



Llywodraeth Cymru  
Welsh Government

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The  
Welsh  
Government's  
International  
Agenda



Anglesey Sea Salt Company



The Senedd, Cardiff Bay



Visiting Wales for Africa projects in Uganda



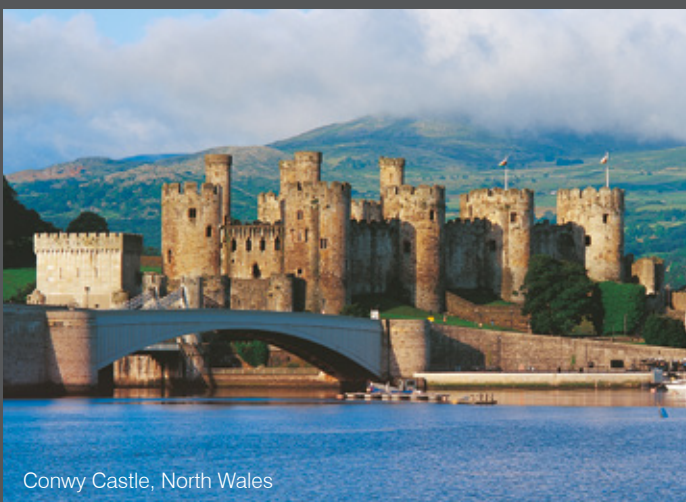
First Minister Greeting US President Barack Obama



Pen y Fan, Brecon Beacons



Harlech Beach, Snowdonia National Park



Conwy Castle, North Wales



First Minister on the Dylan Thomas Trail in New York

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# Foreword by the First Minister of Wales

Wales is bordered on three sides by water so it is hardly surprising that Welsh people have long established links to the wider world. In earlier times traffic included fishermen in coracles, pilgrims and pirates, saints and soldiers, traders and seekers of adventure. Wales has always attracted migrants, too: the Irish, the Romans, the Normans and their English descendants. The Industrial Revolution brought new migrants in search of investment and livelihoods, and that tradition continues today. Welsh people can be found working or studying in many parts of the world and here in Wales I have met people from five continents including taxi drivers, researchers, teachers, chief executives, carers, nurses and doctors.

For 50 years or so the Welsh economy has taken on an increasingly global perspective. Wales has changed, and so has the world around us. As our heavy industries declined we looked outwards to bring investors into Wales. They were attracted by an excellent and productive workforce, good communications, a competitive cost base and access to the massive European marketplace. Today, hundreds of foreign companies invest in Wales and employ many thousands of workers.

In recent decades the competition for investment has become more competitive. Globalisation and the development of the multi-national corporation enables companies to move assets rapidly around the world. Consequently, we have to work ever harder to retain and attract business. Business likes Wales but we should never fool ourselves that sentiment equals investment. It does not. We need a sharp offer that is pro-actively delivered. Investment is not based on sentiment and business investors need to feel their potential hosts are serious about having them.

Wales needs a strong footprint around the world and we have to be fast and focussed with our offer. If we're out there knocking on doors we have at least some chance of beating off the

competition and landing the investment – if we're not there we have no chance at all. I make no apologies to anyone for doing our utmost to sell Wales abroad. I want those jobs for Wales and this government will do everything we can to get them and keep them.

We maintain a presence in all the world's major investing regions: North America, Europe, the Middle East and Asia. This gives us the capacity to build networks, get Wales known and to make early pitches for investment. We are not alone. Our offices are surrounded by other countries and regions who are trying to do exactly the same thing as us.

This work is super-competitive and as well as having the right people in the right places around the world we need back-up and mobility from Wales itself. Offices abroad can make contacts and open the doors but they need to be supported by negotiators from Wales who can clinch the deal. If it needs a Minister to get involved then we'll deliver that too. Quick and appropriate access to Ministers is one of the things that gives us an edge over our competitors. We don't just get businesses in through the door and then forget about them. We work hard to maintain relationships when they are here, and when investors need our support, we'll give it if we can. This is why some of our key investors have been here for decades – and that's why investors themselves are the best possible adverts for what Wales has to offer.

Investment into Wales takes many forms. The value of Wales' higher education offer to students from around the world is worth many millions to our universities and their hinterland communities. Tourism is one of our biggest industries and a major growth area for years to come. The creative and cultural sectors are fields where Wales surely punches above its weight and we need to exploit fully the edge they can offer us.

