



Llywodraeth Cymru
Welsh Government



International Strategy

draft for consultation

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Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

Overview

In 2015 the Welsh Government published its international agenda: Wales in the World. Since then, the international landscape has changed dramatically creating the need for a new refocused strategy that sets out an international vision for Wales.

Over the past six months, the Welsh Government has engaged with stakeholders to develop and inform its thinking around the strategy. The continuing uncertainty of Brexit, the lack of clarity on our relationship with our nearest neighbours, and the protracted EU withdrawal negotiations have added significant delay and difficulty to the drafting of this international strategy. The draft is the product of a stakeholder engagement process and this consultation seeks your views on our proposed approach to internationalisation.

With the consultation closing on 23 October, just one week from the UK's extended deadline to leave the European Union, the final strategy will need to have a degree of flexibility built into it, and will have to adapt to the circumstances at the time of publication, in response to the 'deal' and 'no deal' scenarios which will be clearer after 31 October.

In your response, please consider the following four questions:

Question 1: The three goals set out in the strategy are:

- to raise Wales' international profile
- increase exports and inward investment
- showcase Wales as a globally responsible nation.

These goals have been developed to bring coordinated outcomes to the international work being undertaken by the Welsh Government and its partners.

Do you agree with these goals? Are there any other goals that should be considered?

Question 2: People – the strategy highlights the important role that our people and cultural organisations, in Wales and overseas, can play in raising Wales' international profile.

Do you agree with the ambitions set out in this chapter? Do you think they will deliver the key goal to raise Wales' international profile?

Question 3: Products – Wales has a strong global commercial relationship both in terms of exports and attracting inward investment. The strategy sets out plans to showcase Wales' expertise in cyber security, compound-semiconductors and film and television production to demonstrate that we have a modern and vibrant economy. This, in turn, will enhance our wider export and inward investment offer to the rest of the world.

Do you agree that showcasing these areas will demonstrate that Wales has a modern, vibrant economy and skilled workforce?

Question 4: Place – Wales' culture and language have contributed to international tourism and increased recognition as a visitor destination. In this strategy, we have identified the need to promote sustainable tourism as a priority. Wales has also demonstrated a commitment to global responsibility through its Wales for Africa programme and our Health Boards.

Do you agree that the ambitions set out in the strategy will promote Wales as a globally responsible nation and showcase our commitment to sustainability?

HOW TO RESPOND

Please let us know your thoughts on the draft strategy by midnight on the closing date. You can respond online at <https://gov.wales/draft-international-strategy-for-wales>. Alternatively, you can download and complete the response form at the same web address and email it to us at:

Email: InternationalStrategy@gov.wales

Or post it to:

Strategy Consultation
International Relations & Trade
Department
Welsh Government
3rd Floor
Cathays Park
Cardiff
CF10 3NQ

FURTHER INFORMATION AND RELATED DOCUMENTS

Large print, Braille and alternative language versions of this document are available on request.

CONTACT DETAILS

For further information contact:

International Relations & Trade
Department
Welsh Government
3rd Floor
Cathays Park
Cardiff
CF10 3NQ

Email: InternationalStrategy@gov.wales

GENERAL DATA PROTECTION REGULATIONS

The Welsh Government will be the data controller for any personal data you provide as part of your response to the consultation. Welsh Ministers have statutory powers they will rely on to process this personal data, which will enable them to make informed decisions about how they exercise their public functions. Any response you send us will be seen in full by Welsh Government staff dealing with the issues covered by this consultation. Where the Welsh Government undertakes further analysis of consultation responses then this work may be commissioned from an accredited third party (e.g. a research organisation or a consultancy company). Any such work will only be undertaken under contract. Welsh Government's standard terms and conditions for such contracts set out strict requirements for the processing and safekeeping of personal data.

In order to show that the consultation was carried out properly, the Welsh Government intends to publish a summary of the responses to this document. We may also publish responses in full. Normally, the name and address (or part of the address) of the person or organisation who sent the response are published with the response. If you do not want your name or address published, please tell us this in writing when you send your response. We will then redact them before publishing.

Any respondents to the consultation will need to be aware of the Welsh Government's responsibilities under Freedom of Information legislation. If your details are published as part of the consultation response, these published reports will be retained indefinitely. Any of your data held otherwise by Welsh Government will be kept for no more than three years.

YOUR RIGHTS

Under the data protection legislation, you have the right:

- to be informed of the personal data holds about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased' to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection.

For further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer:
Welsh Government
Cathays Park
Cardiff. CF10 3NQ

Email: Data.ProtectionOfficer@gov.wales

Information Commissioner's Office:
Wycliffe House
Water Lane
Wilmslow
Cheshire. SK9 5AF

Tel: 01625 545 745 / 0303 123 1113

Website: <https://ico.org.uk>



In 2015, the Welsh Government published its international framework *Wales in the World*. In the four short years since, the international landscape has changed dramatically. Now is the time for Wales to reaffirm its commitment to our ongoing relationship with our global partners, countries and regions around the world.

The uncertainty and upheaval caused by the EU referendum in 2016 and the protracted EU withdrawal negotiations mean it is important we continue to look outwards to Europe and beyond; that we work to solidify existing trade routes and establish new opportunities for Welsh businesses while also encouraging inward investment and visitors to Wales.

OUR THREE KEY GOALS ARE TO:

Raise Wales' profile internationally – we will build our nation's reputation as a place buzzing with creativity where people are free to innovate and experiment.

Increase our exports and encourage inward investment, growing our economy and creating new jobs and opportunities for people in Wales – we are committed to embracing and developing new technology to deliver prosperity.

Show the world what we are doing as a globally responsible nation – Wales is acutely aware of its global and environmental responsibilities. Our strong values of sustainability underpin this strategy and everything we do.

These three goals capture the **creativity** of Wales; the way we have harnessed **technology** and our commitment to **sustainability**.

This strategy will highlight the work already being carried out internationally by the Welsh Government and our partners and will provide a strategic direction and focus for international relations both inside government and in wider Welsh civic society.

It will be underpinned by our strong values and our duty to be a globally responsible Wales, which is enshrined in the Wellbeing of Future Generations Act; by our long and proud history of being a welcoming nation to people from all cultures and countries and our firm commitment to the UN's sustainable development goals and to human rights. We will promote these values to the world in all the work we do.

WHAT DOES THIS STRATEGY DO?

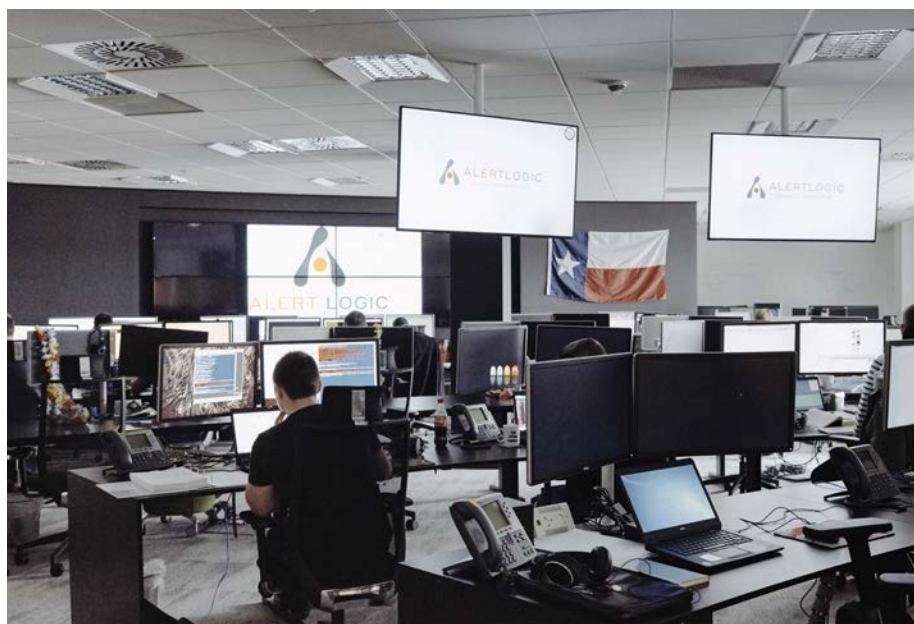
This strategy will build on the strengths of our small, smart nation – our awe-inspiring country and culture; our talented, inquisitive and diverse people and our award-winning products – and it will build on the many and varied links we have established throughout the world.

As part of this strategy, we will showcase three distinct industries in which Wales excels, demonstrating how Wales is home to centres of excellence in these fields. By highlighting the export and investment opportunities in these and other industries, we will create new and greater opportunities for people and employment in Wales, and encourage research and development and innovation to sustain present and future generations in Wales.

These will help us highlight to the wider world the skills on offer in Wales and the diversity of our manufacturing and creative sectors. The areas we have chosen to highlight as centres for excellence as part of this strategy are:

- **Cyber security**
- **Compound-semiconductors**
- **Creative industries –**
television and film

These are areas where expertise already exists in Wales. Where companies are already at the forefront of production and development. There is a solid basis on which we can build further excellence in these three distinct areas, in the face of the challenges posed by Brexit. Further details are set out in the Products chapter.



