 2** – Stakeholder engagement with Welsh organisations working in several sub-Saharan countries showed considerable interest for a pan-African project. However, no funding was available to progress this.

Export Action Plan – progress on delivery (as at end January 2025)

	Action	Update
Step 1 – Inspiring Exports		
	Immediate Term	Progress
1	Make our temporarily expanded network of International Trade Advisers (ITA), a permanent feature of our team in Wales. The network is based pan-Wales and will ensure there are experts ‘on the ground’ in all parts of Wales providing advice and support on exports to businesses.	All of the International Trade Advisor (ITA) roles that were temporary posts when the Export Action Plan was published have now been made permanent within the Welsh Government Export Team. The team continues to provide ‘on the ground’ support to businesses on their export development across the whole of Wales. Since the publication of the Export Action Plan (from April 2021 to end January 2025), the team has delivered over 4,600 meetings with Welsh businesses to discuss their export development.
2	Through our overseas based staff, promote their respective markets, the export opportunities available to Welsh businesses and the support they can provide via a new and ongoing programme of one-to-many webinars and one-to-one video conferences with Wales based companies.	We continue to deliver a significant programme of seminars/webinars/events, including with Welsh Government overseas teams as well as other market experts, to promote understanding amongst businesses of key export market opportunities. For example, our overseas teams have participated in webinars focussed on their respective markets (recorded webinars can be viewed on the Business Wales website) as well as highlighting market opportunities at our annual flagship Explore Export Wales events, which will next take place in March 2025.
3	Ensure the ITA network works alongside our Business Wales service, which provides support to micro business, SMEs and business with high growth potential who have exporting as a business priority.	ITA team works closely with the Business Wales service to ensure support is provided to all relevant businesses. Referrals are made between the Welsh Government Export team and Business Wales team and vice versa on an ongoing basis with regular update meetings undertaken to share market intelligence. Business Wales Trade Advisors also join the Welsh Government teams at events including Explore Export Wales and seminars.
4	Continue to provide a telephone helpline service and digital platform for all in-bound micro and SME enquiries including exporting, through our Business Wales service.	Business Wales continues to provide a helpline service and digital platform, including for exporting. Business Wales triages incoming enquiries and distributes accordingly, including to the Welsh Government Export team when a business requires more in depth support. The Business Wales help desk has received 256 requests for export support since the launch of the Export Action Plan also triages enquiries received via marketing and LinkedIn campaigns.

5	<p>Deliver a renewed export exemplar marketing campaign showcasing our successful exporters to inspire other businesses.</p>	<p>Through our Business Marketing and Export Teams, we continue to deliver an Export Exemplar campaign to showcase successful Welsh exporters. 29 export exemplars are currently featured on the Business Wales website, and further work is being finalised to add a further exemplar, to have 30 in place by end March 2025.</p> <p>The campaign aims to leverage Export Exemplars to spotlight export opportunities for Welsh businesses. This integrated effort seeks to position exporting as a tool for resilience and growth, while promoting the export support, products, and services offered by the Welsh Government. Marketing and communications activities have included a promotional film on overseas market visits, print and digital partnerships with media such as Wales Online, and a digital audio campaign on Spotify and DAX. Additionally, targeted adverts on Sky AdSmart commenced on 10 February. Each Exemplar engages in PR activities, resulting in coverage across various media, both within Wales and in specialist publications. Activity also focuses on driving traffic to the Export webpages on Business Wales to connect interested businesses with our export support.</p>
6	<p>Follow up with businesses which have received support from the Welsh Government Economy Futures Fund under the Exports and Trade Call to Action to ensure export support is readily available to them to support achievement of their objectives.</p>	<p>All companies that have received support through the Economy Futures Fund under the Export and Trade Call to Action have received Welsh Government Export support.</p>
7	<p>Ensure our support for exports (across all export journey steps) will be conditional and we will be clear from the outset our expectation that in return for our support, businesses will need to provide a return on investment as well as supporting our efforts to broaden our reach to other businesses in Wales.</p>	<p>Eligibility criteria for all businesses accessing export support programmes is clear that support must be proportionate and reflect the likely return on investment to the Welsh economy. All businesses supported through export support programmes are expected to provide details of the benefits that the support has helped to generate, and our Export Team contacts companies on an annual basis to enquire about export deals as a result of our core export support programmes.</p>
Medium / Longer term		Progress
8	<p>Proactively identify businesses with 'untapped export potential' (including through our Business and Regions Teams) to encourage exporting.</p>	<p>The Welsh Government team of International Trade Advisors (ITAs) regularly engages with key stakeholders to proactively identify businesses with untapped export potential. For example, ITAs make regular visits to incubator and innovation spaces to introduce Welsh Government export support programmes. The team also has regular meetings with the Economic Development Teams in local authorities, which generates cross referrals of companies. In addition, the team regularly attends meetings/events organised by business representative organisations, including UK Government, to promote exporting and Welsh Government export support.</p>