Active engagement with the European Union (EU) is among our very highest priorities. I never lose

an opportunity to emphasise the importance to Wales of our continuing membership of the EU. In part, this is because of our direct EU interests – agriculture, the environment and regional funding among other things. Wales' policy interests do not stop cleanly at our border. There are important European – indeed, global – debates on climate change, energy policy, innovation and research and other matters, all of which are vital to Wales' future.

The EU gives Wales access to the world's largest free trading block, a single market of more than five hundred million people. Let's make no mistake about it: our major global investors come here for access to the European markets. A UK withdrawal from the European Union would be an economic catastrophe without precedent for Wales and this Welsh Government will do everything we can to make the case for continued EU membership. We are committed to maintaining our active representation in Brussels and will continue trying to shape policy in our interests, as well as maximising the Welsh share of available finance to stimulate our economy.

One of the components of our international work, of which I am most proud, is the Wales for Africa Programme. The Welsh Government does not give foreign aid but we are able to engage with parts of Africa in mutually beneficial ways. There is a well developed network of voluntary effort from civic society across Wales supporting community projects in Africa and as a government we are able to work with and support this effort.

We also support a programme to send professionals from Wales to lend their expertise to projects at community level in parts of sub-Saharan Africa. The exciting element of our approach is that it produces benefits both at community level in Africa and for us here in Wales.

Wales is a small country making a big impact. In some areas of devolved policy – sustainable development, children's rights, bilingualism –



Wales has a global reputation and is respected in the community of nations. Our nation has much to gain from looking outwards, and much to offer.

I have travelled the globe to raise the flag in support of Welsh investment and exports. Our competitors are out there and we're selling Wales short if we don't do the same. Sometimes we'll come back empty-handed: when that happens we'll dust ourselves down and try again. And we'll keep on trying. We've recently posted our best investment figures for a generation. That has not come about through accident. It's the result of strategy, application and long term commitment.

This document maps the broad scope of the Welsh Government's approach to the wider world.

A handwritten signature in dark ink, reading 'Carwyn Jones'. The signature is fluid and cursive, with the first name 'Carwyn' and the last name 'Jones' clearly distinguishable.

**The Rt Hon Carwyn Jones AM**  
First Minister of Wales



Wales Millennium Centre



Airbus at Deeside

# 1. Introduction

This document sets out the Welsh Government's international agenda and highlights the steps we will take to ensure Wales has a strong footprint around the world.

Globalisation presents challenges and opportunities for Wales. Some industries have moved production to countries with lower production costs. Equally, faster communications and lowering trade barriers allow Wales to build links with countries and do business further afield than ever before.

As a government, we are committed to help Welsh businesses develop abroad as well as at home. Where Welsh companies want to grow through exports, we need to help them reach the international marketplace. Every year the Welsh Government organises trade missions and helps companies attend major commercial conferences overseas. Welsh brands are increasingly visible overseas, especially for high-end goods.

Foreign direct investment is crucial to the Welsh economy. The international business environment has become increasingly competitive. Devolved control over economic development levers and a physical presence in key markets allow us to respond quickly to opportunities and to establish relationships that produce results for Wales. There have been a record number of investments by overseas companies in recent years.

Tourism is a major and growing business and the Welsh offer is increasingly competitive with the best in Europe. Wales is a compelling place to visit, study, invest and do business. We need to take this message around the world.

Wales is known for its culture and this platform helps support overseas trade and investment efforts. Collaborations help Welsh artists reach an international audience as well as bring international cultural events to Wales.

Wales' higher and further education institutions benefit from substantial investment by overseas students. In turn they contribute to the local economy and visitor travel arising from this boosts the Welsh tourist market. Education sectors play a crucial role in promoting Wales' international interests, showcasing best practice, research and innovation.

Decisions are taken at international institutions which have a direct bearing on Wales' devolved responsibilities. The European Union is a fundamental component of the governance of Wales and we engage fully on decisions affecting our interests. European funding programmes help sustain Wales' economic development as well as neighbourly co-operation through the INTERREG





Students celebrating exam success



Llanddwyn Island, Anglesey

Programme. Similarly, we aim to engage with other international bodies to promote Welsh positions on key policy areas such as sustainable development and climate change.

Wales has responsibilities as part of the global community of nations and we express this most particularly through our Wales for Africa programme.

We need to make careful decisions about how best to allocate our resources and to maximise our footprint in the world. We must be focussed and clear about our priorities.



The Welsh Guards on parade at Cardiff Castle



## 2. Our Purpose and Objectives

The main purpose of our international work is to create a more prosperous and sustainable Wales through increased export and investment, while increasing Wales' influence in support of our policies.