Alert Logic, Cardiff

HOW WILL WE DELIVER THIS STRATEGY?

For the first time in its history, the Welsh Government has a Minister with responsibility for international relations – but many of the levers for international relations and, indeed, trade, lie beyond the Welsh Government and sit with the UK Government.

Almost all departments in the Welsh Government have international engagement as part of their work. This strategy will shape that work and focus efforts to ensure we have a common and consistent message to deliver our triple aim. The messages we give internationally must be consistent with what we deliver at home.

The Welsh Government has a network of 21 overseas offices in 12 countries, which will play a key role in delivering this strategy. We will publish a remit for our offices and ensure that objectives are built into business plans to proactively respond to global issues. We will reinforce our international operation on the west coast of America to focus on the priority areas of excellence.

Realising the ambition of this strategy will mean working with our partners – with public, private and third sector organisations in Wales; with civic society; with national and international businesses working in Wales and beyond; with non-governmental organisations around the world and with the UK and other national and international governments and organisations, including the UN. We will continue to engage with the members of the British and Irish Council and the Commonwealth and we will work with Assembly Members through their established overseas networks to promote Wales and our interests abroad.

Maintaining strong links with Europe and the European Union, as the UK continues to negotiate to leave the EU, will be key to the success of this strategy. Our Brussels office will play a significant role.

We will work with the UK Government – and its agencies – to ensure our strategy and our distinct Welsh messaging is delivered and aligned, where possible, with UK Government policies and strategies. We will work with individual UK Government departments wherever possible and we will ensure we receive our fair share of UK Government representation. The intergovernmental relations review will help us to establish formal arrangements to ensure better Welsh engagement on international matters, particularly trade. We will also increase our activity in London to establish links with the existing embassy network of overseas nations.

THIS IS WALES

We will work with our partners in Wales and across the world to build on our established and successful brand for Wales as a place to invest, work, live, visit and study.

Developed in 2016, the award-winning, cross-sector Cymru Wales brand promotes Wales to the world – across all sectors and markets – as a creative, contemporary and high-quality country, which is proud of who we are, and which is evolving for the future.

The brand's centre is a powerful visual identity, which is highly contemporary and unmistakably Welsh – a distinctive Draig logo; a bold, bespoke typeface; and a colour palate inspired by the landscape around us.

The core message is simple: This is Wales – a statement of intent; an invitation to discover our country and a challenge to rethink what you thought you knew about Wales.

With a focus on telling the story of Wales through the real people, businesses and organisations of our country the brand is creative, authentic and alive with new opportunities, ideas and experiences.

The brand has won prestigious international recognition, is delivering outstanding results, and is the backbone of our work to promote Wales in the UK and abroad. It has driven Visit Wales' celebrated thematic approach to marketing over the last three years – influencing more than £350m additional spend a year in the economy. It is used for all trade and invest marketing work; by Food and Drink Wales; by the TrainWorkLive health recruitment campaigns and it underpins the Transport for Wales brand. It will be used to promote Wales by the higher education sector as a place to study.

This strategy will support a step-change in the impact of the brand by turning it into a movement, which inspires and empowers partners to work with it to celebrate Wales on the world stage.

Our aim is to grow Wales' global profile and performance in dynamic, innovative and contemporary new ways – together.

We will:

- Harness digital and social media to create and share stories from Wales with audiences around the world.
- Enable people, businesses and organisations in Wales to share and use the brand and marketing materials.
- Encourage UK agencies and international partner brands to work with us to extend the brand's global reach and impact through innovative co-campaigns and partnerships.
- Continue to deliver brand-defining campaigns, programmes and projects to help Wales stand out on the world stage, in the model of the themed-years to date in tourism.
- Develop a digital communications plan to support the international strategy used to promote Wales by the higher education sector as a place to study.

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HOW WILL WE MONITOR OUR INTERNATIONAL ACTIVITY?

We will convene two meetings a year to ensure we are coordinating our activities across Welsh Government and other organisations, such as local government and civil society, to ensure that, where possible and appropriate, we can build on each other's experience and international platforms.



John Davies, Co-founder and Chair of the South Wales Cyber Security Cluster



Tramshed, Cardiff

OUR THREE KEY GOALS ARE TO:

Raise Wales' profile internationally

– we will build our nation's reputation as a place buzzing with creativity where people are free to innovate and experiment.

Increase our exports and encourage inward investment, growing our economy and creating new jobs and opportunities for people in Wales – we are committed to embracing and developing new technology to deliver prosperity.

Show the world what we are doing as a globally responsible nation –

Wales is acutely aware of its global and environmental responsibilities. Our strong values of sustainability underpin this strategy and everything we do.

Wales is a small but confident, forward and outward-looking nation. Our greatest asset and our strength is our people – the three million-plus people who live in Wales and the many hundreds of thousands who have made their home all over the world.

Wales is full of inquisitive, skilled, creative and loyal people working in a diverse economy, stretching from the Atlantic coastline to the English border.

It is our strength as talented and creative individuals – working on our own and collectively – which will help us to achieve the three core aims of this strategy. We are a country of makers and creators; of businessmen and women; of entrepreneurs and leaders, with a wealth of ideas and dreams.

Ours is a nation built on a foundation of strong communities, where people know and respect each other. Together, we have the skills and the prowess to show the world what a modern and diverse Wales has to offer

Over the last half century, Wales has undergone rapid transformation from a reliance on manufacturing and heavy industry to the diverse, dynamic modern economy we see today. We have seen a shift from an economy dominated by the public sector to a nation where the private, public and third sector work together – the majority of people in Wales are employed in small and medium-sized enterprises.

We have a strong record of social partnership where everyone's voices are heard – and count – and where people are treated fairly in work.

Wales is just two hours from London by train – Cardiff is the closest European capital to London and is the fastest growing capital city. The nation is well connected and linked to rest of the world by road, rail and air – Wales is served by multiple airports – in Wales and England – including the fast-growing Cardiff Airport, with regular flights to Doha and to European cities. Wales has extensive broadband connectivity and the internet exchange point at Cardiff is one of only three landing points in the UK, which enables future technologies to be developed and has allowed Wales to be home to Europe's largest data centre.

Wales is a truly bilingual nation – English and Welsh have equal status in law – and the number of Welsh speakers is growing. We have an ambition to reach a million Welsh speakers by 2050, which means Wales is perfectly placed to lead the way in mentoring other European nations with dual and minority languages.

This, in turn, has contributed to Wales' rich and distinctive culture, which is celebrated through international events such as the Llangollen International Musical Eisteddfod, the annual Hay Literary Festival, the Urdd Eisteddfod and Eisteddfod Genedlaethol.

Wales is known the world over for its passion for culture, creativity, music and sport. The BBC National Orchestra of Wales and the Welsh National Opera fly the flag for Wales when they perform overseas and our international sports teams and talented sports stars have enjoyed stunning individual success in recent years, in rugby, football, taekwondo, cycling and swimming, helping to boost our international standing and reputation.

All these factors will be crucial to raising Wales' profile as a small, creative nation, brimming with talented and friendly people on the world stage.

Wales has a long and proud history of welcoming people from all over the world to live and work here – many of our communities and businesses have flourished thanks to people coming to Wales from overseas. We want that to continue, particularly in this uncertain post-EU referendum world.

Citizens from EU countries hold extremely important and valuable roles in our society, in the workplace and in our day-to-day lives. As the date at which the UK is due to leave the European Union approaches – October 31, 2019 – we will support EU nationals in applying for settled status to secure their entitlements. The Welsh Government will continue to do all it can to provide support and advice to EU citizens during this time.

The EU and overseas workforce in Wales

- In total, 176,600 people born outside the UK are currently resident in Wales, including 79,100 from other EU Member states. The majority work – in our key economic sectors, public services or higher education institutions – and contribute greatly to our society.
- Migrants account for 11% of the tourism workforce in Wales (5% of the workforce is from the EU);
- 9% of the manufacturing workforce in Wales is from overseas (7% is from the EU). A smaller proportion of the construction sector workforce in Wales is from overseas (3% in total, with 2% of the workforce from an EU background).
- The food and drinks sector is heavily reliant on migrant workers to fill roles in food processing with over a quarter (27%) of those employed in food and drink manufacture in Wales born in the EU.

- The NHS in Wales is reliant on EU workers at every level. In March 2019, 1,570 EU nationals were directly employed by the NHS in Wales, with 6% of doctors working in Wales coming from the EU.
- In the social care sector, while specific data is not available for Wales, recent research shows that approximately 6.4% of the workforce (2,900) are EU nationals.
- 12% (2,365) of higher education staff are non-UK born (7% or 1,425 are from the EU) and staff from overseas are key to ensuring the research and teaching quality offered in Wales' universities, as well as to facilitating international research collaborations. Around 17% of the students in Welsh HE institutions are from overseas (both EU and non-EU) and represent a significant source of income for HEIs, helping to sustain a wide range of courses, particularly at postgraduate level.



