

---

# CHINA

---

Wales Pavilion

25 January – 2 April 2021

[tradeandinvest.wales](http://tradeandinvest.wales)

---





**OGL**

Cover image: Shanghai - Image by XIAODONG SONG from Pixabay  
WG41385 / © Crown copyright 2021

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

## **Attendees**

Atlantic Service Company (UK)	06
Celtic English Academy	07
Cimteq	08
Cotech Sensitising	09
Football Association of Wales Trust	11
GTW Developments Group	12
Misa Harada Millinery	13
NPTC Group of Colleges	14
Wye Valley Meadery	15



## Taking Wales to the World.

**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, so you won't find a more pro-business Government anywhere.

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.**

**Atlantic Service Company (U.K.)** is a world leader in the manufacture of high-quality bandsaw coils and blades for the meat and fish food processing industries.



Through 35 years' experience of precision manufacturing using only the highest quality European steel and state-of-the-art technology, it has gained a global reputation of expertise and product consistency.

---

### Product/Service

---

Atlantic Service Company (U.K.) manufactures bandsaw blade coil material and bandsaw welded blades utilising only the best European high carbon content polished steel (c1095).

The finished material in coil form is utilised by companies with the expertise and facilities to cut and weld bandsaw blades or to distributors who buy the blades ready cut, welded and wrapped in Atlantic branding or with bespoke company branding.

All products are predominantly for use in the food industries, including slaughterhouses, fish, and meat food processing plants through to supermarkets and butchers.

---

### Objectives

---

Atlantic Service Company (U.K.) is looking to expand its strategic partner base and customers in the meat and fish processing industries in China.



---

### Steven Ding

Sales Specialist – China / Asia

+86 185 0162 6345  
sding@KASCOCORP.com

---

### Elena Harries

International Sales Manager

+44 (0)7753 573 222  
eharries@atlantic-service.co.uk

---

[www.atlantic-service.co.uk](http://www.atlantic-service.co.uk)

**Celtic English Academy** has a year-round centre for adults and juniors in the heart of Cardiff, the capital city of Wales and a junior summer centre in North Wales.



Following the latest British Council inspection report, Celtic is now Wales' leading English language school. In 2016 Cardiff was rated as the 3rd Best Capital City in Europe for quality of life, plus Wales came out as the Top UK youth destination.

### Product/Service

Celtic English Academy offers a variety of English language courses including:

- General English
- IELTS exam preparation
- Junior summer and winter programmes
- Business English
- English for medical professionals
- Pre-master's preparation
- Teacher development training
- Global citizenship English
- Group mini-stays
- Online programmes
- Tailor-made programmes for young learners and any specialised type of groups such as English plus school immersion, sports and more

### Objectives

China is a very important market for Celtic English Academy. The company would like to strengthen its relationships in the region to receive students in Cardiff and to also look at business partnerships in terms of in-country delivery.



### Grant Hubbard

Groups and University  
Progression Manager

+44 (0)7494 424 771  
grant@celticenglish.co.uk

[www.celticenglish.co.uk](http://www.celticenglish.co.uk)

**Cimteq** is the leading provider of software for the design and manufacturing of cables to the global wire and cable manufacturing industry.



Cimteq's mission is to deliver innovative software products that add value by increasing efficiency, improving quality, decreasing lead times, reducing costs and, ultimately, increasing profitability.

Cimteq has developed CableBuilder to provide wire and cable manufacturers with a solution to enhance and professionalise their design processes, and allow companies to respond to their clients' needs very quickly. CableBuilder results in lower costs of product data maintenance and in optimal availability of consistent, accurate information.

CableMES is an innovative custom-built Manufacturing Execution System (MES) for the global wire and cable industry, providing full management and control over every aspect of the manufacturing process. The flexibility of CableMES allows users to construct their own dashboard that reflects their area of responsibility, to ensure that the right people have the right information at the right time, to monitor, manage, and take decisive action to resolve production issues.

---

### Product/Service

---

Cimteq provides software for cable design and manufacturing: CableBuilder and CableMES.