Our objectives are to:

- strengthen the Welsh economy;
- enhance the profile and reputation of Wales;
- develop and maintain effective bilateral and multilateral relationships;
- proactively co-operate in the sharing of information, best practice and peer learning;
- increase Wales' influence with appropriate multilateral and international organisations;
- contribute to sustainable development and responsible global citizenship.



First Minister visiting HMS Dragon

## 3. Trade and Investment

International trade and investment helps to grow and maintain a strong Welsh economy.

### Trade

The Welsh Government supports businesses in growing exports through international trade. We encourage companies in Wales to win new export orders and so contribute to economic growth and prosperity. We work closely with partners such as business networks, UK Trade & Invest (UKTI), VisitBritain, the Foreign and Commonwealth Office (FCO) and trade bodies both within the UK and overseas to help promote opportunities for Welsh business.

The Welsh Government has established successful showcase events overseas to promote Wales as a business partner.

Our sector focussed trade missions and exhibitions show the best Wales has to offer in our key sectors. Our multi-sector trade missions demonstrate the breadth of capabilities in Wales across both key and emerging markets. Welsh exports have grown over recent years. Our support has helped companies in Wales win new business valued at more than £50m in 2014-15 – an increase of 57% on the previous year.

During this time, the Welsh Government provided more than 650 individual interventions of support to businesses across Wales.



The support is directed at 4 key areas:

- inspiring companies to see exporting as a vehicle for growth;
- transferring the knowledge and skills to help companies increase their capability to export;
- helping companies to connect with potential customers overseas;
- supporting visits to overseas markets.

Between 1999 and 2014 there was a 113.8 % increase in Welsh exports, the largest of the UK countries and English regions.

The total export figure for 2014 was £13.2bn with the USA as the top export destination for Welsh businesses (£2.83bn), followed by Ireland (£1.52bn), United Arab Emirates (£1.13bn), Germany (£1.04bn) and France (£635m).

Figure 1 shows the top 10 exports during 2014.

Figure 1: Value of top 10 exports during 2014 (£m)



Source: HMRC

## Investment

Wales has an open and outward-facing economy and is a long-established destination for foreign direct investment. During the last 50 years, hundreds of foreign owned companies have chosen to base operations here and collectively they form a vital part of our national prosperity. We target higher value and growth industries with the aim of increasing wealth and creating employment in Wales. At present there are some 1,100 overseas companies operating in Wales, employing around 150,000 people across all sectors.

2013-14 saw a record 79 inward investment successes; the highest number in 30 years. Wales benefitted from re-investment from established companies including Sony, GE



Selection of Welsh produce on display



Healthcare, EE, Airbus and Convatec, as well as winning new investments from companies such as Clickbond, AIC Steel and Pinewood Studios. In 2013-14, Wales had 16 new investments, 53 re-investments and 10 acquisitions which resulted in more than 2,800 new jobs being created and almost 8,000 jobs safeguarded. Figure 2 shows the top 10 inward investment figures by country for 2013-14.

Wales' success in attracting investment from overseas has continued into 2014-15. We have seen a number of new investors come to Wales to set up European or UK headquarters in the past 12 months. Leadin, a Finnish software company, established its UK headquarters in Swansea creating 30 jobs. Calbee, Japan's leading snack food manufacturer, set up its first European manufacturing site in Deeside creating 100 jobs. Alert Logic, a leading US cyber-security company, is creating 122 jobs at two sites in Newport and Cardiff.

These new investments complement the re-investments made by companies already established in Wales. Significant expansions such as those announced by CGI, Deloitte and SPTS will create more than 1,300 jobs over the next five years and demonstrate that Wales is a thriving environment in which to do business.

The Welsh offer gives investors what they are looking for:

- active support to locate in Wales;
- a base from which to thrive in the European market;
- the provision of excellent aftercare service; and
- the most generous financial support package in the UK.

The number of world-class companies based here and the duration of their investments, coupled with the number of expansions by existing long-term investors, are the best available advert for Wales.



Airbus Beluga on runway at Deeside













Economy Minister Edwina Hart greeting Calbee's Chairman and CEO, Mr. Akira Matsumoto







Figure 2: Top 10 inward investment figures by country for 2013-14.

Country		Total Number of Jobs (created and safeguarded)
France		3,456
USA		2,597
Spain		1,189
Italy		674
Liechtenstein		600
Germany		591
Sweden		370
Guernsey		279
Switzerland		200
Japan		164

Source: HMRC

We will continue to promote Wales as the preferred location for investors looking to come to the UK and Europe by offering tailor-made support packages within a business-friendly economic environment.

