
THIS IS EXPORT. **THIS IS WALES.**

DUBAI, UAE

Export Market Visit

27 February –
3 March 2023

tradeandinvest.wales





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Dubai

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

Attendees

Aircovers	06
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Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

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.

Air Covers designs, manufactures, and supplies environmental protective covers for helicopters, fixed wing aircraft, marine and land equipment. We supply Airbus, Leonardo, Bell Textron, General Dynamics and other OEMs. We support operators worldwide, protecting more than \$10bn of assets under protection.



Air Covers' products are the most effective, immediate and easily implemented solution to reduce the maintenance burden in aircraft operations. Air Covers is now the protection of choice across European military and civil operators.

Product/Service

Air Covers is Europe's number one designer and manufacturer of helicopter environmental protection. It supplies superyacht, VIP, private, military and utility operators around the world. Air Covers keeps aircraft flying, reduces maintenance costs and increases aircraft availability.

Objectives

Air Covers is looking to meet with military and civil helicopter operators, private jet operators, MROs and distributors.



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DMSMatrix is a one-stop solution offering eCommerce software, warehousing, logistics and sales consultancy to retailers, marketplaces, and partners worldwide.



DMS works with retailers and brands from any country to trade on the international scene via its marketplace connectivity and integrations on a low-cost basis—being connected to over 30+ logistics carriers, 40+ marketplaces, and online platforms. The DMSMatrix system oversees 60 million international SKUs/products served to global shoppers daily at the best prices and shipping via local online retail platforms.

Product/Service

DMSMatrix experienced massive YoY growth, with GTV (Gross Transaction Volume) increasing from €220K in 2019 to an astonishing €112 million in 2022 (so far) via its marketplace integrations. Specifically, DMSMatrix has helped marketplace companies like Fruugo, Groupon, and Wowcher achieve tremendous success via its technology with retailer/brand scouting, seller validation, order consolidation, and approved carrier services totalling an ecosystem of over 2,500 retailers internationally.

Objectives

With its fully globalised (3PL) third party-logistics network and marketplace reach, DMSMatrix not only helps retailers and brands to

achieve new heights by opening new markets and delivery destinations; DMSMatrix works with many logistics carriers, fin-techs, and many other partners in the retail space by connecting their own retailer bases to completely new revenue streams.



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GPC Systems is an innovative, award-winning software house utilising 3D Camera technology to remove the traditional tape measure from your daily processes. Its 3D Software can instantly capture all volumetric measurements for all your dimensioning needs. We supply globally, founded in 2010 in the UK.

Product/Service

- 3D Software provided for the Logistics, Highways and Healthcare Industries
- Logistics software: GPC Freight Measure
- Highways software: GPC Highways Measure
- Healthcare software: GPC Wound Measure

All software can be utilised on a mobile device, tablet, or PDA. We can also fix our 3D Cameras for a static solution for you to dimension in a specific location rather than on the move.

Objectives

GPC is growing globally and aims to develop their relationships and market presence for all our product sets. GPC also can create bespoke innovation for R&D projects, we are always eager to innovate with anyone keen to test new technologies.



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iungo Solutions is creating the connective tissue between employers, training providers, and talent. By creating immersive and experiential learning programmes, iungo develops and upskills talent for high-skilled roles in emerging and priority industries including Financial Technology (FinTech) and related sectors.

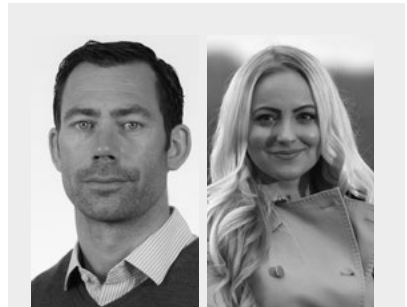
Product/Service

iungo Solutions offers a range of sector-specific immersive and experiential learning products to support recruitment, retention, and upskilling. iungo's programmes are delivered by experienced tutor-practitioners and underpinned by multilingual digital resources.

The core learning products offered by iungo Solutions are intensive Skills Academies, short Microcredentials and Apprenticeship programmes.

Objectives

- Observe the market first-hand
- Identify sectoral synergies between Wales and Dubai
- Test assumptions and identify product/market fit
- Build relationships and create new contacts
- Understand the regulatory landscape
- Meet with key decision makers in the region
- Identify key success factors for operating within the region
- Gain insight into establishing a presence in Dubai



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Based in Newtown, Mid Wales **Makefast** have been trading since 1974, supplying major customers in the industrial safety and lifejackets markets, and, for the past 15 years, supplying marine systems. high end boat builders across the world!

Product/Service

Makefast design and manufacture marine systems such as sunroofs, awnings, bathing platforms, plus a range of marine grade stainless steel hardware to luxury boat builders. In addition to this, Makefast also produce high quality marine grade hardware used in Personal Protective Equipment, such as fall arrest harnesses, and in a range of life jackets.

Objectives

Makefast's principal objectives are to supply UK built industry leading products to a global market, supported with a high level of customer service and aftersales support.



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Wild Beauty is a wild foraged luxury skincare brand for people who believe in the natural powers of plants and want the best, purest skincare. Harnessing the unique essence of wild harvested herbs and botanicals from the rolling hills of Rhug Estate, Wild Beauty has created the purest, natural skincare to nourish your skin to ensure it looks and feels its best.



RHUG
estate
SINCE 1637

WILD BEAUTY

Rhug Estate has championed the highest standards of organic and sustainable farming for many years and are now applying these same principles to their skincare collection. Rhug Estate uses sustainably sourced ingredients from the estate and other environmentally friendly producers, with an absolute assurance of quality, provenance and traceability.

Rhug Estate has achieved the highest certifications of COSMOS, Leaping Bunny, Cruelty Free, Vegan and Halal. They have also been independently verified by Positive Luxury that they meet the highest standard of sustainability best practices across all the four ESG+ pillars (Environmental, Social, Governance Innovation) of their framework.

Product/Service

- A range of face and body skincare products.
- All are certified Organic, Cruelty Free and some are vegan.
- All products are certified Halal and are already registered in the UAE.

Objectives

Rhug Estate is looking to identify specific retailers to stock its products and get an insight into future skincare trends in the UAE to secure a long-term future in the market.



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