

Performance Report on the Welsh Government Overseas Network

The following performance report covers the first two quarters of 2019 / 20. Future reports will be produced on a quarterly basis. The report will focus on key metrics and narrative outputs from the network of 21 Welsh Government offices.

Future performance measures will be revised to deliver against the international strategy objectives.

The network of overseas offices currently have the following five key outputs:

- **Represent Wales at Business focused events / conferences / forums** – The offices will identify opportunities to attend events to present key Welsh messages to target business audiences and multipliers to drive trade and invest opportunities. Such events can include business chamber events or sector focused conferences.
- **Engage with parent company / HQ of existing investors.** The offices are tasked with building and strengthening the relationships with the headquarters of existing international investors in Wales. Working in a co-ordinated way with the appointed regional account manager to build the relationship to identify potential reinvestment opportunities and future plans for the Welsh base.
- **Verified inward investment enquiries sourced from in-market** – Through business development activity and working with partners and multipliers the offices will identify and source inward investment opportunities which have the ability to deliver job creating projects in Wales in the near and long term.
- **Provide significant export support to Welsh companies** – Through in-market intelligence offices will identify international trade opportunities for Welsh based companies, which have the potential to deliver secured export deals. The nature of support can range from brokered introductions to regional distributors and agents through to direct support to tailored business development visits in a region.
- **Provide direct support in market to deliver wider Welsh Government priorities** – Offices will have a remit to proactively promote the wider Welsh Government priorities within a relevant territory. Such examples can include direct support to Welsh universities in recruiting students and establishing research partnerships through to promoting Wales as a tourism location.

In future, we will expand this to include identification and engagement of Welsh diaspora and friends of Wales.

The individual office targets are set and aligned to historic outputs delivered from the region, the geographic focus on trade and invest, what is expected as a proportion of the total UK output and relevance to key Welsh sectors.

Network Outputs

Output April – September 2019	Annual Network Target	Achieved in Q1 & Q2 for 2019/20	Percentage Achieved
Represent Wales at Business focused events / conferences / Forums	310	175	56%
Engage with parent company/HQ of existing investors	182	53	29%
Verified inward investment enquiries sourced from in-market	240	136	57%
Provide significant export support to Welsh companies	360	147	41%
Provide direct support in market to deliver wider Welsh Government priorities.	135	89	66%

Each office maintains a pipeline of inward investment and trade support enquiries. These are commercially sensitive and companies' details cannot be published without consent.

The following is a reflective sample of key activities and outputs across the network of offices since March 2019.

Europe

- The team continue to actively engage with European investors with a base in Wales and have identified and are progressing an opportunity to create a 150 new full time roles in Wales within the construction sector. The team have also met with a company who have acquired an existing Welsh manufacturing company and have plans to create 40 new roles.
- The European team are leading on engagement with the Four Motors group of regions that Wales is an associate member. As a result of Welsh representative intervention, the European regions are intending to meet in Wales for their annual economy-planning event. This will allow the team to showcase the key sector strengths such as cyber security and compound semiconductors
- The European team have represented Wales and provided support to exporters at Hamburg Aircraft Interiors exhibition, Paris Airshow and Seafood Expo in Brussels.
- The team have organised and delivered a trade and investment mission to the Nordic Life Sciences conference collaborating with the Life Science Hub in Wales to maximise the potential in the Scandinavian market.

- The team have successfully delivered the Welsh presence at the Ireland Aviation Summit hosting Welsh business seeking trade opportunities and speaking to companies looking to establish a base within the UK.
- Through engagement with the parent company of an existing Irish investor in Wales a £2.5m new project at the Welsh facility is being progressed.
- The new Germany team has delivered a ministerial visit within September and is progressing inward investment opportunities that have the potential to create 300 new jobs in Wales.
- Direct support has been provided to a Welsh based life science company which has led to significant new sales in Germany and new roles created in Wales.
- The newly appointed team in France are building relationships with existing investors and have co-ordinated the first Wales France business forum that has resulted in focused events in both Paris and Cardiff.

London

- The team have represented Wales at a number of key events including London Tech Week, Fintech Week, CityUK and SIBOS.
- The London team have played an instrumental role in securing the CityUK conference to Wales in November.
- The team ensures Wales's representation at international forums in London with countries such as China, Canada, USA, UAE, Australia and Qatar.
- The team in London continues to source inward investment enquiries and work with regional colleagues to secure investments in Wales such as the recent established base by Monzo bank.
- The team have worked closely with over 40 Welsh food & drink companies enabling them to access buyers in the London market.
- The team regularly support many sector/regional/overseas teams with regard to trade and invest activity as well as significant support for the tourism, science and transport sectors.