9	Pilot an innovative 'new exporter' programme to provide intensive support to a small number of businesses with the ambition and potential to become new exporting businesses from Wales (as a means to grow the number of businesses exporting in Wales on a regular and sustainable basis).	A successful pilot 'new exporter programme' was delivered in 2021-22. Since then, the programme has continued and has supported cohorts of up to 15 businesses each year, providing them with intensive support, enabling them to become regular/sustainable exporting businesses. The fourth annual cohort, consisting of 15 businesses, is finalising participation in the programme for 2024-25, and we are beginning preparations to launch the programme for a fifth cohort during 2025-26.
10	Deliver an annual Export Conference to promote the benefits of exporting to businesses across Wales, providing an opportunity for them to find out about market opportunities, export procedures and the support available from Welsh Government and our delivery partners.	Conferences have been delivered in March 2021 (held virtually due to Covid), then in March 2022 (Cardiff) and March 2023 (in Cardiff and Deeside), then in March 2024 (in Cardiff and Deeside). The next 'Explore Export Wales' conferences are scheduled to take place in March 2025 (in Cardiff and Llandudno). The event has become our flagship annual export event for Wales, and it is notable that attendance (and interest) from businesses has increased year on year, with 475 delegates attending in person in March 2024 (up from 335 in 2023 and 205 in 2022).
11	Increase the number of businesses that we are engaging with on exports.	<p>In 2020-21 (i.e. prior to the publication of the Export Action Plan) we supported 187 businesses through our core export programmes [note: this does not include the overall numbers of businesses interacting through the ITA team]. Since the publication of the Export Action Plan, the numbers of businesses supported through the export programmes has increased. The latest full year figure for 2023-24 recorded 280 businesses supported.</p> <p>In addition to that, since the publication of the Plan, our records indicate that more than 500 businesses (that had not previously accessed Welsh Government export support programmes) have since participated in our programmes/activities to develop their exports.</p>
Step 2 – Building Capability		
	Immediate Term	Progress
12	Increase our capacity to support exporters through EU Transition, using in house, outsourced and partner expertise to help resolve both short and longer term issues and challenges.	<p>Welsh Government introduced a number of new mechanisms to bolster support for exporters through the EU Transition process and beyond. This included:</p> <ul style="list-style-type: none"> - extending the existing International Trade Development (ITD) programme to include a bespoke 'EU Transition Q&A Service' to provide our International Trade Adviser (ITA) Team with direct access to additional expertise on process and compliance issues so that they could respond swiftly and accurately to enquiries from exporters.