Nick Razey, Chief Executive, Next Generation Data, Newport

CASE STUDY



SEREN AND STRIPES FOR YOUNGSTERS THROUGH WELSH GOVERNMENT IVY LEAGUE SCHEME

More students from Wales are enrolled at Yale University's Yale Young Global Scholars programme than from any other nation or region outside the US.

Building on the Seren Network's success in increasing the number of applications and acceptances for state-school Welsh pupils at Oxford and Cambridge, the network has partnered with the United States' top universities, such as Yale and Harvard.

In summer 2019, a record number of students – 53 – will take part in a US summer school, and will spend a fortnight at either Yale or Harvard University to get a taste of US university life.

The young ambassadors for Wales will enjoy a transformational life experience and help promote Wales and their own quality education to peers and academics from around the world while at the Ivy League institutions.

Students who have participated in the summer schools have gone on to gain undergraduate places at Yale, Harvard and Stanford, and maintain links with Wales through the Seren Network.

Wales recently became only the 17th country to take part in the Massachusetts Institute of Technology's (MIT) Global Teaching Labs programme.

This programme supports MIT science students to spend time in Wales supporting science teachers and pupils in schools.

The success of these student and academic exchanges has led to ground-breaking US-Wales education partnerships with the Fulbright Commission and Gilman International Scholarship Program, ensuring more US students will come to Wales, securing promotion of Wales as a study destination across the US, and establishing new research relationships for Welsh universities.

POST-EU IMMIGRATION PROPOSALS¹

The sustainability of some of our key services and industries are reliant on contributions from overseas residents who have made Wales their home.

We believe that Wales' interests are best served by the UK remaining a Member State of the European Union but if the UK leaves the EU on October 31, 2019, our future relationship with Europe should include a differentiated and preferential approach to immigration for EEA and Swiss nationals. Leaving the EU should not affect the arrangements for the Common Travel Area (CTA), which has existed since 1922 and pre-dates the UK and Republic of Ireland's membership of the EU.

If the UK decides to adopt an immigration approach, which favours specific sectors at a UK level, we believe that this could severely disadvantage Wales by making it very difficult to recruit to sectors where we currently have a high demand for migrant workers.

We would be firmly opposed to such an approach. Rather, our preference would be for a spatially-differentiated approach, where the Welsh Government would have a stronger role in determining how future migration to Wales would be managed, in order to ensure that Wales' key sectors, public services and universities can continue to recruit from Europe. Any such approach must be based on fairness, proper enforcement of rules and proportionate administration.

Self-employment is a critical part of our economic mix and appropriate arrangements must be factored into any new immigration system. We need



Flamgard, Pontypool

careful controls to ensure that migrants proposing to work on a self-employed basis are doing so in accordance with clear rules in order to prevent the exploitative practice of false self-employment, or other abuses of the system. Any abuse or exploitation must be tackled vigorously.

Students should not be counted as migrants for the purpose of net migration targets – they come to study, pay fees, spend money, enhance our universities and our economy, and the majority returns home. We do not wish to see additional immigration restrictions for EU, EEA and Swiss students.

People from Wales have emigrated all over the world – from the Mimosa journey, which established a Welsh-speaking settlement in Patagonia more than 150 years ago, to the 1.8m people of Welsh descent in the US today. The Welsh diaspora is large and varied and are a priceless asset in international relations and promoting Wales to the world.

We will do more to engage with the Welsh diaspora and friends of Wales around the world, including using the wealth of knowledge and links that people immigrating to Wales bring with them.

We will work with already-established diaspora networks, such as Global Welsh, Wales in London week, and others to help raise the profile of Wales, to develop the economy of Wales and to support Welsh exporters as part of this strategy.

We will:

- Demonstrate global responsibility by promoting Wales as a welcoming nation and deliver an annual focus on one of our immigrant communities, promoting our aspiration to become a nation of sanctuary. We will deliver an annual event that recognises the contributions made by an overseas community that has made Wales its home and celebrates the links between Wales and the homeland.

¹ <https://gov.wales/sites/default/files/publications/2018-10/brexit-and-fair-movement-of-people.pdf>

CASE STUDY



TRAINWORKLIVE

TrainWorkLive is the Welsh Government's flagship campaign to support the recruit of healthcare professionals in NHS Wales. It promotes the world-class training and work environments the NHS in Wales has to offer and the quality of life available in Wales.

The campaign has been used by health boards throughout Wales to support recruitment campaigns globally.

The medical campaign has targeted medical students, trainees, recently-qualified GPs, and GPs nearing retirement working in the UK, India, Australia, New Zealand, and Canada to persuade them to come and complete their training in Wales; to work in Wales and live in Wales, respectively.

Over the course of the last two years, a targeted campaign has run in the same international countries to recruit psychiatry students, trainees and qualified psychiatrists.

The nursing campaign has been running since 2017 and initially targeted nurses in primary and secondary care in the UK, India, Canada, Romania, New Zealand and Australia. The next phase of the international campaign will be launched in January 2020, to coincide with health boards' international recruitment activity. The target countries will be confirmed by a stakeholder group but could include India, the Philippines and Australia.

- Demonstrate global responsibility by using Curriculum for Wales 2022 so future generations understand and appreciate the current and historic impact of the wider world and ensure they carry on the creative tradition of our nation and are equipped with the right skills to compete in the global economy, including encouraging pupils to learn modern languages.
- Grow our economy by working with education institutions to increase the number of international students studying in Wales and we will push for continued participation in Erasmus+ and Horizon 2020 (and any successor programmes – extending this to include international cooperation programmes such as INTERREG and Creative Europe).
- Grow our economy by encouraging international collaboration in research globally, where appropriate, and underline the significant impact that Welsh research is having relative to other nations and regions.
- Raise Wales' profile by exploring with the Confucius Institutes and Chinese Centres across Wales, the feasibility of teaching of Mandarin in secondary schools as part of a long-term vision to establish North and West Wales as visitor destinations for the Chinese market.
- Demonstrate global responsibility by increasing global awareness of Wales as a bilingual nation and use the UNESCO Year of Indigenous Languages to showcase how we are planning to increase the numbers and use of Welsh speakers and ensure a legacy develops as a result. And we will share our success with other countries.
- Raise Wales' profile by working with the Welsh diaspora and collaborate with partner organisations, focusing in the first year on the USA and identifying influential Welsh people around the world.
- Raise Wales' profile by working with partners to promote our creative and other industries in Asia and we will work with the Asian diaspora in Wales to develop closer ties in the fields of research and medicine and use the International Convention Centre to draw attention to Wales.
- Raise Wales' profile by mapping the Welsh diaspora – initially in the US and Japan – and we will map Welsh international activity around the world (including local community and charity organisations) to develop a comprehensive database of Welsh links.
- Raise Wales' profile by promoting Wales internationally as a place to train, work and live for health and care workers.
- Demonstrate global responsibility by building our participation in the Health Behaviour in School-Aged Children study.
- Demonstrate global responsibility by working with Vietnam to develop its educational infrastructure through training opportunities, research, collaboration and academic exchanges.
- Raise Wales' profile by coordinating our international activity with key cultural organisations to help open doors and enter new, difficult-to-access markets.



Bang, Cardiff



Riversimple, Llandridnod Wells

OUR THREE KEY GOALS ARE TO:

Raise Wales' profile internationally

– we will build our nation's reputation as a place buzzing with creativity where people are free to innovate and experiment.

Increase our exports and encourage inward investment, growing our economy and creating new jobs and opportunities for people in Wales – we are committed to embracing and developing new technology to deliver prosperity.

Show the world what we are doing as a globally responsible nation – Wales is acutely aware of its global and environmental responsibilities. Our strong values of sustainability underpin this strategy and everything we do.

Wales is an outward-facing, globally-trading nation and remains very much open for business. Our economy is vibrant and diverse, and offers great opportunities for trade and investment. We host world-leading technology companies, excellent research and development facilities, a highly-skilled workforce and a wealth of natural resources.

The Welsh economy is highly integrated with the UK economy but we sell our high-quality and award-winning products not just to the rest of the UK but around the world. Wales' international activity is a significant contributor to the Welsh economy – one of the key aims of this strategy is to increase our exports and encourage inward investment, thereby supporting the Welsh economy and creating more job opportunities in Wales.

Our stable devolved government and our vision for growth and sustainable living, coupled with our strong links to the rest of the UK; the quality of life; lower cost of living, relative to other parts of the UK and well-qualified and skilled workforce, has helped Wales to attract inward and foreign direct investment.

- The value of exports for Wales for the year ending March 2019 was £17.2bn. This supports jobs, innovation and prosperity throughout Wales. More than 60% of these overseas exports were to EU countries.
- In 2018, of the 259,200 active enterprises operating in Wales, 103,530 were headquartered in Wales – the highest level since records began.

- Almost 1,250 foreign owned companies call Wales their home, employing more than 160,000 people. Wales' success in attracting foreign direct investment over many decades is largely based on access to the EU market of more than 500 million customers.
- In 2018, the value of overseas tourism to the Welsh economy was £405m.
- Overseas students in Welsh universities contribute more than £600m in export earnings to the Welsh economy and enrich our cultural diversity.