Middle East and North Africa

- Provided direct support to Welsh companies to bid for work in the construction of the Dubai EXPO site that has resulted in secured export deals.
- The team in market have actively promoted Welsh Lamb across the region that has resulted in export deals in the UAE, Qatar and Kuwait. The team have support the first food and drink exports to Doha utilising the Qatar Airways route from Cardiff airport.
- Provided direct support and co-ordination in the signing of a Memorandum of Understanding between Cardiff University and University of Qatar.
- Have provided direct lobbying against market access barriers in the food and drink sector in the middle east region resulting in welsh products now being exported.

North America

- The team has delivered a successful visit programme for the Minister for Education to Texas, Alabama and Georgia focused on educational partnerships. The visit included senior meetings with leading US universities.
- Direct support has been provided to leading Welsh Life Science companies, researchers and Universities at BIO 2019, the largest Life Science exhibition in North America. This has already resulted in significant export orders for Welsh companies and interest from US companies seeking partnerships in Wales.
- The team represented Wales at the CS Mantech conference, a leading Semi-Conductor event to highlight Wales' strengths in the sector.
- The team are working with a world leading Semiconductor Company in California on an expansion plan to create a European base in Wales.
- The North American team represented Wales delivering a programme of activity at the High-Level Political Forum in New York, organising meetings for our Deputy Director of Futures, the Futures Policy Officer and the Future Generations Commissioner for Wales. Meetings were also secured with UK Ambassador to the UN and multiple UK Gov departments to outline the significance of the Future Generations Act.
- US Lamb/Beef Rule engagement – The team are working with stakeholders on the potential lifting of the ban on Welsh beef and lamb imports into the US. Officials are liaising with USDA officials, UK gov trade policy advisors and other devolved counterparts providing intelligence back to Wales.

China

- The team in China have secured an inward visit by a delegation from Shandong, which has resulted in the Wales Wound Innovation Centre signing a MoU with the China Rehabilitation University. A visit to Qingdao by the team in Cardiff will take place in October.
- The team represented Wales at the China International Fair for Trade in Services (CIFTIS), from 28th May to 1st June in Beijing. This enabled the team to showcase and promote Welsh expertise in education and tourism sectors. A number of Welsh Universities and colleges were represented.
- Direct support has been provided to a number of companies seeking export opportunities and one Welsh company has signed an agreement in Beijing to sell both on and offline.
- The team have provided direct business development support to a Welsh manufacturing company in China which has resulted in an initial order signed for £200k.
- The China team have attended and represented Wales at a number of key conferences and exhibitions including the Smart China Expo, Henan Provincial Investment and Trade fair and the Silk Road Expo which has resulting in further dialogue with Wales Aerospace forum on investment opportunities.

Japan

- The team have proactively engaged with existing Japanese investors in Wales to identify future investment opportunities and challenges faced by some in the global automotive sector.
- The team have proactively marketed Wales in the lead up to the Rugby World Cup and supported Welsh companies promote and exhibit products in leading locations and key exhibitions and fairs.
- As part of a media plan, the team have approached local broadcasters ahead of the rugby world cup and secured a number of opportunities to promote Wales as a business and tourism location. One direct result is a prime time TV station focusing on Wales as a destination.
- The team has been working directly with a Welsh company in the construction sector which is progressing to a significant export deal.
- The Japan team have provided direct support to Hybu Cig Cymru, the Welsh Meat Promotion board. HCC were present at Tokyo's biggest Food Exhibition following the lifting of the beef and lamb ban. This has led to the first ever commercial contract for Welsh lamb to be imported into Japan and a rapid increase in interest amongst hotels and restaurants excited by the quality of Welsh lamb in the region.

India

- The team continue to provide active account management to the existing Indian investors in Wales.
- The team have delivered a number of business focused roundtable events working in collaboration with DIT to target inward investment opportunities. Each attending company has an outlined need to create a presence in the UK or grow an existing base.
- The team are actively engaged with a number of Wales's universities on secure student recruitment and research partnerships.
- The team provided direct export to Welsh aerospace companies who exhibited at Aerospace India and met with Indian companies looking to establish a presence in Europe.
- As part of a UK inward mission the team facilitated a presentation on the key strengths of Wales to over 20 Indian businesses in the ICT sector.
- The team are currently working with two Indian manufacturers and have identified suitable properties in Wales that have been visited. The projects has the potential to create 450 new full time roles