## 4. Tourism and Culture

Culture and heritage help define Wales and are among the main reasons why so many people visit our country.

Tourism is a vital element in the economic well-being of Wales and is the lifeblood of many rural and coastal communities. Visitors contribute some £5bn annually to the Welsh economy and the industry employs nearly 124,000 people.

Wales has seen strong and consistent growth in visitor volumes from the GB domestic market over the last three years. 2014 International Passenger Survey results show 7% growth in visits to Wales compared with 2013.

Our Tourism Strategy<sup>1</sup> sets us on a path to increase growth across the tourism sectors and the effective marketing of the distinctive Welsh culture and heritage is central to achieving this. Cadw, the keeper of Wales' historic environment, works closely with Visit Wales to promote the Welsh offer to international markets.

Welsh tradition, language, literature, historic monuments, music, art and dance all contribute to a unique cultural 'DNA'. The National Eisteddfod, which can be traced back as far as 1176, is one of the world's oldest and most unique cultural festivals.

1. Partnership for Growth: Strategy for Tourism 2013-2020

The Arts Council of Wales, funded by the Welsh Government, promotes Welsh culture on the world stage through its delivery arm Wales Arts International (WAI), a joint initiative with British Council Wales. WAI was instrumental in attracting and delivering WOMEX 2013, one of the world's major music events, to Cardiff. World-class performing arts institutions such as Welsh National Opera, BBC National Orchestra of Wales, National Dance Company of Wales, and many others, create a raised profile and enhanced reputation for Wales.

Both the National Museum and the National Library of Wales participate in collaborative research programmes with overseas partners. They and other institutions also promote overseas exhibitions in support of promoting Wales abroad.

Welsh culture is only part of what attracts visitors to Wales. The Welsh tourism industry can compete with the best, providing the warmest of welcomes, outstanding quality, excellent value for money and memorable, authentic experiences to every visitor. The Welsh offer is extensive and covers both broad interests and market niches like culinary tours, mountain biking and extreme sports. This offer is underpinned by innovative marketing campaigns in our traditional tourism markets – the UK, Ireland, Europe and the USA – and, increasingly, developing markets like Japan and China.

Welsh culture is important to people beyond our small country too. The Llangollen International Eisteddfod, welcomes cultural performers from all over the world to share this tradition. In 2015 Wales joins the celebrations for the 150th anniversary of Welsh settlers arriving in Patagonia. Today the province of Chubut, where most Welsh immigrants settled, has a population of 550,000 people, of whom some 50,000 can claim Welsh ancestry and around 5,000 still speak the Welsh language.

**We will seek to build on our unique assets to grow tourism earnings in real terms by 10% by 2020, with an increased focus on stepping up our international marketing activity, to grow the value of overseas visitors to Wales.**



Singers at the URDD Eisteddfod



Llangollen International Eisteddfod



Family Day at Beaumaris Castle



Jamie Smith's Mabon



## 5. Education and Health Sectors

Working on international collaborative projects will help grow prosperity, raise Wales' reputation in the world and build the 'Wales brand'.

### Education

Education Institutions contribute significantly to the economy through international engagement. We work with the Higher Education Funding Council for Wales (HEFCW), Universities Wales, the British Council and Colegau Cymru to support and develop:

- international student recruitment and exchange;
- transnational education;
- the promotion of partnerships to encourage collaborative research, innovation and enterprise; and
- the promotion of life skills and experience in global citizenship.

Universities Wales estimated that the financial contribution of overseas student recruitment created £413m export earnings, £274m in off-campus expenditure and 1,720 Welsh jobs<sup>2</sup> during the 2011/12 academic year.

More than 25,000 international students are studying at universities in Wales. A study in 2011 by Universities Wales found that 38% of Wales' international alumni involved in start-up businesses across the globe are interested in exploring business links with Wales. Furthermore, 89% of Welsh alumni have said that they would be 'likely' or 'very likely' to promote Wales as a tourist destination to acquaintances.

To support the further development of international activity by universities in Wales, we are working with HEFCW and Universities Wales to support the development of a new programme entitled 'Global Wales'. The programme aims to deliver;

- a consistent message about the quality and diversity of the Welsh offer;
- support international activities;
- grow the sector's contribution to the



Welsh economy through attracting inward investment and tourism; and

- facilitate partnerships with key Welsh business sectors to further develop international links.