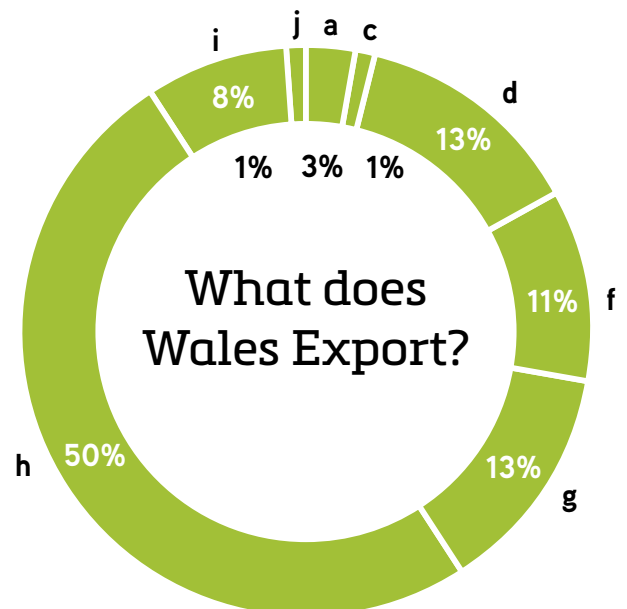
We are trading with the world and developing new relationships at a time of considerable change and uncertainty. This originates largely from the Brexit uncertainty arising from the UK's decision to leave the EU and the ongoing negotiations to secure a withdrawal agreement.

But it also stems from the turmoil in once-established world trade relationships, which are being unsettled by the current trade war between the US and China and the imposition of escalating bilateral tariffs.

Leaving the EU represents the greatest change in our international trade status for generations. Whatever the challenges, we are clear that leaving the EU does not mean turning our backs on our trading partners in Europe. Equally, we should embrace the new impetus for trading opportunities around the world.



- a - Belgium
- b - France
- c - Germany
- d - Ireland
- e - Netherlands
- f - Spain
- g - China
- h - United Arab Emirates
- i - Canada
- j - United States



- a - Food and live animals - 3%
- b - Beverages and tobacco - 0%
- c - Crude materials, inedible, except fuels - 1%
- d - Mineral fuels, lubricants and related materials - 13%
- e - Animal and vegetable oils, fats and waxes - 0%
- f - Chemicals and related products, nes - 11%
- g - Manufactured goods classified chiefly by material - 13%
- h - Machinery and transport equipment - 50%
- i - Miscellaneous manufactured articles - 8%
- j - Commodities / transactions not classified elsewhere in S/TC - 1%

² Source: Welsh Government

Our main trading partners are EU countries (see chart) and North America. We are also trying to break into new markets in Asia – China will lift the ban on British beef at the end of 2019, for example, paving the way for PGI Welsh Beef to achieve a foothold in the Chinese market. Currently, more than a third of Welsh red meat is exported outside the UK, predominantly to the EU, worth around £200m a year. China is one of the UK's largest food and drink export markets. Welsh beef exports to China could be worth around £25m a year for the Welsh red meat sector.

Exports to the Middle East, particularly in the food and drink sector, are creating new opportunities for Welsh companies – there is a growing consumer market in this part of the world, interested in high-quality Welsh products, with food exports to Qatar alone increasing seven-fold since 2016. The Gulf region could be a viable alternative market for exporters normally reliant on Europe.

The global economic shift from west to east and subsequent rise of the Asian economy cannot be ignored. An ageing population and declining domestic market in Japan has led to Japanese companies looking abroad to support their expansion plans while China offers new opportunities for Welsh exporters, as Chinese students seek to study in Wales.

The outcome of the ongoing EU negotiations and the future relationship with the European Union will be vital to the success of this strategy – the decisions taken as the UK develops future trading relationships with the EU and the rest of the world will define Wales' economic interests for years to come.

We have been very clear a no deal Brexit would be catastrophic for Wales and for businesses exporting to the EU and overseas. Any minor delay to exports could have a devastating impact on our established trade links and our ability to make new ones.

We believe Wales' interest are best served by the UK continuing to be a Member State of the EU. However, if the UK leaves, we have argued for continued full and unfettered access to Europe's Single Market. We remain to be convinced that leaving a customs union with the EU is in our interests, at least for the foreseeable future. If the UK Government pursues its policy of leaving the Single Market and the Customs Union in favour of a wholly independent trade policy this will risk the imposition of non-tariff barriers and, potentially, tariffs, which could only be damaging to business in Wales and the UK³

Our office in Brussels will continue to serve as a platform for our engagement with the EU. In 2018, the Welsh Government opened offices in Berlin, Dusseldorf and Paris. These reflect the importance of France and Germany as trading partners and the need to work with and maintain our relationships in light of the uncertainties created by Brexit.



Huntingdon Fusion Technologies in Barry Port

Building new relationships takes a long time, which is why it will be important to maintain and nurture existing ones, irrespective of the Brexit outcome – Germany is Wales' largest trading partner and a significant investment partner; France is an important partner for trade, tourism, education and culture and Ireland continues to be our closest European neighbour. German and Irish nationals living in Wales make up two of our largest international communities. All are important existing trading partners with whom we have long-standing and established relationships, which stretch beyond trade alone (see annex B).

³ https://gov.wales/sites/default/files/publications/2018-10/trade-policy-the-issues-for-wales_0.pdf

For several years, the Welsh Government has maintained an office in Dublin in recognition of the special importance of this relationship. We were very pleased to see the Irish Consulate reopen its office in Wales in May 2019 and we will encourage other nations to follow their lead. We also value the work of the honorary consuls based in Wales. We have also opened new offices in Montreal and Doha, in recognition of our links with North America and the Middle East (see annex C for details).

TRADE AND INTERNATIONAL RELATIONS

Wales' trade policy is underpinned by our core values of respecting and protecting human rights; of responding to the ongoing global climate emergency and safeguarding our valued public services.

We have also developed a series of principles as the UK Government pursues post-Brexit free trade agreements on behalf of all UK countries.

The UK Government should:

- Deliver a trade policy that works for all parts of the UK.
- Consult and seek the consent of the devolved governments in the development of a UK trade policy.
- Work with the devolved governments on a framework on trade.
- Consult with the devolved governments during the pre-negotiations phase ensuring that DAs have a genuine opportunity to feed in to the policy development process before final decisions are taken and negotiations with the EU or a third country start.

- The UK Government should not normally proceed with negotiating positions, which directly relate to devolved policies (for example, environmental standards, agriculture and fisheries, the delivery of public services such as education and health) without the agreement of the devolved governments.
- Engage with the devolved governments throughout the negotiations — and involve devolved government officials in negotiating teams where negotiations affect devolved competence or issues of particular relevance to Wales or other devolved nations.
- Formally consult with the devolved institutions when negotiations are complete but before agreements are signed.

In return, we will:

- Be a constructive partner.
- Share knowledge and analysis.
- Work with UK Government to provide leadership for relevant stakeholders.
- Work constructively using our overseas networks to promote and protect the interests of Wales and the wider UK.
- Reflect agreed UK negotiating positions when participating in negotiating teams.

In relation to international relations, we believe Wales – and Ministers and officials from the devolved administrations – should be involved in discussions with the UK Government about the formulation of the UK's policy position on matters, which may be the subject of international negotiations, particularly where these could have important implications for devolved matters.



Orangebox, Cardiff

It should be for each devolved administration to consider, in consultation with the UK Government, how obligations within devolved competence arising from the UK's international agreements should be implemented, including whether the devolved institutions should implement these through their own legislation or agree to be covered in UK legislation.

The UK Government should not normally proceed with a negotiating mandate on devolved matters, which has not been agreed with the relevant devolved institutions.

Wales has welcomed and supported businesses from all over the world, helping them to develop, grow and realise their full potential.

The US, and wider North America market, is an important investor in Wales. Of the 1,245 foreign-owned companies operating in Wales, more than 20% are US-owned and US consistently tops the list of inward investment markets. The scale of the US and Canadian economies are such that opportunities can emerge from almost any sector and in any region.

TOP 10 FDI DONOR MARKETS⁴

1	USA
2	Germany
3	Japan
4	Canada
5	Ireland
6	France
7	India
8	Italy
9	Spain
10	Switzerland

We believe that investment decisions are not just about economic benefits – societal, environmental and cultural factors now play an increasing role in investment decisions. Our *Economic Contract* places investment with a social purpose at its core.

We will continue our focus on creating and promoting world-class facilities for business growth in Wales, using “magnets” as opportunities for businesses and as a means to elevate Wales’ reputation for our assets, skills and research and development capability.

“Magnet” projects, such as the Advanced Manufacturing Research Centre Cymru, in North Wales; the Global Centre of Excellence for Rail and the UK Catapult Centre, in South Wales and the new International Convention Centre, in Newport, will be used as catalysts to attract further investment and will promote Wales as a test bed for future cutting-edge technologies.⁵

As we move away from the old reliance on heavy industry to become a modern, vibrant economy, Wales needs to present a new face to the world – one which is modern, vibrant and contemporary. As part of this, the strategy will highlight three distinct areas in which Wales excels – cyber security, compound-semiconductors and film and television production – as a means of showcasing the range of opportunities Wales has to offer.

