



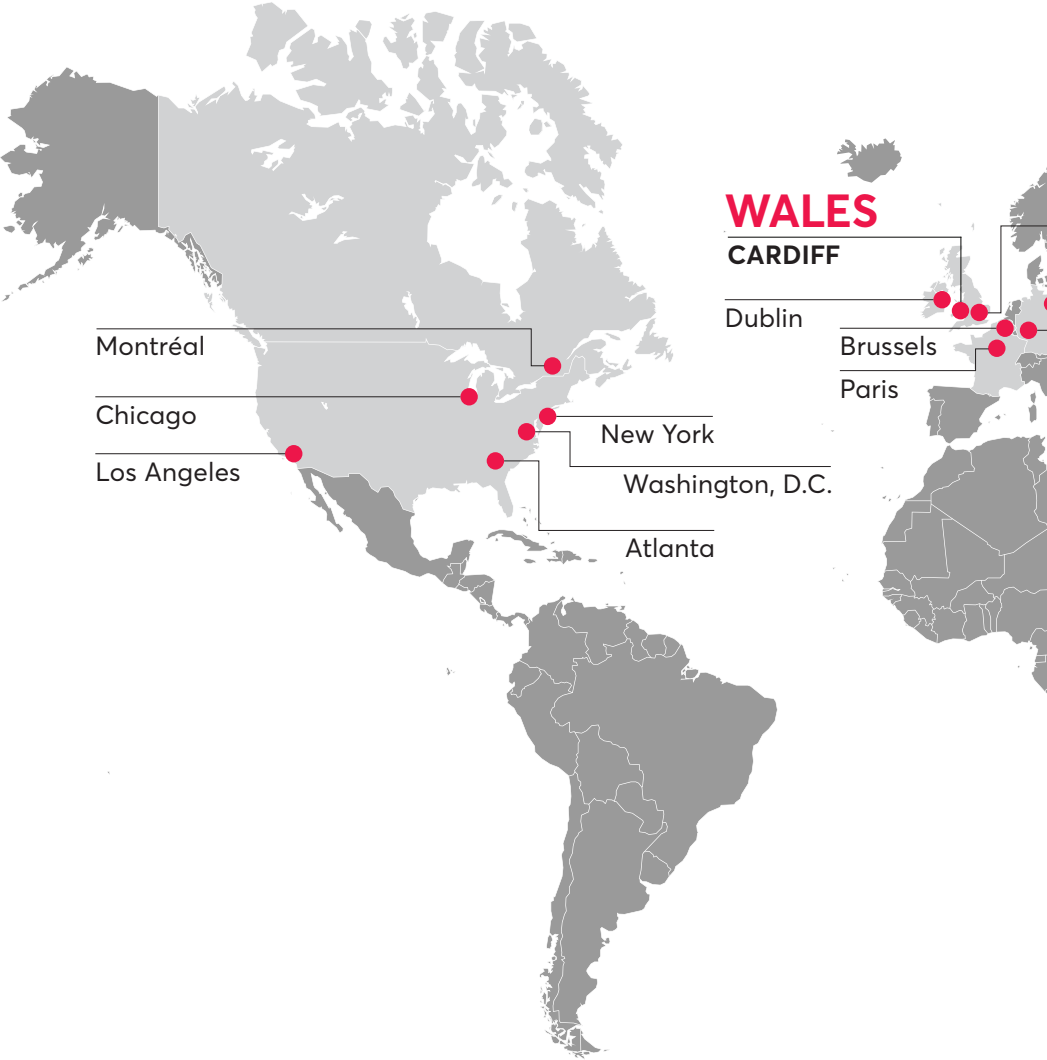
Llywodraeth Cymru
Welsh Government

OVERSEAS NETWORK



January 2024

WELSH GOVERNMENT INTERNATIONAL OFFICES



WALES

CARDIFF

Dublin

Brussels

Paris

Montréal

Chicago

Los Angeles

New York

Washington, D.C.

Atlanta





Qingyun Ma

Email: qingyun.ma001@gov.wales

Working for the Welsh Government's Chief Representative in Chongqing. Qingyun has 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).



Karen Sun

Email: karen.sun@gov.wales

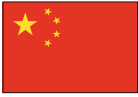
As the role of the Welsh Government's Chief Representative in Shanghai and East China. Karen has 10 years of experience in supporting Welsh businesses to access the China market with a special focus on advanced manufacturing, life sciences, retail and food and drink.



Susan Jiang

Email: susan.jiang001@gov.wales

Working as the Welsh Government's Chief Representative for Beijing and North-West China. Susan has over 21 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.



CHINA



Peggy Wang

Email: peggy.wang001@gov.wales

Joining 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.