We work with the Organisation for Economic Co-operation and Development (OECD) and fund participation in the Programme of International Students Assessment (PISA) to benchmark the educational achievements of school pupils and to learn from best practice in other countries.

**We will engage with the OECD to help build the capacity of schools through Continuing Professional and Leadership Development. We will continue to engage with the OECD and international partners to maximise the learning from research and development activity, looking at skills and higher education systems.**

We participate in international peer learning and best practice opportunities through our relationship with the British Council. We also encourage practitioners and students to engage internationally through opportunities on such schemes as Erasmus+ and our own International Education Programme (IEP), including the UK India Education Research Initiative (UKIERI) and the UK China Partners in Education (UKCPIE).

Our key priorities are to develop connections within the EU to maximise the benefits from European Structural Funds relating to skills and higher education, as well as links through Erasmus and Erasmus+.

We will work with education institutions to recruit overseas students and to develop student focussed activities with institutions in other countries.

We will continue to learn from international best practice and bench marking to improve the education system in Wales, so that Wales is seen as a leading partner of choice.

## Health

Our international engagement in the health field is wide-ranging. Working with others we promote and share best practice in health. We aim to showcase Wales as a research partner. We participate in international projects and networks, including through our membership of the World Health Organisation's (WHO) Regions for Health Network.

Welsh health training bodies have well-established international links across the world. A strong tradition of interdisciplinary working between the Welsh NHS, universities and industry in Wales has led to world-leading research. Welsh initiatives on health ageing and our work in the field of mental health have established a strong reputation for Wales in Europe.

The Welsh Government's international framework document in 2012: Health within and beyond Welsh borders<sup>3</sup> led to the establishment of



Morvus Technology, Abergavenny

the International Health Coordination Centre to provide a focal point for health related international work across the NHS in Wales.

Innovative R&D undertaken in Wales has been associated with significant income generation. In addition to the development and exploitation of intellectual property, having a strong health science and social care research base fully integrated with the NHS and social services, attracts major investment from the pharmaceutical, biotechnology and other industries both nationally and internationally.

We will use our membership of the WHO Regions for Health Network to strengthen relationships, build on the Welsh reputation, demonstrate best practice and commit to developments with clear international value.

We will seek to use the Welsh 'Charter for International Health Partnerships' to consolidate best practice in our partnership links with other parts of the world in health development work.



Doctors, Ystrad Fawr Hospital, Caerphilly



Pharmacy, Ystrad Fawr Hospital



## 6. Working in Our Key Markets and Overseas Representation

A Welsh Government presence in key markets allows us to pursue trade and investment opportunities and to establish beneficial relationships with decision-makers.



Wales works in an ultra-competitive global environment. Opportunities in our key markets do not surface easily, they need to be sought out and nurtured through links and relationships built up over time.

The USA and Japan have long histories of inward investment in Wales, as well as being valuable destinations for Welsh exports. Wales' exports to the USA are valued at nearly £3bn per year, while around 270 American companies employ just under 50,000 workers in Wales, including global leaders in the automotive, defence and technological sectors. Over 80,000 Americans visit Wales each year, spending on average £32m. Japanese companies have

invested in Wales since the 1970s. Although the operations of some sectors have gradually declined, other sectors such as nuclear energy and food production are increasing.

China and India are both increasingly valuable export markets for Welsh companies. Exports from Wales to China have increased four-fold while exports to India have seen a five-fold increase in the 21st century. Indian-owned companies employ nearly 5,000 people in Wales, particularly in heavy industry. There is also increasing business between higher and further education institutions and counterparts in China and India. Looking forward, there are further opportunities for investment in Wales as the



Ringling the bell at New York Stock Exchange

Middle East and North Africa region increases its investment in major projects overseas. Equally, these regions – with their rising prosperity – present new potential markets for Welsh exports.

The Welsh Government has staff located in 7 countries outside of the UK in Belgium, China, UAE, India, Ireland, Japan and the USA. Their primary role is to generate economic benefit and advantage for Wales, principally through business, tourism and education. Our offices help to promote Wales as a place in which to invest, work, study and visit. The Welsh Government works alongside UK bodies like UKTI, FCO, VisitBritain, and the British Council to promote the Welsh offer and to add value to Welsh interests.

Our offices abroad do not work in isolation. Close co-operation and support from departments in Wales is vital and Welsh Ministers have a direct and crucial role in supporting business and diplomatic relationships at the highest levels. Our overseas teams work closely with Wales-based teams and our London office to maintain relationships with existing investors and attract new inward investment. They also promote Welsh companies, their products and services and support those who are looking to venture into new or existing markets.