DEVELOPING CENTRES OF EXCELLENCE

As part of this strategy, we will showcase three distinct industries in which Wales excels, demonstrating how Wales is home to centres of excellence in these fields. By highlighting the export and investment opportunities in these and other industries, we will create new and greater opportunities for people and employment in Wales, and encourage research and development and innovation to sustain present and future generations in Wales.

These will help us highlight to the wider world the skills on offer in Wales and the diversity of our manufacturing and creative sectors. The areas we have chosen to highlight as centres for excellence as part of this strategy are:

- **Cyber security**
- **Compound-semiconductors**
- **Creative industries –**
television and film

These are areas where expertise already exists in Wales. Where companies are already at the forefront of production and development. There is a solid basis on which we can build further excellence in these three distinct areas, in the face of the challenges posed by Brexit.

Cyber security – Wales forms part of the top European centre in cyber security with more than 500 members in the cyber security eco-system. The growing cluster benefits from close proximity to GCHQ and expertise in the South West of England.

In 2017, in recognition of our reputation and growing expertise, Wales was invited to join the Global Ecosystem of Ecosystems Partnership in Innovation and Cybersecurity (Global EPIC), which was founded to build a global community of expertise to support the development and sharing of new knowledge in the field of cyber security innovation. Global EPIC currently comprises of 25 global ecosystems from 10 different countries across three continents.

Compound-semiconductors – Compound-semiconductors are at the heart of many devices we use today, from smart phones to tablets and satellite communication systems. They are central to the development of the 5G network; new high-efficiency lighting and will power electronics for the next generation of electric vehicles and new imaging techniques for a variety of uses from security to health diagnostics. The global market for compound semiconductors could be £125bn by 2020. Wales is home to the UK Catapult Centre for compound semi-conductors.

The compound semiconductor wafer facility in Newport was supported by the Cardiff Capital Region City Deal. It will become the hub of the regional technology cluster CSconnected.

⁴Source: Welsh Government. Inward Investment aggregated performance 2013-14 to 2017-18

⁵Examples of magnet projects in Annex E

CASE STUDY



WELSH FOOD AND DRINK

The Welsh food and drink sector is increasingly recognised for its quality and for its diversity, which is contributing to strong international recognition.

The value of Welsh food and drink exports in 2018 was £539m, up 2% (£10m) compared to 2017.

The value of food and drink exports in Wales has increased by 32% since 2014.

The value of Welsh food and drink exports to non-EU countries increased by £25m in 2018.

£145m of exports went to non-EU countries in 2018.

Welsh food and drink exports to the EU fell by £14m in 2018 – £395m of Welsh food and drink exports went to the European Union in 2018.

Exports to EU countries represent 73% of all Welsh food and drink exports.

The food and farming priority sector was worth £6.8bn in 2018, close to meeting the turnover target of £7bn early before 2020;

There are 16 Protected Food Names, ranging from Welsh Lamb and Beef to Conwy Mussels and 169 Great Taste Winners (2018);

Food and drink supply chain has a £19.1bn turnover, with 240,200 employed across catering, retail and wholesale, agriculture and manufacturing;

Supply chain has £4.5bn CVA;

Food and drink manufacturing has £4.8bn turnover and employs 20,400.

Blas Cymru is Wales' largest international food and drink trade event, bringing together producers, buyers and food industry professionals. This year's event, in March 2019, attracted almost 200 buyers, including international buyers from Germany, France, UAE, Qatar and Japan.

There are strong links to the Advanced Manufacturing Research Centre (AMRC) Cymru in North Wales, which will be home to world-leading research into advanced machining, manufacturing and materials and the base for the Wing of Tomorrow project. The centre includes a £20m investment from the Welsh Government.

Creative industries: television and film

– Creative industries are one of Wales’ fastest growing sectors, with an annual turnover of almost £2bn, employing more than 58,000 people. Wales already has an international reputation as a centre of excellence for production and high-end television drama, in particular, with major US studios such as Fox, NBC Universal, Netflix and HBO using Wales as a production location. Wales also has established a strong cultural identity portrayed through productions such as *Hinterland*, *Keeping Faith* and *Hidden*, and in internationally-renowned television shows including, *Doctor Who* and *Sherlock*.

This is a platform on which to build further success, but also offer an opportunity to showcase Wales to the world, promoting the Welsh language and providing UK and overseas tourism opportunities.

We will:

- Grow our economy by increasing the numbers of Welsh businesses exporting internationally and continue to support and attract inward investment to Wales.
- Grow our economy by increasing exports supported by the Welsh Government. Our most important partner will continue to be the European Union, irrespective of the Brexit outcome.
- Raise Wales’ profile by continuing to prioritise markets in Germany, France, Ireland and North America and develop new opportunities in Asia and the Middle East.

- Raise Wales’ profile by developing an action plan by December 2019 to embed relationships with our priority European partners of Brittany, Flanders and the Basque Country (see annex B).
- Grow our economy by supporting new and existing exporters as they explore new markets, whether as part of business-as-usual activity or in response to post-Brexit arrangements.
- Grow our economy by delivering quality foreign direct investment across Wales in line with the principles of the Economic Action Plan and through our regional teams.
- Grow our economy by working with other organisations across Wales to deliver a clear message and proposition to investors to ensure Wales’ inward investment offer is visible and compelling.
- Grow our economy by working with organisations, such as M-Spark, to encourage entrepreneurs, using links with Harvard University.



SPTS Newport



Zip World Titan, Blaenau Ffestiniog, North Wales

OUR THREE KEY GOALS ARE TO:

Raise Wales' profile internationally

– we will build our nation's reputation as a place buzzing with creativity where people are free to innovate and experiment.

Increase our exports and encourage inward investment, growing our economy and creating new jobs and opportunities for people in Wales – we are committed to embracing and developing new technology to deliver prosperity.

Show the world what we are doing as a globally responsible nation –

Wales is acutely aware of its global and environmental responsibilities. Our strong values of sustainability underpin this strategy and everything we do.

Wales is a small, smart and confident nation, steeped in culture and history – we have been known worldwide as a land of song, steeped in ancient myth, stone castles and Celtic mystery – but we are also a nation of e-gamers and designers; of contemporary, creative and talented artists and sports stars; of biologists and engineers at the forefront of marine energy and climate science.

The natural beauty of Wales has fascinated people for centuries – today it is captivating new global audiences as the awe-inspiring landscapes provide the backdrops for compelling dramas and complicated plot twists in international film and television, shot on location in Wales.

Wales' new international profile on the silver – and small – screen is helping to increase Wales' international reputation and attract people to Wales. And our growing reputation for world-leading research is helping fuel our knowledge economy and the reputations of our learned universities.

TOP 10 VISITOR MARKETS⁶

1	Ireland
2	France
3	Germany
4	USA
5	Netherlands
6	Australia
7	Spain
8	Poland
9	Italy
10	Canada

⁶ Source: Welsh Government. Inbound Visits to Wales 2015-18

Our distinctive and powerful art and culture – from the traditional to the multi-media showcased at the Venice Biennale – acts as a passport for Wales to new audiences in countries in different corners around the world. We must continue to use our cultural relations and diplomacy to full effect from showcasing our world-class cultural organisations overseas to welcoming international cultural organisations to Wales.

International tourism has grown over the last five years – in 2017 Wales attracted more than a million visitors. Overall, overseas visitors contributed around £405m to the Welsh economy in 2018.

Around a third of Wales is protected landscape – Wales is home to three national parks and Britain's first Area of Outstanding Natural Beauty; we have some of the cleanest rivers and beaches in the UK and are the first country in the world to develop a dedicated footpath around the whole coastline. Wales has three UNESCO World Heritage Sites and a fourth – the Welsh slate industry – is in development, representing centuries of heritage and helping to position Wales in a global context.

Our culture, landscape and language are thriving – creating an authentic cultural scene for future visitors to discover.

At a time of increasing globalisation and automation – when advances in communications mean we can speak to almost anyone anywhere on our planet – we are living increasingly fractured lives. Technology, which has done so much to make the world a smaller place is isolating us behind tablet and phone screens. Wales continues to be a nation of close-knit communities, where people know and respect their neighbours and have strong ties to their country, in the midst of this new tech-enabled world, of quickly shifting and destabilising politics.

We have an opportunity to capture and build on this sense of community, which lies at the heart of Wales; this deep relationship between people and environment – known as *cynefin*. Capturing this essence of Wales, will help us realise our twin aims of raising our profile on a crowded global stage and demonstrating our commitment to our global and environmental responsibilities.

The quality and provenance of Wales' food and drink offer to visitors has transformed in recent years – with parts of Wales developing a reputation as the UK's leading food tourism destinations. We will improve on the offer of Welsh food at visitor attractions, and greater penetration into the food service sector to enhance this reputation.

New investment and innovation in world-leading adventure – mountain-bike centres, hiking paths, inland surf lagoons and zip-lines – have reinvigorated our international reputation to new younger visitors.