		<p>- establishing a 'Rapid Deployment Service' that enabled the provision of expert support directly into businesses to resolve urgent cross border trade and EU Transition related issues such as customs procedures, tariffs and tariff codes, documentation, regulatory compliance, etc.</p> <p>- providing an 'International Manager for Hire' Programme designed to support the capacity of exporters to manage the immediate and longer term impacts of EU withdrawal for their business.</p> <p>- convening a network of external partners based in Wales with the technical expertise to advise and guide exporters through EU Transition related issues and challenges.</p> <p>In addition to the above, the Welsh Government worked with the UK Government's 'Field Force' project which focussed on proactively contacting businesses that trade more than £250k per annum with the EU-only to assess and support their readiness for EU Transition.</p>
13	Undertake a proactive and targeted campaign to contact existing Welsh exporters (including our Major Exporters) to ascertain the impact of COVID-19 on their export business and put in place an appropriate package of export programme support.	As above, the Welsh Government International Trade Advisor (ITA) Team engaged with businesses on exports (including existing exporters) throughout the period of Covid and beyond. Specific programmes of export support were adapted to mitigate the impacts of Covid, for example, the overseas trade missions programme incorporated a series of 'virtual' trade missions, which enabled businesses in Wales to continue to have the opportunity of meeting potential new overseas clients, without the need for physical travel.
14	Continue to deliver our International Trade Development (ITD) programme to support market research/qualification, and ensure it is adapted to ascertain the post COVID-19 markets landscape, what it means for businesses, and thereby providing vital intelligence on how to prepare for the future.	The ITD programme has continued to be delivered since the publication of the Export Action Plan, providing businesses with the intelligence and research to help them better understand the exporting landscape and make informed decisions about future exporting activity. Since the publication of the Plan (from January 2021), 162 ITD projects have been delivered.
15	Develop a new framework for 'Export Clusters' in Wales to systematically build capacity and capability for exporting on a one-to-many basis. This will initially be a pilot programme for one of our key sectors and will build on the model of the Food and Drink Wales Export Club.	Following a successful pilot of an export cluster for the Med Tech and Diagnostics sector, a full 'Export Clusters' initiative was established in 2021. The following export clusters continue to deliver export support: <ul style="list-style-type: none"> ▪ MedTech & Diagnostics ▪ Technology

		<ul style="list-style-type: none"> ▪ High-value Manufacturing ▪ Consumer Products ▪ Renewables & Clean Energy <p>These export clusters are in addition to the pre-existing Food and Drink Export Cluster. In total, more than 330 Welsh businesses are being supported on their export development across all export clusters. A survey of the effectiveness of the export clusters was published in December 2024.</p>
16	Deliver (in conjunction with delivery partners) a structured programme of in-Wales events/seminars (on a virtual basis in the immediate term) to raise awareness of market opportunities and export processes on a one-to-many basis.	Since the publication of the Export Action Plan, a significant programme of seminars/webinars has been delivered for businesses in Wales. The events have covered numerous export topics, for example, developing a successful export strategy; e-commerce; rules of origin; customs requirements etc. Events have also covered a range of key export markets to raise awareness of opportunities and advice on how to do business, including Japan, USA, Ireland, UAE, Canada, Australia, South-East Asia etc. Since April 2021, more than 60 events have been delivered, with over 800 participants.
17	Bolster our digital support for exports by introducing new online 'bite-size' training modules on export topics within the Business Wales Business Online Support Service (BOSS) for businesses that are new to exporting; and our Export Zone, including our new Export Hub providing in-depth guidance on all aspects of exporting.	<p>Six training modules on the fundamentals of exporting have been created and published via the Business Wales BOSS platform. In addition to this, the online Export Hub is available to all businesses in Wales and provides a dedicated and comprehensive resource bringing together under one portal the latest export data, information and guidance. This includes support for businesses to find export opportunities; as well as provide information on getting goods to overseas markets. As of January 2025, there are 359 registered users of the Hub.</p> <p>Alongside Welsh Government support, the UK Government/DBT provides an Export Academy delivering online training for exporters, and our ITA team continues to proactively promote this to businesses in Wales.</p>
18	Deliver dedicated support to exporters through our International Manager for Hire (IM4H) grant programme which will help mitigate the risks of exiting the EU and build resilience capability to help safeguard existing business with the EU and/ or identify further opportunities in non-EU markets.	IM4H garnered interest amongst exporting businesses when initially launched in late summer 2019. As the initial disruption from the EU exit eased, interest in the programme decreased, therefore the programme was closed in April 2023. In total, 10 applications for support were approved.
19	Help and encourage companies to develop their export capabilities through an Export Training Grant providing targeted support for staff to undertake accredited export related training.	The Export Training Grant has been available for the duration of the Export Action Plan and continues to be available for businesses in Wales. The grant continues to provide businesses with access to funding to provide staff with accredited training to improve

