



Llywodraeth Cymru  
Welsh Government

# OVERSEAS NETWORK



March 2023

# WELSH GOVERNMENT INTERNATIONAL OFFICES



## WALES

CARDIFF

Dublin

Brussels

Paris

Montréal

Chicago

San Francisco

New York

Washington, D.C.

Atlanta





## Qingyun Ma

**Email:** [qingyun.ma001@gov.wales](mailto:qingyun.ma001@gov.wales)

I am the Welsh Government's Chief Representative in Chongqing. I have 16 years' experience of supporting Welsh businesses and organisations covering the regions of South-West China (Chongqing, Sichuan, Yunnan, Guizhou) and the central part of China (Hubei, Hunan, Henan).

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## Karen Sun

**Email:** [karen.sun@gov.wales](mailto:karen.sun@gov.wales)

I am the Welsh Government's Chief Representative in Shanghai and East China. I have 10 years of experience in supporting Welsh businesses to access the China market with a special focus on advanced manufacturing, life sciences, retail and food and drink.

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## Susan Jiang

**Email:** [susan.jiang@wales-uk.com](mailto:susan.jiang@wales-uk.com)

I am the Welsh Government's Chief Representative for Beijing and North-West China. I have over 17 years' experience in supporting Welsh companies to access the China market and to develop their businesses in sectors such as life sciences, advanced manufacturing, education and food and drink.

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# CHINA

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## Peggy Wang

**Email:** peggy.wang001@gov.wales

I joined the Welsh Government Chongqing office in 2017 supporting Welsh businesses to explore the South-West and central part of China and assisting Welsh educational institutions in setting up partnerships and identifying potential inward investment and export/trade projects for Wales.

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## Karen Xing

**Email:** karen.xing@gov.wales

I am the Welsh Government's Senior Wales Affairs Officer in Chongqing. I have over 10 years of experience supporting Welsh companies, organisations and institutes doing business in South-West China. I also lead on public relations and the digital promotion of Wales in China.

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# JAPAN



## Yoko Kobori

**Email:** [yoko.kobori@gov.wales](mailto:yoko.kobori@gov.wales)

I have worked for the Welsh Government for 27 years on export/trade and investment projects into Wales. I have a new focus on food and drink, as well as consumer products, tourism, education, marketing and PR.



## Goro Okada

**Email:** [goro.okada@gov.wales](mailto:goro.okada@gov.wales)

Since 2003, I have been supporting Welsh companies to export to Japan, as well as attracting Japanese investment into Wales. I cover a broad range of sectors and my recent focus has been on the Welsh technology sector including compound semiconductors, cyber security, green energy and infrastructure – key sectors of interest to Japanese businesses.



## Akiko Hashimoto

**Email:** [akiko.hashimoto@gov.wales](mailto:akiko.hashimoto@gov.wales)

I joined the Welsh Government office in Japan in 2008. My current role is supporting the Japan team with FDI & Trade promotional activities with specific sectors to own such as Med-tech, Healthy Aging, Beauty & Sports. Expo 2025 in Osaka is a newly area which I am tasked to nurture the mutual relationship between Wales and Japan for maximising the benefits for Wales.



# INDIA

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## Divya Hegde

**Email:** [divya.hegde@gov.wales](mailto:divya.hegde@gov.wales)

I have 14 years' experience working for the Welsh Government in Southern India, based in Bangalore. I have recently taken up an additional responsibility for New Delhi and the Chandigarh markets. I lead on engagements with stakeholders and multipliers such as government, industry, academia and research institutions to facilitate exports and investment into Wales with a particular focus on technology, life sciences and advanced manufacturing.

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## Fiona Rodrigues

**Email:** [fiona.rodrigues@gov.wales](mailto:fiona.rodrigues@gov.wales)

Based in Mumbai as Welsh Government's Senior Representative – West & North India, I have assisted Indian companies to invest, collaborate and succeed in Wales and helped Welsh homegrown companies succeed in global markets for over 13 years. I work across multiple industry sectors for export, trade and investment for both public and private sector companies. My associations with state governments, trade consultants and various industry bodies has helped me to be a catalyst in identifying opportunities for Wales.

