

Performance Report on the Welsh Government Overseas Network

The following performance report covers the third quarter of 2019 / 20. The report will focus on key metrics and narrative outputs from the network of 21 Welsh Government offices.

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

- **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.

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 October 2019 to January 2020	Annual Network Target	Achieved in Q1 & Q2 for 2019/20	Achieved in Q3 2019/20	Percentage Achieved
Represent Wales at Business focused events / conferences / Forums	310	175	153	106%
Engage with parent company/HQ of existing investors	182	53	57	60%
Verified inward investment enquiries sourced from in-market	240	136	47	76%
Provide significant export support to Welsh companies	360	147	135	78%
Provide direct support in market to deliver wider Welsh Government priorities.	135	89	38	94%

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 from October until Jan 2020.

Europe

- The team continue to actively promote the Cyber security capabilities in Wales and have presented and showcased the sector at key industry events such as FIC in France and CyberSec in Poland. Follow up continues with European companies looking for a UK base
- The European team have led on the Welsh presence at the Medica Life Sciences Exhibition in Dusseldorf and supported over 40 Welsh companies to promote their products and services to international buyers by facilitating introductions and setting meetings.
- The team have worked with a major European OEM within the aerospace and automotive sector and hosted senior executives on a two-day visit to Wales to explore opportunities to establish a research centre.
- The team across the European offices continue to collaborate with DIT officials and one example of joint working is the representation at the Netherlands DIT annual dinner where Wales had a strong representation and engaged with existing investors seeking to grow their Welsh footprint.

- The team represented Wales at the Ocean Energy Europe Conference and supported 12 Welsh companies as part of a wider trade mission.
- All teams are actively engaging with existing investors across all key sectors including food & drink to understand future plans and opportunities for reinvestment.
- The network has delivered the Welsh participation at the British Irish Chamber of Commerce Higher Education conference on the future UK Ireland research partnership.
- The team have delivered a joint breakfast event with UK Department of International Trade and Dublin Business Innovation to promote the Development Bank of Wales, and showcase two key Welsh companies.
- The team provided significant support to a number of Welsh Food & Drink companies who attended the Anuga exhibition in Germany through introductions to key distributors. Furthermore, an enquiry has developed with a large Germany food producer seeking a UK base and Wales is now a preferred location.
- At SemiCon Europa the team managed the Wales presence and co-ordinated a Compound Semiconductor Networking Evening at the British Consul's Munich Residence. Welsh cluster companies presented and new relationships with outlined projects have already developed.
- The team attended the ADS aerospace annual conference in Toulouse, which celebrated the 50th anniversary of Airbus. Support was provided to six Welsh companies who attended seeking to grow export activity.
- The team has secured inward investment projects from companies in the cyber security and Fintech sector, which has led to the creation of over 45 new roles in Wales.
- The team have supported a number of Welsh Fintech companies at the London Fintech Connect conference. This was a strong platform to showcase the strengths of the sector in Wales to an international audience.

Middle East and North Africa

- The team within the MENA region continue to focus on delivering export support to Welsh companies and have supported nine companies on a trade visit to Oman and Kuwait.
- The team provided direct support to ten Welsh food and drink companies on a trade development visit to Qatar and facilitated a meet the buyer event, store visits and a networking dinner.
- The team supported export market visits for 21 Wales based companies to the ADIPEC energy supply-chain trade show in Abu Dhabi.
- The team provided on the ground support to Visit Wales and Cardiff Airport at Qatar Airways sales event in Doha promoting Wales and the Doha – Cardiff route to the travel trade in Qatar.

- The team are working with a regional Qatari company on potential infrastructure development around a logistics hub in Cardiff airport.
- The team have supported the University of South Wales as they hosted the UK networking reception at the Dubai South campus during the Dubai Airshow.
- The team have worked with a Welsh based environmental monitoring company who through introductions have secured contracts in Qatar to deliver air quality monitoring sensors.