		their capability to export. 17 projects have been completed since the launch of the Export Action Plan.
20	Expand our International Trade Development (ITD) programme to include e-commerce advice for exporters, particularly to support online platforms for selling and marketing.	The ITD programme was modified (in Feb 2022) to include a unique section to provide support on e-commerce. In addition to this, the Welsh Government has also delivered seminars for businesses specifically focussed on developing their e-commerce, for example: an E-commerce webinar in October 2022; seminars at the Explore Export Wales conferences in March 2024; as well as seminars taking place in Pembroke and Conwy in the autumn of 2024. Further seminars will be delivered as part of Explore Export Wales in March 2025.
Medium / Longer Term		Progress
21	(subject to a successful pilot) Expand our Export Cluster programme to include more key sectors.	Following the MedTech & Diagnostics export cluster pilot, the following additional clusters were announced in October 2021: <ul style="list-style-type: none"> • Technology • High-value Manufacturing • Consumer Products • Renewables & Clean Energy See Action 15 (above) for further detail on export clusters.
22	Encourage SMEs to use Welsh Government's SMARTCymru programme to 'innovate to export' in order to improve market readiness and strengthen intellectual property.	The Welsh Government Export team continues to support innovative Welsh businesses to export, supporting overall delivery of the Welsh Government Innovation Strategy. Business support referrals are made on an ongoing basis between the Innovation and Export teams.
23	Deliver targeted and regular communication/newsletter updates as a means to further 'reach out' to our Welsh businesses, providing regular updates on market trends and emerging opportunities.	The Welsh Government Export Team has, and continues to use, a number of outreach mechanisms in a targeted manner. This includes: <ul style="list-style-type: none"> • An email mailing list, used to promote both in-Wales and overseas export events • Business Wales newsletter • Social Media channels to highlight ongoing export support messaging • Ongoing export marketing programme designed to inspire exporters primarily via our Export Exemplars campaign delivered in conjunction with the Business Marketing Team • The team also works with Export Ecosystem partners to promote the export support available.

		In addition, through the Export Clusters, two bilingual newsletters per cluster are delivered each year, highlighting export success stories, market opportunities for member businesses, case studies etc.
Step 3 – Finding Customers		
	Immediate Term	Progress
24	Continue to deliver our International Trade Opportunities (ITO) programme to support businesses in identifying suitable in-market customers. We will ensure the programme is adapted to support businesses which may have lost significant international sales due to COVID-19, to help them ‘re-connect’ with international customers or find new ones to ‘replace’ those lost. We will also offer the ITO programme on a fully subsidised basis for a time limited period.	The ITO programme continued to deliver throughout the Covid-19 period and was adapted to enable companies to have virtual meetings arranged instead of face-to-face whilst travel restrictions were enforced. The company fee for an ITO was also paused from March 2020 until July 2023, providing further financial benefit to businesses. Since the publication of the Plan (from January 2021), 197 ITO projects have been delivered.
25	Introduce a new ‘virtual meeting arranging’ service through the ITO programme as a means to further enable businesses to meet with potential customers/partners in overseas markets.	As per above, a virtual meeting arrangement service was added to the ITO programme following travel restrictions from Covid-19. This service is on-going therefore businesses supported through ITO, have the option of face-to-face or virtual meetings arranged.
26	Place a greater emphasis on our Welsh Government Overseas Offices identifying potential business opportunities in their respective markets that could be matched with and contested by Wales based businesses.	As highlighted in Actions 2 and 16, the Welsh Government Overseas teams have and continue to deliver numerous seminars/events to highlight business opportunities in their respective markets. The upcoming Explore Export Wales conferences in March 2025 will feature representatives from all Welsh Government Overseas teams, as well as seminars focusing on market opportunities in key markets such as the USA, Japan and the European Union.
27	Ensure our London office will facilitate connections with representatives from overseas markets including Embassies, High Commissions and Chambers of Commerce to support Welsh exporters.	The Welsh Government’s London Office continues to facilitate connections with Embassies, High Commissions etc. on an ongoing basis. For example, in November 2024, the First Minister hosted an event for the diplomatic corps in the London office to highlight overarching international priorities, including support for Welsh exporters. In total 127 delegates attended the event from over 60 countries the vast majority were Ambassador/High Commissioner level or Deputy head of Mission. In addition, during the 2024 calendar year, 28 Ambassadors/High Commissioners/visiting Ministers were hosted by the International Relations team in Wales.