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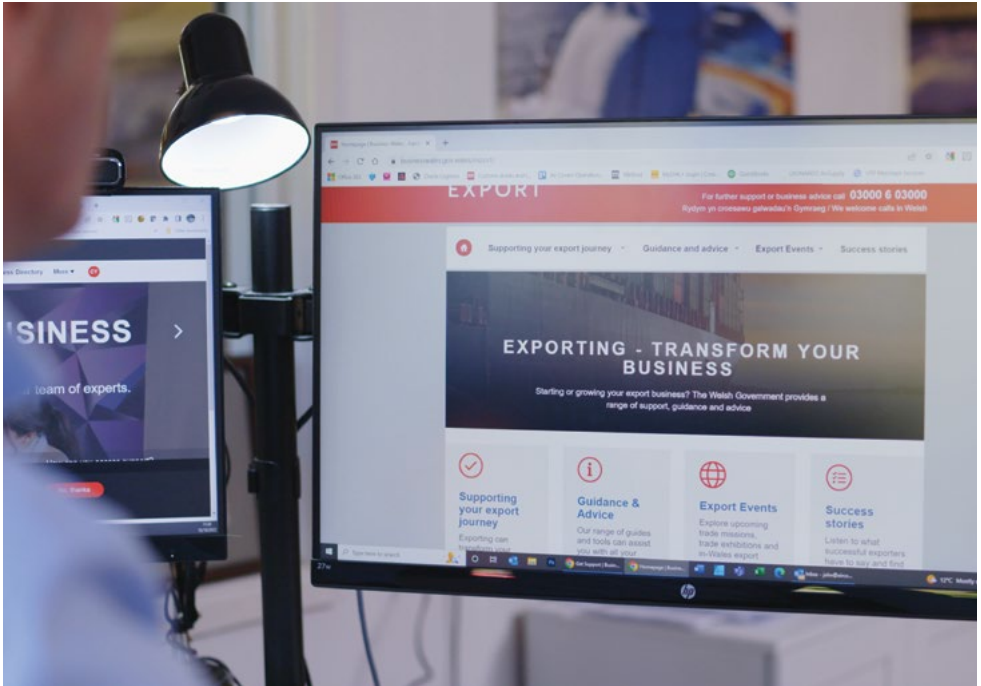
# BELGIUM



## Laura Norris

**Email:** [laura.norris@gov.wales](mailto:laura.norris@gov.wales)

I joined the Welsh Government Brussels office in 2022 after over 15 years of international development work. I head up our two-person trade and investment team. As part of our role, we support Welsh businesses with information about trade and promotion opportunities across all European markets where the Welsh Government does not have a dedicated office. We have a particular focus on Belgium, Netherlands, Spain, Italy, Switzerland and the Nordics and are well positioned to support with business connections across a range of sectors.







# FRANCE

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## Robin Walker

**Email:** robin.walker002@gov.wales

I head up the small Welsh Government team in Paris, supporting the development of both economic and cultural ties. Alongside the well-known relationships with Brittany and links in the aerospace and cyber security sectors, there are developing ties with Grenoble around semiconductors and advanced technology and food and drink trade opportunities growing from the 2023 Rugby World Cup in France.

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## Elizabeth Nixey

**Email:** elizabeth.nixey@gov.wales

I joined the Welsh Government office in France as External Relations & Trade Manager in 2021, following over 5 years of experience in providing expert support to British companies to understand and successfully sell to the French market. The Welsh Government office based in Paris aims to further develop connections across the French regions and identify opportunities to showcase Wales.

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## NEW EXPORTERS PROGRAMME

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# GERMANY

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## Ivon van Heugten

**Email:** [ivon.vanheugten@gov.wales](mailto:ivon.vanheugten@gov.wales)

Since the summer 2022, I head up the Welsh Government offices in Germany, in Berlin and Düsseldorf, following four years in the Welsh Government Office in France. We have strong cluster and business connections throughout Germany, and are well positioned to support Welsh businesses on their export journey.

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## Marc Shanker

**Email:** [marc.shanker@gov.wales](mailto:marc.shanker@gov.wales)

As Senior Business Development Manager for the Welsh Government in our Düsseldorf office, I bring 18 years of bilateral trade experience in building bridges between the UK and Germany. With Germany's mature and diverse economy and Wales' steady development in innovation and pioneering spirit, I look after a broad portfolio of industry sectors connecting people with bold ideas.

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## Martha Pawlita

**Email:** [martha.pawlita@gov.wales](mailto:martha.pawlita@gov.wales)

I have been working for the Welsh Government Germany Office as External Relations and Trade Manager since July 2019. Based in Berlin, I support business development between Wales and Germany, promote Wales as a globally responsible nation, and support joint activities in culture, research and innovation.

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# IRELAND

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## Iain Quick

**Email:** [iain.quick@gov.wales](mailto:iain.quick@gov.wales)

Iain was appointed Head of the Welsh Government Office in Dublin in 2022 and has worked in the field of International business development for over 15 years. The Ireland team provide a range of support to Welsh companies to assist in access to the Irish market. Including, meet the buyer opportunities in key sectors, market access events and supporting trade visits to the market.