Karen Xing

Email: karen.xing@gov.wales

The Welsh Government's Senior Wales Affairs Officer in Chongqing. Karen has over 10 years of experience supporting Welsh companies, organisations and institutes doing business in South-West China. Also leading on public relations and the digital promotion of Wales in China.

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Richard Koizumi

Email: richard.koizumi@gov.wales

I joined the Welsh Government in June 2023 as Head of the Welsh Government's Office in Tokyo having previously worked in the region for UK Trade and Investment. The team draws on its cultural insights, expertise, and networks to support Welsh companies doing business in Japan and deliver a pipeline of inward investment into Wales. Japan is a sophisticated market with opportunities across many sectors including advanced manufacturing, energy, food and drink, life sciences and technology.



Yoko Kobori

Email: yoko.kobori@gov.wales

As first Japanese employee and have worked for the Welsh Gov since the first rep. official office opened in Tokyo/Japan in 1996 (started by WDA) with the areas of jobs: leading the whole export/trade and the new inward investments of the food and drink, consumer products, creatives, educations including sports and leisure.

Leading the marketing/branding/Press media/Arts and cultures activities, tourism since 2013/Visit Wales and international relationships with the J-governments for the soft power.

Contact points of the St. David's Society, the global Welsh, and other related Welsh societies and associations.



JAPAN



Goro Okada

Email: goro.okada@gov.wales

Since 2003, Goro has been supporting Welsh companies to export to Japan, as well as attracting Japanese investment into Wales. Covering 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

Joining the Welsh Government office in Japan in 2008. Akiko's 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 asked to nurture the mutual relationship between Wales and Japan for maximising the benefits for Wales.

INDIA



Fiona Rodrigues

Email: fiona.rodrigues@gov.wales

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

LOOKING AT NEW EXPORT MARKETS?
WE CAN HELP!



EUROPE



Laura Norris

Email: laura.norris@gov.wales

Laura heads up our two-person Europe-focussed trade and investment team based in Brussels. She joined the Welsh Government in 2022 after over 15 years of international work in Africa and Asia. From the Brussels office, we support Welsh businesses with information about trade and promotion opportunities across all European markets, except where we have dedicated Welsh Government Offices in France, Germany and Ireland. We have a particular focus on Belgium, Netherlands, Spain, Italy, Switzerland and the Nordics but seek to support companies with inquiries across all European markets.



Rhiannon Evans

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In July 2023 Rhiannon was appointed as Senior Trade and Investment Manager in the Welsh Government Office, Brussels, following 4 years of experience in our Dublin office. From Brussels, we support Welsh companies looking to access and grow exports across Europe, as well as promoting investment into Wales. Our export support focusses predominantly on our priority sectors set out in the Welsh Government's Export Action Plan; High Value Manufacturing, Life Sciences, Food and Drink, Consumer Products, Technology and Renewable Energy where we look to support companies with connections and promotion opportunities in market.

FRANCE



Robin Walker

Email: robin.walker002@gov.wales

Robin heads 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.



Elizabeth Nixey

Email: elizabeth.nixey@gov.wales

Joining 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.

NEW EXPORTERS PROGRAMME



GERMANY



Ivon van Heugten

Email: ivon.vanheugten@gov.wales

Since the summer 2022, Ivon heads 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.



Marc Shanker

Email: marc.shanker@gov.wales

As Senior Business Development Manager for the Welsh Government in our Düsseldorf office, bringing over 20 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, looking after a broad portfolio of industry sectors connecting people with bold ideas.



Martha Pawlita

Email: martha.pawlita@gov.wales

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

IRELAND



Iain Quick

Email: 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.



Rachel Randall

Email: rachel.randall@gov.wales

In 2023 Rachel was appointed as External Relations and Trade Manager in the Welsh Government Office in Dublin. Rachel has a proven track record in international delivery and business development. Rachel works on delivery our Ireland Wales Shared Statement. Our ambitious bilateral agenda spans political, economic and cultural engagement.



John O'Loughlin

Email: 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.



Sarah Taylor

Email: sarah.taylor007@gov.wales

Based in UAE, Sarah is the Head of Welsh Government for the Middle East and North Africa region. Her team's remit is to support Welsh exporters to grow their business across a range of sectors. Previously, working 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, also worked for the FCDO for 24 years, having served in Hong Kong, Beijing and Doha twice.