Future visitors will increasingly seek out authentic, sustainable and unique experiences and Wales' approach to environmental and cultural sustainability gives us a competitive advantage. Wales' story of sustainability and care for the next generation is a key feature that distinguishes us from other countries, inspiring a new generation of responsible international visitor.

Wales has earned a reputation for hosting major global events, from the 2010 Ryder cup, the NATO Wales Summit 2014, the UEFA Champions League Final 2017, the Volvo Ocean Race 2018 and most recently the Cricket World Cup matches. Investment in Venue Cymru and the opening of ICC Wales in 2019 provide a new opportunity to attract new business events and leaders to Wales. North Wales was selected as "One of the best regions in the world to visit in 2017" by Lonely Planet and a "Rising Star of 2019" by The Sunday Times Travel.



Wales Coast Path



SÊR CYMRU PROGRAMME

In a world of increasing globalisation, a country's research and innovative vitality is one of its most valuable intellectual assets and can act as an important marker of intrinsic quality and future innovation potential for international engagement, the development of global relationships and inward investment.

There is a strong correlation between a nation's reputation for research and innovation and people's willingness to visit, work, study, invest and buy products and services from it.

The Sêr Cymru programme was set up by the Welsh Government to grow research excellence and capability in Wales.

By 2018, it had appointed 12 new research chairs and more than 100 fellows. Competitive fellowships have been awarded to researchers from 28 countries, including Australia; Canada; China; Denmark; France; Germany; India; Ireland; Italy; Mexico; New Zealand; the Netherlands; Spain; Sweden; and the USA.

As a key contributor to Wales' impressive research performance over the past decade, the Sêr Cymru programme has grown Welsh research capacity and international collaboration. Between 1997 and 2001, about 25% of Wales' research was conducted internationally. By 2016, Wales secured the highest international collaboration share across all UK constituent countries with nearly 70% of its publications involving co-authors outside Wales.

In 2016, the world's leading science journal, Science, noted: "Like other countries that see knowledge-growth as a pillar of their economies, Wales has created a science agenda that aims not only to expand academic science but to translate science and technology into applications that lead to economic growth".

Despite comprising only 4% of the total UK submissions, Wales' Research Excellence Framework (REF) impact results showed that almost half of the research submitted was evaluated as world leading with Wales securing the highest proportion of four-star impact for any of the UK countries.



WALES FOR AFRICA

For more than a decade, Wales has been developing and deepening community-based links and partnerships with countries in sub-Saharan Africa through the successful Wales for Africa programme. This mutually-beneficial programme has supported a distinctively Welsh approach to sustainable international development and solidarity, of which we can be justifiably proud.

Every one of the Wales for Africa partnerships characterise the Welsh approach to international development, where experiences and knowledge are shared in a spirit of mutual respect and reciprocity.

This vibrant, civil-society based approach has seen friendships formed across Wales and Africa, as people work together practically, purposefully and meaningfully towards achieving the UN's Sustainable Development Goals (SDGs). The vision of the SDGs is that of a shared, sustainably developed world, in which no one is left behind.

Today, every Welsh health board has an active health link and significant numbers of people across Wales have been engaged with the 900-plus organisations in Wales working in Africa on international development and solidarity issues or through their support for Fair Trade.

Wales was the first nation in the world to earn the title Fair Trade Nation in June 2008 and we were the first to put the SDGs into domestic law through the Wellbeing of Future Generations Act.

We will expand and rename the Wales for Africa programme as Wales and Africa, acknowledging the partnership between the two and put women's empowerment at the heart of that work, focusing in particular on Uganda and Lesotho.

We will build on environmental projects in Africa – Wales has already helped to protect an area of tropical rainforest twice the size of Wales – and we will work with our partners to plant a tree in sub-Saharan Africa for every person in Wales every year to help combat climate change.

BEEKEEPING PROVIDES ECO-FRIENDLY INCOME FOR FAMILIES IN SOMALILAND THANKS TO SUPPORT FROM WALES

Fifty families from Somaliland will be supported to establish profitable apiaries by selling honey locally and exporting beeswax to Wales, thanks to funding from the Wales for Africa programme.

Beeswax, usually regarded as a by-product of bee keeping, will be made into artisan candles by members of the Somaliland diaspora community in Wales and sold from the Bees for Development shop in Monmouth, South Wales.

Wales-based organisation Bees for Development has been awarded £15,000 funding by the Wales for Africa programme. They are working with a partner organisation in Ethiopia to provide training in Beekeeping skills in Somaliland.

As the country is prone to drought, livestock can be lost. Beekeeping provides an invaluable alternative source of income to support families and raise funds to replace livestock. It is estimated 300 people will benefit from the project.

This is one of nearly 600 Wales-Africa projects that have been awarded funding through the Welsh Government's Wales for Africa grant scheme over the last decade.

The grant scheme is the Welsh Government's flagship initiative for Wales-Africa partnership working. It enables community groups and organisations throughout Wales to access funding for small-scale Wales-Africa projects that have a positive impact, both in Africa and in Wales.

Funding is offered to projects around four themes – health, sustainable livelihoods, lifelong learning, and climate change and environment.

We will:

- Raise Wales' profile internationally by promoting Wales as a centre for adventure tourism and sustainable tourism to international audiences and increase visitor numbers in line with our forthcoming tourism strategy.
- Raise Wales' profile internationally by promoting Wales' cultural excellence and sporting reputation around the world using major events such as the Rugby World Cup in Japan as a platform to build a legacy for the future.
- Raise Wales' profile internationally by respecting the potential of tourism to act as a flag-carrier for Wales on the world stage – acting as a means of introducing new audiences to Wales, of creating a sense of welcome, and of creating lifelong relations with future partners the world over.
- Raise Wales' profile by increasing our investment in international-quality products, securing major events and in marketing Wales as a world-class tourism destination. We will do this in collaboration with the sector and utilising insight to inform decision-making.

- Raise Wales' profile by developing the Visit Wales offer to promote the unique Wales Coast Path and use Welsh culture and the Welsh language as a differentiating positive factor to promote sustainable tourism to international audiences.
- Demonstrate global responsibility by rebranding the successful Wales for Africa programme to become the Wales and Africa programme with a focus on sustainability.
- Demonstrate global responsibility by building on our reputation as a feminist government by developing mutually-beneficial opportunities for women with our partners in Uganda and Lesotho.

The value of international relations to the Welsh economy is immense. Billions of pounds worth of trade, tens of thousands of jobs, massive investments, technology exchange, research partnerships, thousands of student places, global connectivity – all rooted in Wales' engagement with the wider world.

Conclusion



Wild Creations, Cardiff

The world in which we live and conduct our business is volatile, fast changing and ultra-competitive. If Wales is not active and dynamic internationally, the jobs, the investment, the students will go to our competitors. We must keep up, or lose out.

Now is the time to raise our level of ambition. We must do more, not less. We must think bigger, not smaller. We must work in partnership to multiply our efforts. Wales achieves most when we work together as a team.

Our small country contributes so much to the world. Our global businesses and entrepreneurs, our performers and artists have worldwide reputations, our Nobel Prize winners and researchers, our brilliant sportsmen and women, our aid workers and civil society all work to make Wales and the world a better place to live. Wales has values and a determination to share in the global community.

We are proud of our history but it is the future that motivates us. Everything we do builds for future generations. We look to the jobs of tomorrow and we equip our children to do them. We are building clean energy infrastructure and connectivity. We engage with climate change and the environment because we care about our children and grandchildren. We want to learn from the best and promote what Wales does well.

Our world is interdependent and our interests are shared. Wales is a European nation and we cherish our relationships with our neighbours. We make each other more prosperous, healthier and better educated.

The world is wide and constantly changing. Wales must change with it. Our businesses will seek new markets in growing economies. We must meet and embrace the challenges of tomorrow. That is what this strategy aims to promote.

ANNEX A – INTERNATIONAL NETWORKS AND AGREEMENTS

The Welsh Government and other Welsh organisations, have affiliation to the following organisations. Affiliation varies from full membership to occasional participation. This list is non-exhaustive and will be reviewed as the UK's relationship with the European Union is finalised if the UK leaves on October 31, 2019.

