

Cynulliad Cenedlaethol Cymru / National Assembly for Wales

Pwyllgor yr Economi, Seilwaith a Sgiliau/ Economy, Infrastructure and Skills Committee

Gwerthu Cymru i'r Byd / Selling Wales to the World

Ymateb gan Cyngor Bro Morgannwg / Evidence from the Vale of Glamorgan Council

1. How Welsh and UK Governments sell Wales to the World at present in terms of trade, tourism and skills/training;

Important to carry out robust research that shows how other countries are selling themselves for example Invest Scotland;

<https://www.sdi.co.uk/> <https://www.sdi.co.uk/locations>

Easy access to a contact which is important in relationship building.

Irish Development Agency;

<http://www.idaireland.com/>

DIT

<https://www.gov.uk/government/organisations/department-for-international-trade> references an email or 03000 number to Business Wales for international trade enquiries.

Historically Chambers of Commerce; DIT; Development Agencies would feed into the Local Authority network when there were enquiries for selling Wales to the World.

As inward investment continues, a fine example is Aston Martin in the Vale of Glamorgan. The starting point is to evidence from companies and countries coming into the UK and Wales where they heard about us and what was the offering that made them chose the region.

The digital world can play a significant role with access to information for example: <http://www.wales.com/business>

If I am outside Wales and UK looking to trade, or for tourism information and skills/training would I expect this in one place?

However, one point of "contact" should be able to access all the information for all three areas. An enquiry would be likely to be diverse, for example covering different sectors, and with regional differences and needs. A recommendation would be that for example the "regions" e.g. Cardiff Capital Region, City Deal be able to support the enquiry for the 10 local authorities?

2. The role of the Welsh Government's overseas offices.

Would be the flagship offices for Wales.

Welsh Government website states "the offices are responsible for trade and investment, government relations, tourism, culture and education."

Without knowing what the current strategy is for the overseas offices the least that would be a priority is to include a link to the 22 local authority websites, which effectively is the "map" of Wales and the component parts that make up selling Wales to the world.

Do the overseas offices have direct links to the Local Authorities?

Are they in contact with LA's?

All LA's have websites and overseas offices could have direct communication with LA's?

On visiting wales.com under the international tab it would be appropriate to have case studies from locations where Wales has overseas offices and a presence.

On visiting <https://tradeandinvest.wales/contact-us> Businesses in Wales are sent to the Business Wales home page, these would be indigenous businesses looking to grow?

3. Welsh and UK Government support for exporters, and inward investment

The current landscape would have to have a team that have experience in selling the Inward Investment message to companies and include private sector. Also have an established network of substance.

It would appear that Business Wales website is for exporters and the Welsh Government site for Inward Investment?

<https://businesswales.gov.wales/zones/export>

<https://tradeandinvest.wales/contact-us>

4. The knowledge of 'Wales.Com' web site and in particular the help given by Business Wales.

Colleagues and I working in the field of economic development and tourism for years and had not heard of wales.com. If we don't know about it, how does anyone else.

Marketing and communication issue!

Business Wales with its "relaunch" and new strategy in Jan 2015 has taken time to be understood in the business market with its new "online" methodology and contact center focus with the 03000 6 03000.

Needs more improved marketing and communication to stakeholder groups.

5. The clarity and strength of Wales's International tourism "brand"

What is the brand? Is it Visit Wales or Wales.com?

Major events staged specifically Newport – Ryder Cup and Cardiff who have had many over the years and all with worldwide coverage. What market research is there following up the impact these events have on Int tourism.

Themed years – epic/ adventure / legends – under the Visit Wales brand.

If I go to wales.com I get the tab that takes me to visitwales.com.

If I go to visitwales.com I don't get to wales.com!

6. The success of Visit Wales' international marketing activities

Obvious successes should include more than this statement:

Wales is an increasingly popular destination for tourists. In fact, there were 11% more tourists in 2017 than 2015" on the

<http://www.wales.com/visit-wales> website. Totally underselling. The

marketing messages geared more towards end users, and this is good but the end user wants to be sold the success story too?

7. How Colleges/Universities promote international studying in Wales;

Not within my area of knowledge and expertise to comment.

8. How the Welsh Government can assist in attracting large international events to Wales

Learning from best practice from the Local Authorities that have been very successful in attracting large international events. Why reinvent the wheel. Commission a consultation of gravitas. What are the lessons learned good and bad from the major events that have been staged?

9. The use made of support from the EU and the impact of Brexit;
Not within my area of to comment.

10. What lessons Wales can learn from similarly sized countries?
No comparative education to give feedback.

A coordinated approach is needed.