Phil Taylor

Email: phil.taylor@gov.wales

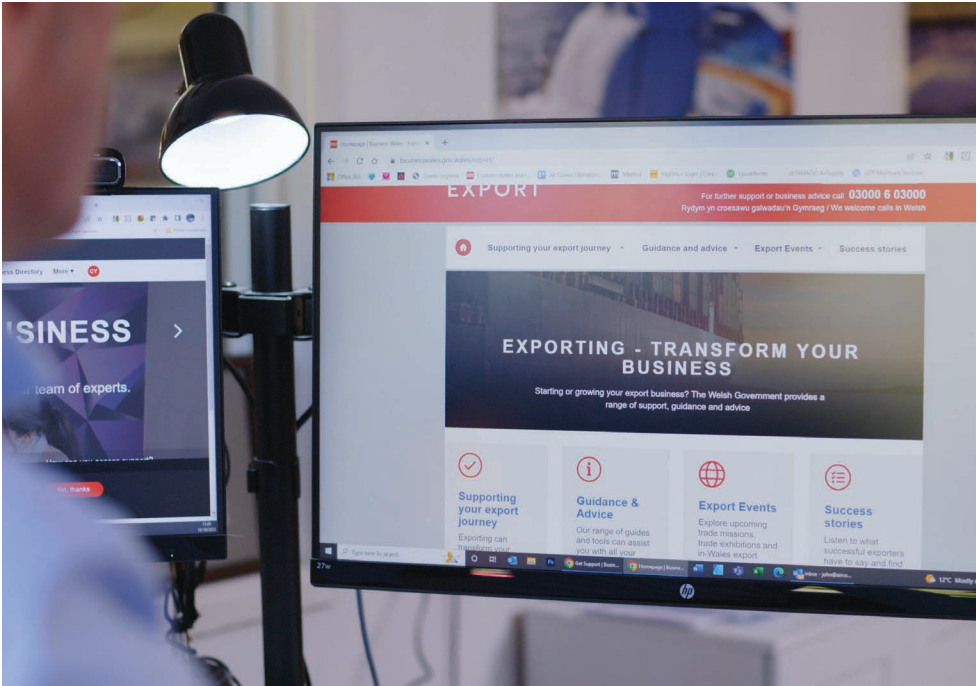
Phil is the Deputy Head of Middle East and North Africa team based in Dubai. Having spent 12+ years living in the region, enjoying supporting exporters from Wales to grow their business here across a range of sectors. Prior to joining Welsh Government, undertaking roles with UK Trade & Investment and 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.srou@gov.wales

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





NORTH AMERICA



Zowie Hay

Email: zowie.hay@gov.wales

Dr. Zowie Hay serves as the Welsh Government's Head of North America. Based in the British Embassy in Washington DC, she oversees a team that has a presence in DC, New York City, Chicago, Atlanta, Los Angeles and Montreal. She is the senior diplomat for Wales in North America. Zowie joined the Welsh Government in 2011 and has experience across a range of government departments.



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.



Efe Sokol

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For the past 13 years, Efe has represented the Welsh Government in New York. Currently, leading 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.



Kelly Taylor

Email: kelly.taylor002@gov.wales

For the past 7 years Kelly has assisted the Welsh Government representation in New York and have supported Exporters identify new opportunities across all sectors in the region.



Simon Heydon

Email: simon.heydon@gov.wales

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



Erica Stevens

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Erica Stevens is Head of South, covering 11 Southern states and based out of the Welsh Government's Atlanta office. She has over 10 years' experience assisting Welsh and British companies understand and grow in the US market across industry.



Ben Griffith

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Ben Griffith handles Congressional affairs, public diplomacy and digital communications for the Welsh Government in North America. He is based out of the British Embassy in Washington, DC. Ben joined the Welsh Government in 2022 and has experience in U.S. Congress and private consulting.

BUSINESS WALES EXPORT HUB

All the export information your business needs.

<https://businesswales.gov.wales/export/>



Luis Calette

Email: luis.calette@gov.wales

Luis Calette is the Welsh Government's lead for the Western US. Based at the British Consulate General in Los Angeles, he covers a patch of 12 states – California, Oregon, Washington, Idaho, Montana, Wyoming, Utah, Nevada, Arizona, New Mexico, Hawaii and Alaska.

Luis previously worked as a Director of the Department of International Trade Northwest office based in Tijuana, Mexico and created and implemented UK trade policy for Digital Economy, Creative Industries, Marine, Leisure & Tourism and Sports in Mexico. He specialised in market entry and business development, and has helped hundreds of companies navigate through the complexities of international trade.



CANADA



Emily Scott

Email: emily.scott@gov.wales

Emily Scott works as the Welsh Government's Head of Canada. Based out of the British Consulate in Montréal, she is responsible for representing Wales and the interests of Welsh Government across Canada. Emily joined the Welsh Government in 2010. Previous roles include being Diary Secretary to the First Minister of Wales, Carwyn Jones AM, and Private Secretary to the Minister for Economy, Transport and North Wales, Ken Skates MS.