---

### Objectives

---

Cimteq would like to acquire new wire and cable manufacturing customers in China.



---

### Yufei Du

Business Development  
Manager (APAC)

---

+44 (0)1978 664 215  
yufei.du@cimteq.com

---

[www.cimteq.com](http://www.cimteq.com)

**Cotech** is a world leading manufacturer of lighting filters established in 1979. Cotech exports its lighting filters to 45 countries around the world promoting its own brand (Cotech Filters) and offering OEM branding for volume buyers.



Cotech manufacturers a comprehensive range of colour effects, conversion, correction, frost/diffusion, reflectors and UV lighting filters with a choice of 400 colours in rolls and sheets. Cotech's primary market is the professional motion picture and broadcast lighting industries.

During 2018 Cotech developed a rigid low light loss diffusion panel for use on LED lighting fixtures. Cotech quickly learned that this product must be manufactured in China for competitive reasons. Cotech has developed relationships with various manufacturers in China and building distribution within China to LED lighting manufacturers.

---

### Product/Service

---

Lighting Filters and LED Filters

---

### Objectives

---

- Increase sales turnover for lighting filters through existing Chinese exclusive distributor.
- Increase sales turnover for LED filters to Chinese LED manufacturers.
- Explore translation of data sheets into Chinese.

- Explore translation of website [cotechfilters.com](http://cotechfilters.com) into Chinese.
- Explore protection of brand names.



---

### Kevan Wilson

Managing Director

+44 (0)1495 725 276

[kevan@cotechfilters.com](mailto:kevan@cotechfilters.com)

---

### Ashley Wilson

International Sales Manager

+44 (0)1495 725 276

[ashley@cotechfilters.com](mailto:ashley@cotechfilters.com)

---

**[cotechfilters.com](http://cotechfilters.com)**



## **Growth.**

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.

An integral part of the national governing organisation, the **Football Association of Wales**, the **FAW Trust** is the body responsible for football development in Wales.



The Football Association of Wales Trust is responsible for the growth of the grassroots game, player development, coach education and the development of Dragon Park, the National Football Development Centre in Newport.

### Product/Service

The FAW Introduction to Football Coaching Certificate.

- This online eLearning award provides a basic and engaging introduction to the organisation of football (soccer) practices in a fun, safe environment with an emphasis on engaging with the young players of today.
- It is aimed at people who want to take their first steps into football coaching in a safe theoretical environment.
- The award provides learners with an opportunity to discover and consider the technical and social support that coaches, can provide to players.

### Objectives

FAW wants to meet partners in educational or coach education sector to promote its two FAW eLearning products to this expanding market.



**Nick Davidson**  
Head of Business Development

+44 (0)7702 254 500  
nick.davidson@fawtrust.wales

[www.fawtrust.wales](http://www.fawtrust.wales)

**GTW Developments** – Airbond – 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 and glass.

### **Product/Service**

GTW Development Group has created the range of Airbond splicers. These splicers are of unique form and function, specially developed for use in the manufacture of composite materials for the aerospace and automotive industries, and other applications such as wind turbine blades.

### **Objectives**

GTW Development Group's aim is to support its new in-market agent, visit existing customers and meet potential new contacts with expertise in the composites market.



**Graham Thomas Waters**  
GTW Developments Group

+44 (0)7770 632 421  
graham@airbondsplicer.com

[www.airbondsplicer.com](http://www.airbondsplicer.com)

**Misa Harada** trained at The Royal College of Art in the mid 1990's after which she spent four years designing for Royal appointed milliner Frederick Fox. In 1998, Misa Harada launched her own label at Paris Fashion Week and her quirky yet elegant designs quickly became well-known within fashion and millinery circles.

misaharada

---

### Product/Service

---

Ladies' and Men's Hats

---

### Objectives

---

For many years, Misa has worked with distributors in China who act as intermediaries, conducting sales with end clients. However, the fashion market is now changing and she has found that many clients favour buying directly, rather than via a distributor. Misa has therefore decided to seize this opportunity to pursue direct sales opportunities in China and other countries from her base in Wales.



