

The Enterprise and Business Committee is undertaking an inquiry into the Welsh Government's approach to the promotion of trade and inward investment.

The terms of reference for the inquiry are:

### **Terms of Reference**

- How effective is the Welsh Government's approach to the promotion of trade and inward investment?
- How well does the Welsh Government work with its UK Government partners (UK Trade and Investment, and UK Export Finance)?

Issues that the Committee is considering as part of these terms of reference include:

### **Suggested Key Issues**

- What is the scale of Welsh Government resource and funding that is targeted at the promotion of trade and inward investment? Is it sufficient? Does it represent value for money?
- How does the Welsh Government monitor and evaluate the effectiveness of its trade and inward investment activities?
- Does the Welsh Government's current in-house approach to encouraging trade and inward investment represent an improvement on the organisations that previously existed to perform the same functions? (i.e. the Welsh Development Agency, Wales Trade International, and latterly International Business Wales)
- How effective is the Welsh Government's approach to investor development? (i.e. the encouragement of re-investment by existing inward investors)
- What are the main barriers faced by potential exporters? How effective is the support offered by the Welsh Government (and UK Government) in reducing these barriers (e.g. trade missions, export finance support)?

- How strong is the Welsh inward investment 'offer'?
- To what extent is there a coherent Welsh brand for trade and inward investment?

### **Invitation to contribute to the inquiry**

The Committee welcomes responses from both individuals and organisations.

Generally, we ask for submissions to be made in writing because it is normal practice for us to publish evidence on our internet site so that it becomes part of the public record. Please let us know if you have any objections to our publishing your evidence. We are also able to accept evidence in audio or video format.

The Committee welcomes contributions in English or Welsh and will consider responses to the inquiry and hold oral evidence sessions during the spring term.

If you wish to submit evidence, please send an electronic copy of your submission to [enterprise.committee@wales.gov.uk](mailto:enterprise.committee@wales.gov.uk)

Alternatively, you can write to:

Dr Siân Phipps  
Clerk, Enterprise and Business Committee  
National Assembly for Wales  
Cardiff Bay, CF99 1NA.

Submissions should arrive by **Friday 3 January 2014** and should preferably be no longer than four pages of A4, have numbered paragraphs and in a word format. It may not be possible to take into account responses received after this date.