Our teams on the ground are well placed to bring together a range of Welsh interests to boost trade missions.

We are by no means limited to markets where we locate overseas representations. As the global trading environment shifts we need to review constantly how best to use our resource. The location of our overseas offices strikes a balance between our established trading partners, emerging markets and cities of commercial and political importance. It is important to have a portfolio of overseas offices which consolidates our relationships with our established partners while pursuing opportunities in and from developing markets.

**The Welsh Government will continue to develop links with key countries and regions to drive economic opportunities for Wales.**

**We will maintain strong relations with UK bodies to help boost the promotion of Welsh interests.**

**The Welsh Government teams overseas will seek new business partners and promote Welsh companies and their products and services overseas. The teams will provide local knowledge and market intelligence and will help to raise the profile and enhance the reputation of Wales.**



## 7. Wales and Europe

The European Union has a major impact on the lives of people in Wales and plays an important role in our nation's prosperity.

The EU makes decisions and passes laws that affect Welsh policy interests such as business and trade, agriculture and rural development, regional development, transport and the environment.

Membership of the EU brings significant benefits to Wales. EU Structural Funds are worth around €2.4bn to Wales over the period 2014-2020. This package, together with match funding, will drive a total investment of approximately €3.7bn and will help us deliver growth and jobs. This partnership also gives us access to the EU Research and Innovation programme with nearly €80bn of funding available between 2014 - 2020.

The EU remains Wales' largest trading partner with a market of more than 500 million people, the world's largest economy in GDP terms. Access to the Single Market also forms an essential part of the Welsh offer to foreign investment.

More than 500 firms in Wales export over £5bn annually to other EU Member States and some 150,000 jobs in Wales depend on that trade. In addition, more than 450 firms from other Member States are located in Wales, employing over 50,000 people.

The Welsh Government's office in Brussels promotes and protects Welsh interests at the heart of the EU, and provides intelligence and interpretation on EU affairs where Wales has an interest.

The office also acts as a platform for networking, growing our influence and raising the profile of Wales in the European Union.

Welsh Ministers participate in the Council of Ministers and we utilise all relevant EU bodies to pursue our objectives.

In order to promote and protect Welsh interests, we identify forthcoming EU policy initiatives with a potentially positive impact on Wales and engage in those areas while also working to

mitigate measures that could have adverse consequences for Wales.

Among EU programmes, our priorities are:

- the Single Market to promote Trade and Investment;
- the Europe 2020 Strategy to stimulate Jobs and Growth;
- Structural Funds;
- Erasmus+;
- the Connecting Europe Facility;
- Horizon 2020: Support for Research, Development, Innovation and Science.

Areas of direct relevance to Wales include Agriculture and Fisheries, Education and Skills, Energy, Climate Change, Environment and Health.

**We will maximise the benefits of EU membership for the people of Wales through the objectives set out in our EU Strategy<sup>4</sup>.**

### Welsh European Funds

Our Welsh European Funding Office (WEFO) engages directly with the European Commission over the negotiation, implementation and delivery of the EU Structural Funds Programmes in Wales, wider Cohesion Policy issues and directly managed EU programmes such as Horizon 2020.



Meeting EU Commissioner Johannes Hahn

WEFO is also involved with European Territorial Co-operation (ETC) Programmes which enable shared learning and best practice between member states addressing economic, environmental and social issues. ETC Programmes brought almost €43m investment to Wales during 2007–2013. We work with the UK Government, Scottish Government, Northern Ireland Assembly and EU Member States to build on current progress through active engagement in the successor programmes, worth nearly €80m of EU funds, and the North-West Europe, Atlantic Area, Interreg Europe, URBACT and ESPON programmes.

### Bilateral and Multilateral Relationships

Multilateral relationships such as our membership of the Conference of Peripheral Maritime Regions of Europe and the Network to Promote Linguistic Diversity give Wales an opportunity to promote

Welsh interests in the context of international policy development.

Wales has some long-standing bilateral relationships within Europe such as those with Brittany and Catalonia which are underpinned by Memorandum of Understanding.

ETC has provided the platform for a close bilateral relationship with Ireland and stronger ties with regions of Portugal, France, Spain, Germany, the Netherlands, Belgium and Luxembourg through cross-border and transnational programmes.

