
SOUTH KOREA

Wales Export Market Visit

March 2021

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This is Export.
This is Wales.

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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.

CEO Dr Elin Haf Davies has over 22 years' experience within regulatory and rare disease treatment (European Medicines Agency & Great Ormond Street Hospital) and created **Aparito** to ease the burden on the clinical staff and transform the patient experience, and is now recognised as a leader in the med-tech space.

Aparito has been awarded "Digital Health Innovators of the Year" and "Best Remote Patient Monitoring Solution" in the Global Healthcare and Pharmaceutical Awards 2020, establishing it as a patient focussed med tech company improving the patient experience on a global scale across all continents for over 6+ years.

Product/Service

Aparito is a med-tech company specialising in capturing patient generated data and digital endpoints remotely, with a specific expertise in decentralised and hybrid studies. As a leading provider of mHealth and remote patient monitoring technology with specialist regulatory and clinical expertise, with it's technology, it is possible to capture real-world patient data through a variety of sources. This includes eQuestionnaires, videos, voice, pictures and wearable device integration.

Objectives

Aparito would like to engage with other patient focussed companies to continue to improve the patient experience globally.



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For over 160 years, Cardiff-based **BCB International** has manufactured and developed pioneering equipment that has helped generations of soldiers, seafarers and aid workers operate and survive in some of the world's harshest environments.



Product/Service

BCB International's core products include:

- Camp equipment
- Camouflage face paint and nets
- Cooking stoves and rations heating fuel
- Ballistic Protective Clothing
- Customised first aid and survival kits
- Boat stopping systems

Objectives

BCB International is looking to identify and meet with potential in-country distributors/ wholesalers or agents for its range of products. The company is also keen to learn more about the South Korean market, including major players, competition, market structure, leading events and other marketing channels.



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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

South Korea's 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-county delivery.



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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.



Product/Service

Cimteq has developed CableBuilder Enterprise and CableBuilder Go to provide wire and cable manufacturers with solutions to enhance and improve their design processes, and allow companies to respond to their clients' needs very quickly. Both CableBuilder Enterprise and CableBuilder Go result in lower costs of product data maintenance and in optimal availability of consistent and 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.

Objectives

Cimteq is seeking introductions to wire and cable manufacturers and organisations in South Korea and find a local distributor in South Korea.



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Creators of Vortex Mixing Technology, **PROMiXX** are the global leaders in the design and manufacture of premium vortex mixers. Designed in the UK, PROMiXX mixers represent the cutting edge of vortex mixing devices.

In a saturated market full of poor quality, poor functioning, ‘me too’ products, PROMiXX cut through the noise. A no-nonsense product that lived up to its promise: a premium solution for the growing demands of health food and supplement-users.

Since its launch in 2012, PROMiXX has cemented its position as the global leader of vortex mixers – adopted as the mixing bottle of choice by a quarter of a million budding athletes and freely endorsed by thousands of elite sportsmen and women across nearly every discipline.

Product/Service

PROMiXX invented Vortex Mixing TechnologyTM in 2012. Since then, its portfolio of products has evolved: boasting a range of cutting-edge Vortex Mixers, and the world’s first Performance Nutrition Blender.

Objectives

PROMiXX would like to explore market opportunities, develop distribution partners and generate sales leads



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Reynolds International is the global leading engineering geophysics consultancy for offshore renewable energy development (wind and tidal range).



It has been providing strategic and detailed technical support for offshore wind farm development around the UK and European waters, eastern seaboard of the USA, and in the Taiwan Strait for multiple clients. The company has worked on over 50 offshore wind farm developments to date.

Reynolds International is the principal consultant advising on a 2.5 GW tidal range project off the North Wales coast, UK.

Product/Service

Reynolds International offers a range of services, including:

- Strategic and technical advice,
- Project management
- Design of ground investigation surveys
- Technical specifications
- In-survey back-office quality assurance support
- Postsurvey quality control of contractors' reports as well as geophysical and hydrographic data;
- Seismic data processing advice
- Interpretation of single- and multi-channel seismic data
- Integration with intrusive and lab testing geotechnical data to develop
- 3D geological Ground Models
- Training course on "Marine

Geophysics for Offshore Structures" for OWF developers to help enhance and optimise a ground investigation strategy for OWF development.

Objectives

Reynolds International is looking to connect with offshore wind farm developers, identify the major organisations to offer its range of services, in particular, site investigation strategies, implementation and reducing vulnerability to marine geohazards.

Prof John Reynolds
Managing Director

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