Medium / Longer Term		Progress
28	Deliver a new online 'Buy from Wales' directory that will enable overseas buyers to contact Welsh suppliers more easily as a means to facilitate greater trading opportunities.	This action has been progressed through the Export Cluster initiative, a key part of which has been the development of an online directory highlighting all businesses within each Export Cluster. The directories are published on the Business Wales website and can be used to identify potential trading partners in Wales, including by overseas buyers, interested in the products/services offered by cluster members.
29	Support major exporters by providing strategic intelligence and insight, introductions and advice to exploit opportunities in new markets.	<p>Our online Export Hub provides market intelligence, data and insights to help businesses, including major exporters, to devise and refine their export strategies and to unearth potential new export opportunities. In addition, our team of International Trade Advisers (ITAs) based throughout Wales, responds to queries from, and provide support to, major exporters as and when required.</p> <p>Our overseas based staff can also provide local knowledge and guidance to exporters of all sizes, including major exporters, as well as facilitating introductions to useful market entry specialists, senior UK government staff, potential business partners, customers, buyers, etc.</p>
30	Maximise our cultural and sporting relations, soft power and economic diplomacy to full effect to showcase our major exporters in their strategic markets.	Cultural, sporting and other events continue to be used as a platform to promote Welsh exports. For example, coinciding with the Rugby World Cup in France in 2023 (and during the 'Year of Wales and France'), a number of trade-focussed events were delivered, supporting Welsh exporters to explore export opportunities in the market. As part of organised events to celebrate St David's Day, trade focussed events have been delivered in various markets, including Ireland and Australia. Similarly, during June 2025, as part of events taking place during Expo 2025 in Japan (and as part of the 'Year of Wales and Japan') a trade mission of Welsh businesses is currently being organised.
Step 4 – Getting to Market		
Immediate (and potentially medium / longer) Term		Progress
31	Review our overseas trade events programme to focus on the markets and sectors outlined earlier in this plan whilst also embracing those major cultural and sporting events that can provide opportunities for our exporters.	The Welsh Government overseas trade events programme is reviewed annually and based on the overall needs of businesses to travel to key markets/exhibitions. As highlighted in Action 30, some events coincide with cultural/sporting events, where appropriate. The programme is published on the Business Wales website, through which businesses can express their interest in participating. Since the publication of the Plan, 72 overseas trade events have been delivered, supporting nearly 900 delegates.

32	<p>Introduce the delivery of new 'virtual market visits' working closely with our Overseas Offices and where necessary with other in-market partners including DBT and Chambers of Commerce. This will further support our broader commitments on sustainability and encouraging less international travel.</p>	<p>Virtual market visits/trade missions were introduced during the period where there were travel restrictions as a result of Covid-19. They were a key resource in helping Welsh businesses maintain (as far as possible) business-as-usual. Whilst businesses welcomed the opportunity to engage with potential in market customers virtually during the Covid period, post pandemic global trade exhibitions reverted back to in-person events with no virtual facilities. Interest and participation in physical Trade Missions and Overseas Business Development Visits (OBDV) projects has also grown substantially since 2021. For example, 31 OBDV projects were completed in 2021-22, whereas in 2024-25 to the end of January, 162 projects have been completed. Furthermore, 13 delegates joined Medica when it was delivered virtually in November 2020, whereas Medica in Düsseldorf in 2024 attracted over 50 Welsh delegates evidencing demand to meet potential customers face to face. Following the end of Covid restrictions, the virtual visits/trade missions have concluded in response to the requirements of business, however, the virtual meeting arrangement service (through the ITO programme) continues to be available to businesses. Similarly, through the New Exporter programme, we have provided the opportunity for businesses to undertake 'virtual' in market meetings.</p>
33	<p>Continue to offer our Overseas Business Development Visit (OBDV) grant support to assist businesses to travel independently to develop new export business. In the immediate term, we expect a reduction in the demand for this, given travel restrictions, however, where businesses are able to travel, we will expand the eligibility for the grant (for a limited period) to support businesses to recover business in existing markets (as well as for new business opportunities) as a means to further support export recovery.</p>	<p>The OBDV grant has continued to be delivered since the publication of the Export Action Plan, providing businesses with support to visit overseas markets independently to explore new business opportunities. Since the publication of the Plan (from January 2021), 459 OBDV projects have been delivered.</p>
34	<p>Through our Overseas Offices, deliver in-market events and activities, for example, briefings, making in-market contacts (DIT, chambers, clusters, networks), online pre-mission webinars to support businesses preparation.</p>	<p>All trade missions and exhibitions are preceded by a market / event online briefing. These are delivered by the Welsh Government Export Team with in-market support from our overseas teams or, if focused on a market where there is no Welsh Government presence, other in-market partners. Similarly, all trade missions provide attendees with an in-market briefing at the beginning of the event (in-market) and a networking reception mid-week to further promote the presence of the Welsh delegation in the market.</p>
35	<p>Through our Overseas Offices, provide 'on the ground' support to Welsh businesses undertaking export focused visits to their region whether as part of a visiting trade delegation or independently.</p>	<p>Providing support to businesses in Wales looking to develop their export business is a core function of the Welsh Government overseas teams. In addition to providing support for businesses travelling independently to market, the overseas teams also deliver</p>