**We will continue to maximise all sources of European funding to the benefit of Wales and press the case that Structural Funds should be allocated on the basis of the needs of regions across the EU, regardless of the wealth of the Member States in which they are located.**

## 8. International Sustainable Development

Wales is a nation committed to promoting social justice, fairness and equality and this guides our international work. The decisions we take have an impact on people's lives across the world.

The Well-being of Future Generations (Wales) Act 2015 includes 'A globally responsible Wales' as one of its goals. This means a nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether this makes a positive contribution to global well-being.

We want to achieve green growth to benefit both business and the environment while contributing to the United Nations (UN) Sustainable Development Goals.

Membership of the Network of Regional Governments for Sustainable Development (nrg4SD) and the Climate Group allows us to share best practice and to promote Wales and our ability as a devolved government to develop regional policy within a global framework.

The links with nrg4SD offer Wales a channel of influence to the UN and an opportunity to promote the Welsh perspective on an international stage.



Watering the 1 Millionth Tree, Uganda



Celebrating Wales/Africa Town Twinning outside the Senedd





## Climate Change

Action to tackle climate change is a priority area for the Welsh Government. Since 2002 in Johannesburg, Wales has participated in international action on climate change. In addition to sharing best practice and contributing to climate change mitigation efforts, international fora on climate change give us opportunity to influence policy, promote Wales, build links with business, and position Wales to take advantage of developing green growth opportunities.

During 2015 world nations will pledge their targets for reducing CO<sub>2</sub> emissions ahead of the Conference of the Parties 21 in Paris. Working alongside the UK, Wales will play its part in the process of international climate change negotiations.

## Wales for Africa

In 2006 we launched the Wales for Africa Programme in response to the Make Poverty History campaign and the UN Millennium Development Goals. The Programme represents a distinct Welsh approach to international development and confirms our commitment to advancing Wales' place in the world as a responsible nation.

The Wales for Africa Programme has dramatically increased the level of international development activity across Wales, resulting in some exceptional achievements. Our world- leading and UN award-winning tree planting programme in Mbale, Uganda, has been so successful that the initial target of 1 million trees has been increased to 10 million.

The project is bringing local people together to understand the long term positive effects of tree planting for their communities, improving food security, sustaining livelihoods, empowering the marginalised, teaching sustainable agroforestry and land management practices while helping adapt to the effects of climate change.

The Wales Africa Community Link project supports over 150 communities in Wales to form mutually beneficial and development focused links with communities in sub Saharan Africa working on over 300 projects. Every local health board supports at least one link with a counterpart in Africa.

## Fair Trade Wales

We believe we have an obligation to promote the universal values of social justice, fairness and equality worldwide. The Welsh Government supports Fair Trade Wales in their efforts to increase the awareness and use of Fair Trade produce by communities, schools, organisations, individuals, Fair Trade groups, local government and the public in Wales. In 2008 an independent panel of Fair Trade experts<sup>5</sup> recognised Wales' achievements and declared Wales as the first Fair Trade Nation in June 2008. 46% of Welsh towns and 82% of Welsh counties have FAIRTRADE™ Status.

## Global Citizenship

In Welsh schools, Education for Sustainable Development and Global Citizenship has been mainstreamed within the curriculum to help students understand their place in the world.

5. Fair Trade experts from the International Fair Trade Association, the European Fairtrade Association, Oxfam, Traidcraft and Christian Aid.

## 9. Promoting Wales

Wales is a small country in a big world. It takes hard work and determination to be seen and heard.

### Profile

Projecting a consistent brand image is essential for raising Wales' profile and helping us to achieve our ambitions. We need to be clever to make the most of the resources we have available to us.

Wales was among the world's first industrialised nations but never lost the appeal of our coast and rural hinterland. Today Wales is a highly developed country with modern industries, a strong education sector, and a cultural heritage which has depth and breadth. Welsh people are talented, open, adaptable and industrious.

The 2014 NATO Wales Summit in Newport was the largest gathering of world leaders ever to take place in the UK. The adaptability of our Welsh infrastructure to deal with the massive security and logistical challenge, along with the warmth of the welcome visitors received, was widely praised. The competence and range of Welsh services, both public and private, was evident throughout. Exposure to the World's media and positive comments about Wales from the President of the United States and other world leaders provided a huge boost to Wales' profile in the world.

For the most part, a country's image is determined not by Government but by the achievements of its people across a range of endeavours. The people of Wales determine how Wales is seen in the world through business, education, sport and culture. Government aims to capture this spirit to promote Wales and aims to create a climate which inspires confidence in Wales and its people.