North America

- Following the MRO Americas 2019 exhibition in Atlanta, the team have supported three Welsh based companies secure export deals in excess of £3.3m
- The team have worked with regional partners and secured an inward mission of life sciences, creative, tech and manufacturing organisations from Nashville to visit key sites in Wales and forge commercial relationships
- The team have provided direct support to a Welsh financial services company on growing their presence in the US through direct introductions.
- Team members have facilitated introductions between the University of Alabama at Birmingham and the Urdd for reciprocal visits. Further cultural visits are planned in 2020.
- Work is ongoing with the Georgia Department of Education on incorporating the Welsh language in their Seal of Bi-literacy options for high school students, and programs to expose more teachers and students to Wales' culture and language.
- The team have secured a significant lead to develop an R&D centre with an existing investor and Wales is the preferred option. Total projects costs exceed £3m with the potential to create over 100 new roles.
- The team continue to focus on the promotion of the Compound Semiconductor Cluster in Wales and a US company has confirmed its plan to establish a Welsh base
- The team have presented and represented Wales at key exhibitions and conferences during the quarter such as: the Women in Economic Development Summit, Finovate 2019, Insurtech Connect, TechCrunch Disrupt and Insuretech Connect.
- The team continue to reach out and build relationships with existing Welsh investors.
- The team represented Wales and presented at the Energy3 conference in Halifax, this is a major marine energy conference where a speaker for Marine Energy Wales attended and the team promoted the tidal energy testbed off the coast of Wales. This has generated a number of follow up discussions, which are ongoing.

China

- The team are working with a significant electrical technology company in China who have outlined the intention to visit Wales and establish a JV with an existing company.
- The team are supporting a number of colleges and Universities in Wales at the Sino-Britain Vocational Education International Exchange and Cooperation Forum in Beijing.
- The team are working with a provincial government on a forthcoming business delegation to the UK in 2020 where Wales will play an active role. The focus is around the sectors of digital, life science and education.
- The team are working with the UK China Science & Innovation Platform who have now expressed a strong interest in establishing an offshore incubation centre in Wales.
- The team are working with a regional distributor and trading group on the export of Welsh food and drink, specifically meat products.
- **The team have made introductions and are supporting a collaboration between Henan University of Technology** and a Welsh university on computer science with a visit planned later in 2020

Japan

- The team undertook considerable work around the Rugby World Cup to raise the profile of Wales as a tourist, education and business destination. The team delivered a series of events and supported a trade mission of Welsh companies.
- The team through the visit of the First Minister were able to secure a number of meetings with senior company executives to discuss current investment plans and possible expansion of existing operations in Wales. New relationships have developed with leading cyber and semi-conductor companies in the region.
- The team supported a number of Welsh food and drink companies at exhibitions and fairs at throughout the duration of the world cup.
- The team with colleagues delivered and the Welsh Dome activity located in Shinjuku which attracting a large number of visitors to raise the profile of Wales.
- The team have actively boosted the profile of Wales with over 5,000 new twitter followers, which continues to raise following the world cup.
- Discussions are advancing with two regions of Japan who are keen to develop relationships with Wales and build legacy programs following the world cup.
- Through direct team activity, the Welsh Semiconductor sector was highlighted in Japan's largest tech publication. This has generated several new contacts.
- The team have supported a Welsh Cyber security company who are now supplying products into the market.
- The team delivered with colleagues the largest ever-Welsh trade mission to Japan during the quarter and follow up is ongoing with distributors and agents in the region.

- Two existing Japanese investors in Wales have outlined planned investments in Wales during 2020.

India

- The team have actively promoted key sectors in Wales including the recent UK wide Space conference. The team secured a delegation of seven Indian business to visit Wales who undertook a wider programme to understand the opportunities in the region
- The team are working with a number existing Indian investors in Wales to support expansion plans and provide direct support where possible.
- The team supported the Minister for Health and Social Services on a visit to India, which focused on showcasing the healthcare sector in Wales and opportunities to recruit health professionals.
- The team delivered an inward Investment event in Kolkata. This was in partnership with the Department for International Trade and saw the Welsh proposition delivered to a number of Indian companies with an outlined intention to invest within the UK.
- The team supported a fast growing company to visit Wales and look at potential locations as a first step into the UK, the enquiry is ongoing with Wales as the preferred location.