		support to businesses taking part in Welsh Government organised trade missions and attendance at trade exhibitions.
Medium / Longer Term		Progress
36	Use any presence at overseas exhibitions as a means to also promote Wales as a premier location for inward investment, particularly where there is alignment between either the sector focus of the event or the market where the event is held with Wales' core investment propositions.	For particular sectors and markets, Welsh Government presence at trade exhibitions is also used as a basis for promoting inward investment opportunities for Wales, and our Export and Inward Investment teams (alongside other business facing teams) work closely to ensure those opportunities are maximised. For example, at the Games Developers Conference, Medica, Money 2020, MRO Europe, World Nuclear Exhibition, Paris Air Show and Arab Health exhibitions.
37	Through our Overseas Offices, identify in market export activities within their regions, to directly inform overall planning for trade events and particularly in conjunction with other in-market partners, such as DBT, chambers, and cluster networks.	As part of our review and planning of the annual Overseas Trade Events programme, the Welsh Government overseas teams (alongside other relevant Welsh Government teams) identify potential in market events/activities within their respective regions, which directly inform the final programme, which is subsequently agreed by Ministers and published on the Business Wales website.
38	Through our Overseas Offices, showcase products and services and use office facilities (where possible) to facilitate in-market meetings and events.	Where space allows, products/services from Wales are routinely showcased within Welsh Government overseas offices. For example, in Brussels we have a range of Welsh products showcased in the Welsh Government office. Similarly, products and services are routinely showcased during in market events (for example, Welsh food and drink served at St David's Day events).
39	Commission future research on priority target export markets and sectors to ensure that our activity, including our events programme, is focused on the right markets and opportunities (particularly to better understand the post-COVID-19 landscape). This will also take into account opportunities linked to the UK's developing trade policy and future trade agreements.	The Welsh Government's Knowledge, Analytics and Statistics (KAS) team managed an external project to research priority target export markets. The outcomes from the research have been used as part of the consideration and development of the annual Overseas Trade Events programme. We are currently undertaking an evaluation of core export support programmes (including overseas trade events) delivered through the Export Action Plan, which is due to be published by summer 2025.
Step 5 – Working With Others		
Immediate Term		Progress
40	Engage regularly with DIT in the UK and overseas to share best practice and align delivery of support.	Welsh Government teams in Wales and overseas work closely with DIT teams (now Department for Business and Trade (DBT)) to align delivery of support. For example, DBT teams support the delivery of Welsh Government trade missions, supporting pre-market and in-market business briefing events and networking receptions. DBT teams also support and attend the flagship Explore Export Wales events; as well as supporting