---

**Misa Harada Millinery**  
Managing Director

---

+44 (0)2921 329 546  
misa@misaharada.com

---

[www.misaharada.com](http://www.misaharada.com)

**NPTC Group of Colleges** provides Technical and Vocational Education and Training (TVET) in a wide range of programmes and courses for individuals, companies and governments in both the UK and overseas.



### Product/Service

NPTC Group of Colleges is active within the Vocational Education Sector, offering Teacher Training, Curriculum Development, Quality Assurance, Employers Engagement, and Apprenticeship Training – supporting colleges in China to internationalise their offer to students with a sustainable model of delivery.

These programmes take place in China or the UK, or a combination of the two. This will help China to achieve objectives under the 'Made in China 2025' economic development strategy and support the 'Belt and Road Initiative'.

### Objectives

NPTC Group of Colleges' objectives are to continue to connect with the Vocational Education Sector in China, working with Economic Development Zones, Government departments and vocational schools and colleges in China.



#### **Steve Rhodes**

Assistant Principal  
Worldwide Operations

+44 (0)7827 762 525  
[steve.rhodes@nptcgroup.ac.uk](mailto:steve.rhodes@nptcgroup.ac.uk)

#### **James Llewellyn**

Head of International Operations

+44 (0)7775 971 084  
[james.llewellyn@nptcgroup.ac.uk](mailto:james.llewellyn@nptcgroup.ac.uk)

[www.nptcgroup.ac.uk/  
international](http://www.nptcgroup.ac.uk/international)

Launched in 2018 by two brothers, Matt and Kit, **Wye Valley Meadery's** goal is to modernise mead and create an alternative to beer, cider or wine using sustainable and environmentally friendly ingredients.



The company keeps 150 hives of bees in the Wye Valley and use this honey to ferment its meads.

Determined to create something authentic and original Wye Valley Meadery applied modern brewing techniques to the world's oldest form of alcohol to create something truly modern and innovative: A light sparkling mead, infused with a variety of flavours. Now in its second year of business, it is looking to expand further and share its drink with the world.

### Product/Service

Mead made with honey from its own bees in the Wye Valley.

- 6 Varieties of 4% sparkling mead: Rhubarb, Ginger, Hops, Mango Mosaic, Elderflower, Pure Honey
- A wine-style 14.5% traditional mead
- Wye Valley Honey
- Honeygar – Honey+Apple Cider Vinegar

### Objectives

- To access a new market where its style of drinks will be popular.
- To establish connections with importers and distributors.
- To be guided through its first export experience and fast forward its learnings in this area.



**Kit Newell**  
Co-Founder

+44 (0)7402 953 998  
hey@wyevalleymeadery.co.uk

<https://www.wyevalleymeadery.co.uk/>

**Find out what Wales can do for your business:**

Tel: +44 (0) 3000 603000

Web: [tradeandinvest.wales](http://tradeandinvest.wales)

Facebook: [facebook.com/InvestWales](https://facebook.com/InvestWales)

Instagram: [@InvestWales](https://instagram.com/InvestWales)

Twitter: [@InvestWales](https://twitter.com/InvestWales)

Linked-In: [linkedin.com/showcase/trade-&-invest-wales](https://linkedin.com/showcase/trade-&-invest-wales)



## **Overseas Offices – China team**

### **Welsh Government Shanghai Office**

**Karen Sun**

The British Centre  
17F Garden Square  
968 West Beijing Road  
Shanghai 200041 China

+86 21 6229 0655

karen.sun@wales-uk.com

### **Welsh Government Beijing Office**

**Susan Jiang**

Room 1201-21, China Resources Bldg  
8 Jianguomenbei Avenue  
Beijing 100005 China

+86 10 5811 1811

susan.jiang@gov.wales

### **Welsh Government Chongqing Office**

**Qingyun Ma**

British Consulate General  
28th Flr, Metropolitan Oriental Place  
Chongqing, Yuzhong District, 400010, China

+86 23 6332 0411

qingyun.ma001@wales-uk.com



[tradeandinvest.wales](https://www.tradeandinvest.wales)