- Advisory Committee of Sub-Nationals for the UN convention on Biological diversity
- Atlantic Area
- British Chambers of Commerce - Netherlands, Belgium, Germany, Italy and France.
- Cine regions
- Climate Group
- Committee of Regions
- Commonwealth Local Government Forum
- Conference of Peripheral Maritime Regions
- Conference on European Regional Legislative Assemblies
- Council of European Municipalities and Regions
- Creative Europe
- Culture Action Europe
- ERRIN - European Regions Research and Innovation Network
- ESPON
- Eurochild
- EUROCITIES
- Eurogroup for Animals
- European Association of Regions and Local Authorities for Lifelong Learning
- European Cyber Security Organisation
- European Health Telematics Association (EHTEL)
- European Innovation Partnership on Active and Healthy Ageing
- European Institution of Innovation and Technology (Food)
- European Local Authority Network (ELAN)
- European Network of National Civil Society Associations
- European Nostra (cultural heritage network)
- European Regional and Local Health Authorities
- European Route of Industrial Heritage
- European Women's Lobby
- EURORAI - European Organisation of Regional External Public Finance Audit Institutions
- Four Motors
- Fulbright Commission
- Gilman International Scholarship Program
- GMO free network
- IETM (Formerly known as Informal European Theatre Meeting)
- Industry Transition Platform
- Institute of European Environmental Policy
- INTERACT (INTERREG / ETC)
- International Union for the Conservation of Nature IUCN
- INTERREG - Europe and Ireland
- Make It Work
- Network to Promote Linguistic Diversity
- Ocean Energy Europe
- Reference Site Collaborative Network (RSCN)
- REGAL Network ('Innovative and entrepreneurial European regions for territorial development in food and well-being')
- Regional Platform for Biodiversity learning
- Regions for Sustainable Development (international) (nrg4sd)
- Regions with Legislative Powers (REGLEG)
- The European Public Private Partnership Expertise Centre
- UK Brussels Offices
- UN Convention on Biodiversity
- Under 2 Coalition
- United Cities and Local Governments (UCLG)
- URBACT
- Vanguard Initiative
- World Health Organisation Regions for Health Network (WHO RHN)

Memoranda of Understanding

In addition to these organisations, Wales has also signed Memoranda of Understanding to formalise relationships with the following regions and countries:

- Basque Country
- Brittany
- Catalonia
- China (Culture and Education)
- Chubut
- Galicia
- Latvia
- Mbale CAP, Bududa and Manafwa District (Wales for Africa)
- Neijiang People's Government (Education)
- Quebec (Aerospace)
- Spain (Education)

Consular Association of Wales

A number of countries use honorary consuls to develop relationships with Wales. The Consular Association is a voluntary grouping of honorary consuls in Wales. Honorary consuls are appointed by, and are responsible to, the government for the country they represent.

A list of honorary consuls in Wales is below. In addition, the US has a Welsh Affairs Officer but no honorary consul.

Belarus
Belgium
Brazil
Canada
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Israel
Italy
Japan
Jordan
Kazakhstan
Latvia
Lesotho
Malta
Mexico
Namibia
Netherlands
Norway

Romania
Slovakia
Sweden
Switzerland
Thailand
Tunisia

ANNEX B – OUR PRIORITY INTERNATIONAL RELATIONSHIPS

Since devolution we have formalised government-to-government relationships with several regions and have signed Memoranda of Understanding (MoU) with European regions including Brittany (first signed in 2004, renewed in 2011 and 2018) and Galicia (2018) the Basque Country (2002 and 2018).

We also have a strong, long-standing cooperation with Flanders, Baden-Württemberg and North Rhine-Westphalia and have signed a Declaration of Friendship and Solidarity with the Dutch Province of North Holland, which encompasses Amsterdam.

Our relationship with both Ireland and Germany is particularly strong. German and Irish nationals living in Wales make up two of our largest international communities. Both feature amongst the top five markets in terms of exports, inward investment and international visitor numbers.

These are priority regions because of common cultural and linguistic heritage, shared values and common economic and social interests and should constitute a focus for our cooperation activities in terms of governmental activity and partners for collaborative

projects. The limited number of priority regions is intentional – a larger number would lead to dispersed effort and make meaningful outcomes more difficult to achieve.

Each of these relationships is different, and our approach and activities will reflect this diversity. We will also continue working with other European regions as the best performer in any given area of activity, or the most promising commercial opportunities, may not necessarily be located in our partner regions.

Brittany

This is a robust and energetic European bilateral relationship with both our governments committed to further deepening our relations. The relationship is rooted in our shared cultural and linguistic heritage and culture and language play an important part as demonstrated by our commitment to the Lorient Festival, the partnership between our orchestras, artists and arts promotion agencies. However, the relationship is one of breadth and we have identified agri-food, marine energy and the cyber sector as potentially fruitful areas of economic collaboration as well as exploring a long-term student exchange programme.

Basque Country

Wales and the Basque Country have historical connections based on industrial heritage, longstanding and extensive links at governmental and institutional level and there are clear economic, learning, health, and cultural opportunities for Wales from joint co-operation.

The Basque model of innovation-driven social and economic development is considered exemplar and the region has a lot to offer in terms of its experience in language planning, fiscal policy, agri-food and social enterprise. By choosing Wales as the only new priority regions in its *Internationalisation Strategy* (2018-20) demonstrates the appetite in the Basque Country for a closer working relationship with Wales, the alignment of interests and is evidence of the growth of our international activity and profile. The signing of an MoU in 2018 consolidated the relationship between the two nations.

Flanders

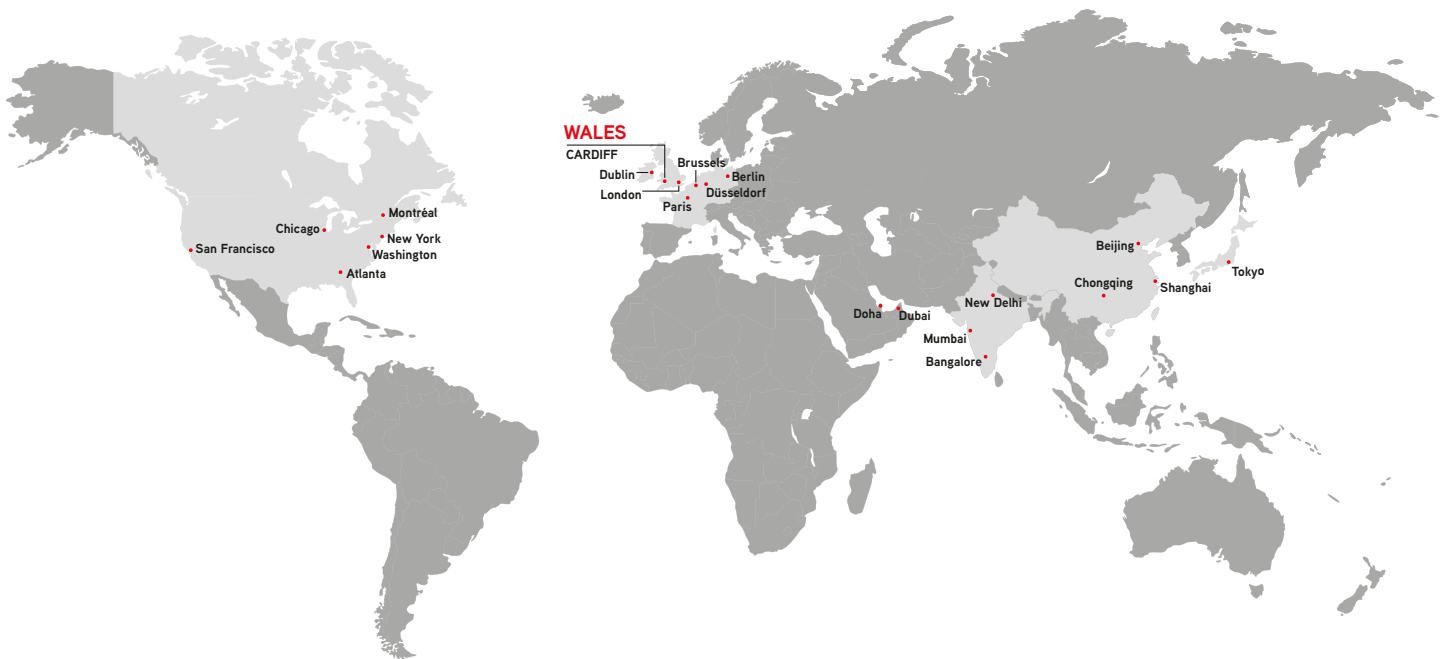
We have an historic relationship with Flanders and the Flemish Government, which has been consolidated over the last four years as a result of activity to commemorate the First World War and the building of the new Welsh memorial. There are multiple links connecting our governments, organisations and people across health, culture, business and higher education with the strategic partnership between Cardiff and Leuven universities. We are building connections with Flanders Trade and Invest and Flemish business clusters to build on the MoU signed between the B-Hive cluster in Flanders and Cyber Wales.

COUNTRY RELATIONSHIPS

Germany is Wales' largest trading partner and a significant investment partner; **France** is an important partner for trade, tourism, education and culture and Ireland continues to be our closest European neighbour. German and Irish nationals living in Wales make up two of our largest international communities. All are important existing trading partners with whom we have long-standing and established relationships, which stretch beyond trade alone.

The **US, and wider North America market**, is an important investor in Wales. Of the 1,245 foreign-owned companies operating in Wales, more than 20% are US-owned and US consistently tops the list of inward investment markets. The scale of the US and Canadian economies are such that opportunities can emerge from almost any sector and in any region.

