
DUSSELDORF

Hybrid Export Market Visit

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**This is Export.
This is Wales.**

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Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous; green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Founded in 2004 **Advanced Secure Technologies** help their customers to stop fraud to valued documents and processes. They are UK market leaders in providing secure certification solutions for University Degrees, Professional Qualifications and Vocational Qualifications.



Product/Service

Their technologies include:

- Digital Certificates Web – a web-based platform to secure and streamline the issuing of both digital certificates and printed certificates. Designed to improve security, efficiency and flexibility. Digital Certificates Web is a multi-layered secure certificate issuing solution for the print and publishing of all your secure paper and electronic certification documents.
- Blockchain Papers® – provides organisations issuing secure documents with the confidence that their valued documents have the highest level of protection. Using a smartphone, it allows secure documents to be instantly verified. Providing assurance that your qualification papers are genuine, whilst authenticating that they originated from your organisation. Blockchain Papers® – typical use – Certificates, Transcripts, Diploma Supplements, HEARs, Student Status Letters and Proof of Qualifications.

Objectives

- To identify potential partners/agents.
- To meet educational institutes for direct customer meetings



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Airbond (GTW Developments Group) manufactures and sells yarn splicers.



Splicers use a blast of compressed air to make joints between yarns in textile processes, connecting bobbins or repairing breakages. Splices are smoother and stronger than knots, improving quality and production efficiency. Originally serving the traditional textile industry, the company decided to commit to new R&D, developing new products for the growing composites business – splicing fibres such as carbon, glass, aramids and many more. This challenging target had defeated splicer manufacturers world-wide; carbon and glass, though strong, are brittle and easily damaged by compressed air. But Airbond's research solved all the problems of splicing composites; the company now leads the world in this market. Competition exists, but in every comparative trial we have ever conducted, our splicers have outperformed all products on the market. Splicers for composites now account for 80% of Airbond's output. 2020 saw a transformation in the company's product offering. Airbond committed completely to the use of additive manufacturing, investing in advanced 3D printing equipment to replace conventional machining. By embracing this technology change, the company is now able to develop new products for changing market needs, especially bespoke solutions – with very short lead-times. Despite the disruption caused by Covid, Airbond's range is now double what it was in 2019, and all the new products are lighter and stronger than their predecessors.

Product/Service

Splicers for composite and traditional textile markets. Off the shelf or custom bespoke solutions can be delivered with very short lead times.

Objectives

The main objective is to recruit a representative, or representatives, in Germany, to market Airbond products. Expertise in textile processes, especially in their applications in composites technology, will be desirable. A secondary objective would be to visit potential customers to grow our client base in Germany.



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Cultech Ltd is a manufacturer of dietary supplements, with a specialism in probiotic products. The customer base is global as Cultech is considered to be one of the top probiotic manufacturers in the world and produce for some of the biggest global retailer brands and other proprietary brands.

Cultech also owns a probiotic brand called ProVen Probiotics within the group. This brand offers probiotic products for all life-stages supported by compelling clinical data.

Product/Service

Probiotic supplements.

Objectives

To find distribution or retail partners in Germany either as an own-label manufacturing client or to distribute the ProVen Probiotic brand.



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HCC Meat Promotion Wales is active in many important markets worldwide: developing and strengthening business opportunities for Welsh red meat exporters. HCC works with retailers, and foodservice operators, undertaking regular promotional programmes for Protected Geographical Indication (PGI) Welsh Lamb and Welsh Beef.



Product/Service

PGI Welsh Lamb and Welsh Beef.

Objectives

Demand for Welsh Lamb and Welsh Beef from outside the UK is growing and it is HCC's role to develop existing markets and help access new markets for Welsh red meat.

HCC aims to further develop the market in Germany by identifying potential new customers for Welsh Lamb and Welsh Beef and promoting the Welsh red meat industry and the benefits for their business of purchasing Welsh Lamb and Welsh Beef.

HCC can support the promotion in Germany of Welsh red meat brands through promotional activity such as advertising (online and traditional), PR activity, in-store promotions, point of sale material etc.



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Patent Seekers has built a reputation as a leading provider of professional search services. Their high-quality service and competitive pricing structure allow them to fulfil the business requirements of a wide range of clients.



Patent Seekers are a trusted provider for companies such as Rolls Royce, Airbus, UCB, Kraft, Unilever, Smith & Nephew, as well as being one of the main suppliers for Patent Attorneys in the UK, Ireland, Canada, USA and globally.

Product/Service

Patent and Design Research Reports including:

- Patentability/Prior Art.
- Infringement/Freedom to Operate.
- Invalidity/Patent Busting.
- State of the Art/Collection.
- Patent Landscape/Mapping.
- Patent Monitoring.
- Non-patent Literature.
- Registered Design Searching.

Patent Seekers has developed the online patent search platform PatWorld using their knowledge of patent information searching, the skills of a Silicon Valley software company and a leading database supplier based in Ireland. PatWorld offers an intuitive patent search format which also includes features such as folder sharing, charts, report generator and an alert system.

Objectives

Become a leading provider of Patent Research and supplier of Patent Database Services in Germany.



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Founded in 2006, **Wolfestone** is a leading language service provider (LSP) based in the UK, and one of the largest independent LSPs in Europe. Wolfestone has won over forty industry and business awards, working with global organisations across multiple sectors, including marketing, IT, finance, manufacturing, life sciences and legal.

Product/Service

Wolfestone specialises in translation, localisation, multilingual SEO (Search Engine Optimisation), interpreting and transcreation – providing its services in 220 languages.

Wolfestone offers six service levels to suit different projects, from AI translation for quick turnaround to creative transcreation that focuses on converting text to fit a brand's needs in its desired international target market.

Objectives

Wolfestone's objective is complete satisfaction – using industry leading linguistics with specific expertise to deliver tailored language solutions to each client and their needs.

Additionally, Wolfestone champions high-quality and is one of very few translation companies that is independently UKAS certified with ISO 9001:2008, ISO 14001:2004 and ISO 27001.



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