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## Rhiannon Evans

**Email:** [rhiannon.evans23@gov.wales](mailto:rhiannon.evans23@gov.wales)

In August 2019 I was appointed as External Relations Manager in the Welsh Government Office, Dublin, to support business development between Wales and Ireland. Our export support focusses on, but is not limited to, the following key sectors; Renewable Energy, Advanced Manufacturing and Construction, Healthcare and Life Sciences and Agritech.

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## John O'Loughlin

**Email:** [john.oloughlin@gov.wales](mailto:john.oloughlin@gov.wales)

John joined Welsh Government in 2022 and is a highly experienced business development manager with a strong record in securing trade and investment outcomes between Ireland and the UK. John has a well established business network in Ireland with a focus in the tech sector.

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## Sarah Taylor

**Email:** sarah.taylor007@gov.wales

Based in UAE, I am the Head of Welsh Government for the Middle East and North Africa region. My team's remit is to support Welsh exporters to grow their business across a range of sectors. Previously, I was Director of DIT, UAE from 2020 to 2022, Deputy Director DIT UAE from 2016 to 2020 and Deputy Director, UKTI in Doha, Qatar. Prior to working for the Welsh Government, I worked for the FCDO for 24 years, having served in Hong Kong, Beijing and Doha twice.



## Phil Taylor

**Email:** phil.taylor@gov.wales

I am the Deputy Head of Middle East and North Africa team based in Dubai. Having spent 12+ years living in the region, I enjoy supporting exporters from Wales to grow their business here across a range of sectors. Prior to joining Welsh Government, I enjoyed roles with UK Trade & Investment and Trade & Investment Queensland in Asia Pacific, Europe and the Middle East. I have a broad range of experience in sales, marketing, bid management and business development in the private sector for a large multinational electronics company.



## Aicha Srour

**Email:** aicha.sroure@gov.wales

I am the Welsh Government's Representative in Doha, Qatar, joining just before Wales qualified for the FIFA World Cup in 2022. Previously, I worked for four years running the operations team at the British Embassy in Doha. I have a strong background in business development and sales having worked in London prior to Qatar, selling internationally, but not exclusively to the GCC region. I promote Welsh exports; goods and services, across multiple sectors by connecting businesses to key stakeholders in Qatar.

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## BUSINESS WALES EXPORT HUB

All the export information your business needs.

<https://businesswales.gov.wales/export/guidance-and-advice/export-hub>



## Eoghan O'Regan

**Email:** eoghan.oregan@gov.wales

Eoghan is Deputy Head of North America for the Welsh Government and is based in Washington DC. Feel free to reach out to him if you're interested in exporting to the region.

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## Efe Sokol

**Email:** efe.sokol@gov.wales

For the past 13 years, I have represented the Welsh Government in New York. Currently, I lead the Welsh Government representation in the Northeast of the US and continue to support Exporters in identifying new opportunities across all sectors in the region including navigating selling to aid funded organisations such as the UN.

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## Kelly Taylor

**Email:** kelly.taylor002@gov.wales

For the past 5 years I have assisted the Welsh Government representation in New York and have supported Exporters identify new opportunities across all sectors in the region.

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## Simon Heydon

**Email:** [simon.heydon@gov.wales](mailto:simon.heydon@gov.wales)

I am the Welsh Government's representative based in Chicago. Individually, I cover 14 states in the Midwest US, across a range of topics, including trade and investment.



## Erica Stevens

**Email:** [erica.stevens@gov.wales](mailto:erica.stevens@gov.wales)

Leads on the Southern US states supporting Welsh exporters across industry.



## Andrew Wagstaff

**Email:** [andrew.wagstaff@gov.wales](mailto:andrew.wagstaff@gov.wales)

For the past four years, I have run the Welsh Government's office in Canada. Our office has worked to support companies across all sectors, however there are particular opportunities in Canada in the aviation, rail, energy, high value manufacturing, and food and drink sectors.



## Yacine Sawadogo

**Email:** [yacine.sawadogo@gov.wales](mailto:yacine.sawadogo@gov.wales)

Our work on trade between Wales and Canada has really grown since I joined the Welsh Government in 2019, with more and more companies seeking out opportunities in the Canadian market. Our office has worked to support companies across all sectors, however Welsh companies working in aviation, rail, energy, high value manufacturing, and the food and drink sectors will find Canada particularly interesting.



## Lowri Llewelyn

**Email:** [lowri.llewelyn@gov.wales](mailto:lowri.llewelyn@gov.wales)

I joined the Welsh Government's office in Canada in 2022. The office is based in Montreal, Quebec and our remit covers the whole of Canada. We support exporters to identify new opportunities across all sectors in the country.