ANNEX C – WELSH GOVERNMENT OVERSEAS OFFICES



Asia:

China

Beijing: +86 10 5811 1811
 Chongqing: +86 23 6332 0411
 Shanghai: +86 21 6229 0655

India

Bangalore: +91 95 3851 1126
 Mumbai (India HQ): +91 22 6650 2222
 New Delhi: +91 11 2419 2398

Japan

Tokyo: +81 3 5211 1247

Europe:

Belgium

Brussels: +32 (0) 473 865 658

France

Paris: +33 1 44 51 31 36

Germany

Berlin (Germany HQ): +49 3020 457135
 Düsseldorf: +49 (0) 211 9448-215

Ireland

Dublin: +353 12053795

UK

London: +44 (0) 20 7799 5883

Middle East:

State of Qatar

Doha: +974 4496 2009

United Arab Emirates

Dubai: +971 (4) 309 4201

North America:

Canada

Montreal: +1 514 291 1094

United States of America

Atlanta: +1 (404) 954 7741
 Chicago: +1 (312) 970 3802
 New York: +1 (212) 745 0415
 San Francisco: +1 (415) 617 1355
 Washington DC
 (North America HQ): +1 (202) 588 6623

ANNEX D – OUR VALUES

This strategy is underpinned by our values and principles, which are set out in the following pieces of legislation, key documents and action plans.

WELLBEING OF FUTURE GENERATIONS ACT

Wales is the only country in the world to have translated the UN Sustainable Development Goals (SDGs) into law through the Wellbeing of Future Generations Act. The seven wellbeing goals are set out below.

The Wellbeing of Future Generations Act is unique to Wales – it affects everything a public body does. All public organisations must take into account the long-term effects of any decision they make and the knock-on impact it may have, in terms of the prosperity of people in Wales, its environment, culture and communities.

The Act aims for Wales to develop long-term solutions to issues like poverty, ill health, poor air quality, low-quality jobs.

The seven wellbeing goals are:

- **A prosperous Wales** – an innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

- **A resilient Wales** – a nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

- **A healthier Wales** – a society in which people's physical and mental wellbeing is maximised and in which choices and behaviours that benefit future health are understood.

- **A more equal Wales** – a society which enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

- **A Wales of cohesive communities** – attractive, viable, safe and well-connected communities.

- **A Wales of vibrant culture and thriving Welsh language** – a society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

- **A globally responsible Wales** – a nation which, when doing anything to improve the economic, social, environmental and cultural wellbeing of Wales, takes account of whether doing such a thing may make a positive contribution to global wellbeing.

Human rights

We have recently celebrated the 70th anniversary of the Universal Declaration of Human Rights and we are approaching the coming of age of the Human Rights Act in the UK – both are foundations for the protection and safeguarding of individual rights both here in Wales and internationally.

Since devolution, Wales has been profoundly influenced by these two documents and has taken a rights-based approach to policy-making and legislation. Wales was the first country in the UK to incorporate the UN Convention on the Rights of the Child into domestic law, placing a due regard on Welsh Ministers.

Economic Action Plan

The *Economic Action Plan* sets out our approach to supporting the economy in a way, which increases both our wealth and our wellbeing through inclusive growth – the fairer distribution of the benefits of economic growth at an individual level and between different parts of Wales.

We want a strong, resilient and diverse economy that delivers for the people of Wales – enabling people to realise their ambitions, businesses to prosper and communities to thrive.

We regard growth and fairness as mutually reinforcing, not mutually exclusive. We pursue growth because it can promote fairness and we should strive for a fairer Wales, because doing so will improve our growth potential. There is an economic as well as moral imperative to the pursuit of inclusive growth. Evidence tells us that inequalities reduce prospects for growth

– affecting the likelihood of individuals investing in their education and training leading to poorer health outcomes that carry an economic cost and social dislocation that in turn influences economic outcomes.

Understanding the nature of the economic strengths and challenges we face helps us to frame our response. The actions we will take aim to ensure that we address the issues of today and provide strong foundations for the future, a positive legacy built on a set of clear principles.

Our *Economic Contract* sits at the heart of the plan – it is a new relationship between business and government. It asks businesses receiving direct financial support from the Welsh Government to demonstrate growth potential; Fair Work; the promotion of health, including a special emphasis on mental health, skills and learning in the workplace and progress in reducing their carbon footprint.

More information is available at: <https://gov.wales/sites/default/files/publications/2019-02/prosperity-for-all-economic-action-plan.pdf>

Fair work

We believe that fair work can help achieve a stronger, modernised, more inclusive economy. Fair work accords with long-established cultural traditions in Wales of social solidarity and community cohesion. It can help address inequality, reduce poverty and promote wellbeing. Fair work contributes to national growth and prosperity.

The Fair Work Commission in Wales has defined fair work as: “Where workers are fairly rewarded, heard and represented, secure and able to progress in a healthy, inclusive environment where rights are respected.

“Characteristics within the definition: Fair reward; employee voice and collective representation; security and flexibility; opportunity for access, growth and progression; safe, healthy and inclusive working environment, legal rights respected and given substantive effect.

“The promotion of equality and inclusion is integral to all six characteristics.”

Social Partnership

We believe in a social partnership approach – working with and listening to public sector staff and their representatives – to create better services for people in

Wales and protect jobs of public service workers.

We recognise the dedication and excellence of the public service workforce is instrumental to transformation. Our vision is for a workforce that is at the heart of citizen-centred public service delivery.

The majority of people working in Welsh public services are also citizens of Wales and use public services, offering a dual benefit in workforce and citizen engagement and the richest possible way to understand what needs to be done.

We want our public service workforce to have a voice, which is listened to, trusted and acted on because it has authentic first-hand experience. Trust is crucial to high performing public

services. For services to be the very best both the workforce and citizens need to be fully engaged in a continual loop of feedback and improvement.

We also want a fair deal for our public service workforce. A deal that respects the rights and responsibilities of staff and employers together with the vital role of the trade unions in making a difference and shaping a successful future for Wales.

Code of Practice: Ethical Employment in Supply Chains

The code was published by the Welsh Government to support the development of more ethical supply chains to deliver contracts for the Welsh public sector and third sector organisations in receipt of public funds.

Evidence illustrates that unethical employment practices are taking place in supply chains throughout Wales and beyond.

This code is designed to ensure workers in public sector supply chains are employed ethically and in compliance with both the letter and spirit of UK, EU and international laws. It covers a range of employment issues, including modern slavery and human rights abuses; blacklisting; false self-employment; the unfair use of umbrella schemes and zero hours contracts and the living wage.

More than 150 public and private organisations working in Wales have signed up to the code, which is available at: <https://gweddill.gov.wales/docs/dpsp/publications/valuewales/170502-ethical-en.pdf>

Welsh language

The Welsh language is one of the treasures of Wales. It is part of what defines us as people and as a nation.

Our ambition as Welsh Government is to see the number of people able to enjoy speaking and using Welsh reach a million by 2050. This is certainly a challenging ambition, but a challenge we believe is worthwhile and necessary if we are to secure the vitality of the language for future generations. The first Welsh Language Act was passed in 1967. The status of Welsh is enshrined in legislation, which is made in Wales – the language has equal status with English in Wales.

More information about our plans to increase the number of Welsh speakers in Wales are set out in Cymraeg 2050 <https://gov.wales/sites/default/files/publications/2018-12/cymraeg-2050-welsh-language-strategy.pdf>

Decarbonisation

Climate change is the globally defining challenge of our time. The Paris Agreement set the direction for the international community to come together to take action and the latest Inter-governmental Panel on the Climate Change report was a stark reminder of the urgency that is required across the international community.

Climate change is a matter, which transcends political and social boundaries and it is often the most vulnerable in our communities who are impacted the most.

Decarbonisation offers enormous opportunities to create a vibrant and socially just economy.

We have set out an approach to cut emissions and increase efficiency in a way that maximises wider benefits for Wales, ensuring a fairer and healthier society. Our Low Carbon Delivery Plan sets out 100 policies and proposals, which directly reduce emissions and support the growth of the low carbon economy.

The Low Carbon Delivery Plan is available at https://gov.wales/sites/default/files/publications/2019-06/low-carbon-delivery-plan_1.pdf

ANNEX E – MAGNET PROJECTS

Mid & South West Wales

Aberystwyth Innovation & Enterprise Campus – AIEC

Beacon+

Centre of Excellence for Next Generation Services Project Helix

Deep water ports

Factory of the Future VetHub1

Haverfordwest Food Park

Health innovation – A Regional Collaboration for Health (ARCH)

Homes as Power Stations – Active Building Centre

IBERS – Aberystwyth

Life Science and Wellbeing Village and campus Wales Unmanned Aircraft Systems – Aberporth

Pembroke Dock Marine

Radio Spectrum UK Centre of excellence – Aberporth

Swansea Central Digital Square

Swansea City and Waterfront Digital District

Yr Egin – Carmarthen

South East Wales

Aerospace and Defence Sector cluster

Cyber Cluster

Fintech cluster

International Conference Centre Wales

Life Sciences/Medical Diagnostics and Tools

National Data Exploitation Centre (NDEC)

UK Catapult – Compound-semiconductor cluster

North Wales

Advanced Manufacturing Research Facility – Deeside

Menai Science Park Ltd (M-SParc)

National Research Network – Low Carbon, Energy and Environment (NRN-LCEE)

Nuclear cluster

OpTIC Technology Centre