		seminars/webinars for businesses in Wales on export market opportunities and wider export support (for example, seminars have been delivered on UK Export Academy, Nordic roadshow, opportunities from the Australia and New Zealand Free Trade Agreements etc.). Welsh Government overseas teams continue to work closely (and in the majority of cases are co-located) with DBT overseas teams.
41	As part of our Diaspora Plan, work with the business focussed diaspora in key markets who can support 'opening doors' to export opportunities for Welsh businesses, by identifying potential in-market opportunities and supporting Welsh business interests in overseas markets.	Welsh Government overseas offices work to develop diaspora links in market to maximise opportunities through business networking and support in market. Welsh Government 'envoys' also support and facilitate business links in key markets (including the US and Middle East). Welsh Government also works with organisations such as Global Welsh to support overseas events and identify additional in-market opportunities.
42	Work with partners including Chambers of Commerce; representative bodies such as the Federation of Small Businesses (FSB), Institute of Directors (IOD) and the Confederation of British Industry (CBI), and intermediaries including accountancy and legal firms to deliver events and awareness sessions.	Welsh Government works with the Chambers of Commerce and representative bodies such as the FSB, IoD and CBI. All organisations are part of the Wales 'export ecosystem' and we continue to work with them to deliver events and awareness sessions (for example, we participated in an FSB north Wales event in June 2024 to highlight Welsh Government export support to wider members). The export ecosystem organisations also participate in the Explore Export Wales events, as well as support our in-Wales programme of seminars and webinars. Whilst those organisations can highlight Welsh Government support for exports to their members, we also promote events those organisations are delivering on export development in Wales (via the Business Wales website). At an operational level, our ITA team continue to refer appropriate businesses to partner organisations for support delivered by them, for example, support on export documentation to the Chambers of Commerce.
43	Work with UK Export Finance (UKEF), the Development Bank of Wales and others to ensure that exporters in Wales have access to finance for their export contracts.	The Welsh Government works closely with UKEF, making direct referrals for businesses seeking financial support appropriate to the UKEF offer, as well as organising seminars on export finance, led by UKEF in Wales. For example, all Explore Export Wales events feature seminars on support available from UK Export Finance; whilst Development Bank of Wales and other banking institutions also participate in the events. Welsh Government also promotes UKEF activity and events via Business Wales website and via social media.
44	Ensure that Welsh businesses have sight of and access to supply chain opportunities generated by UKEF's support for major overseas projects.	As above, the Welsh Government works closely with UKEF, making direct referrals for businesses seeking financial support appropriate to the UKEF offer, and facilitates opportunities for Welsh businesses to be aware of wider opportunities through UKEF. This includes export seminars focussed on UKEF support, as well as providing dedicated exhibition space at Explore Export Wales to facilitate further engagement with

		businesses in Wales. The Welsh Government ITA team also regularly engage with the UKEF team to share opportunities for Welsh businesses.
45	Work with sector organisations in Wales and across the UK to deliver our Export Cluster programme.	The Welsh Government continues to work closely with sector organisations to support wider export activities, including the Export Cluster programme. For example, we work with manufacturing sector bodies such as Make UK, Aerospace Wales and Wales Automotive Forum to identify export opportunities and deliver support programmes and events. Similarly the Life Sciences Hub, MediWales and the Association of British Healthcare Industries are key partners in the Life Sciences sector delivery. Marine Energy Wales, the Wales Nuclear Forum, Renewables UK are partners in the Clean Energy and Renewables sectors and Fintech Wales and Technology Connected have supported efforts in Tech export activities.
Medium / Longer Term		Progress
46	Bring partners together periodically and as part of our Export Conference to share experiences of supporting exporters and to explore opportunities to refine our support to meet current and future needs.	Explore Export Wales events have been delivered in 2021 (virtually), 2022, 2023 and 2024. The next events will take place in March 2025 (in Cardiff and Llandudno). The event has become our flagship annual export event for Wales and brings together the Wales export ecosystem (to exhibit and/or take part in the seminar programme), which includes the UK Government Department of Business and Trade, UKEF, UK Export Academy, , the Intellectual Property Office (IPO), the Chambers of Commerce in Wales, Development Bank of Wales, and the Chartered Institute of Exports and International Trade. Private sector providers of finance and export services also participate in the events.
47	Host UK government staff and teams (including DIT) visits to Wales to raise awareness of Welsh export capabilities.	The Welsh Government has hosted DBT project teams related to export / procurement opportunities to the UN and CERN, as well as hosting overseas commercial teams from Southern Europe, Indo-Pacific, the Nordics and Baltics to promote the support available for Welsh SMEs in those markets. DBT Commercial officers also constitute a key element of the Explore Export Wales conference providing opportunities for businesses in Wales to have 1-2-1 meetings to discuss in market export opportunities.