The relationship between Wales and rugby is well-documented and since the turn of the millennium we have perhaps the world's greatest rugby stadium in Cardiff. It has hosted many international sporting events, including the Olympics, and carries the Welsh name

around the world. Wales is host to world class rugby, football, golf, snooker, cycling and many other sports. The Welsh tally of world, Olympic, Paralympic, European and Commonwealth Champions compares well with any small country in the world.

In recent decades Wales has established itself as a major centre for the creative industries. Some of Britain's best loved television dramas such as Dr Who, Sherlock and Y Gwyll/Hinterland have been made in Wales and exported around the world. It is the availability of expertise in film production, built up over many years by the Welsh television industry, which helped encourage Pinewood Studios, the makers of James Bond, to set up in Wales.

Science and innovation, linked to a dynamic university sector, are key to a nation's prosperity. The Welsh Government appoints a Chief Scientific Advisor to ensure that Wales retains and develops a strong science base. Researchers in Wales are among the best in the UK and many are competitive at a global level. The Research Excellence Framework (REF) 2014 found more than three-quarters of the research submitted by universities in Wales to be world-leading or internationally excellent. Focussing on the things in which Wales excels, builds reputation and credibility, essential elements in a strong Wales brand.

### Wales and the UK

Wales is part of the United Kingdom and we lose no opportunity to emphasise the benefits of both aspects of that identity. The UK is a major state globally and our partnership within it offers additional opportunities to promote Welsh interests around the world. In some contexts it makes sense to promote Wales discretely while in others it is advantageous to do so through the UK umbrella. We see no conflict and use both channels.











The UK Government and other UK bodies such as VisitBritain and the British Council have a responsibility to promote the whole of the United Kingdom, not just as a homogenous entity but as a strong sum of diverse parts. Since 2012 the GREAT Britain campaign has been gaining prominence throughout the world. We work with UK colleagues to ensure that Wales is recognised and promoted in the GREAT Britain and all other UK led campaigns.

We maintain our own network of offices abroad where we have strong interests to represent but these are a supplement, not a replacement, for wider UK representation. We cannot replace the reach and depth of UK representation abroad, nor do we aim to do so. We work with UK bodies to ensure that interests are reflected and we draw on UK resources to assist in the direct promotion of Welsh priorities.

International activity around St David's Day (1st March) has become an established event in many countries and we will continue to use Wales' national day as a vehicle for raising profile overseas.

International activity flourishes across Wales at many different levels – from town twinning and cultural exchanges to sharing experience and best practice in business, health and public administration. The international academic network is active with highly productive links between academics and institutions. The voluntary sector also maintains overseas links and activities.

The Welsh Government engages with the Foreign Diplomatic Corps based in London, and we organise frequent visits to Wales for senior diplomats. We also appreciate the contribution of Honorary Consuls in Wales and work closely with them.

The Welsh Diaspora throughout the world, Welsh societies and the Alumni of Welsh universities all present diverse opportunities to champion the nation's interests.



First Minister with Québec Premier Philippe Couillard



Cast of award winning Y Gwyll /Hinterland



Archbishop Desmond Tutu with First Minister



# Concluding Comments

In the twenty first century no inward-looking country will be economically successful. The economy is global and it will remain so – the pace of connectivity will only quicken.

Reaching out and building new relationships are vital to Welsh interests. Landing major investments into Wales can be the fruit of years and years of developing relationships and building confidence. Likewise, companies who export may invest years of effort. The global market is crowded, competitive and aggressive. The complacent will get nowhere.

The Welsh Government cannot promote Wales from behind desks in Cardiff or Swansea or Wrexham or Bangor. We need emissaries, from business and government, out and active around the world. There will be disappointments and wrong turns along the way. Recent investment figures have been outstanding, but this may not always be the case. There are no easy pickings – we have to fight for every job and every export.

Aftercare is hugely important. Maintaining relationships with investors into Wales on their home turf, wherever in the world that may be, is essential. We cannot afford to lose interest once the initial investment has been made. Head office needs to know that the Welsh Government wants to continue the relationship with our investors for the long term – and that if they have problems, we want to work with them on solutions.

Our network of offices abroad represents an investment into Wales. In the past we have closed offices and we have opened new ones. We will continue to do so. As the world changes, Wales needs to change with it.

Delivering our ambition requires co-ordinated action from the Welsh Government and all its partners to ensure Wales is a first choice location for investment, business, tourism, work and study.



**The Rt Hon Carwyn Jones AM**  
First Minister of Wales

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