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

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# INDIA 2024

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Export Market Visit

11 – 17 May 2024

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

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Taj Mahal Palace Hotel seen through  
Gateway of India in Mumbai.  
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**This is Export.**  
**This is Wales.**

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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.

**Aerodyne** are the producers and innovators of some of the most amazing aircraft; such as AVECtra Gyroplane, Avayu Helicopter, Avyay Flying Vehicles, and Catalina Seaplanes.



Over the last fifteen years, Aerodyne has sold more than 1,700 aircraft into twenty-two countries, throughout North America, Europe, the Middle East and Asia.

Aerodyne believe that the future of flying should be safer, greener and more efficient. As a result, the company continue to make advances to our proprietary technology and gyroplane platform which will see us launch new and exciting aviation products over the coming years. This allows Aerodyne to make the next generation of aircraft available to everyone, everywhere. Our business is our passion.

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### **Product/Service**

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- Air Ambulance
- Air Taxi

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### **Objectives**

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Looking for partners to develop several of our business services.

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Chief Executive Officer

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**Cardiff Academy** is the oldest independent Sixth Form College in Cardiff and has been established since 1999. The College has a holistic and inclusive approach to teaching, bringing out the best in its students. In its opinion, this is what makes us the ideal choice for students, especially international students.



Some key facts are listed below:

- 100% of students have gained places at university, with over 80% entering Russel Group universities including Oxbridge
- Diverse student population – International students will make up less than 50% of the student population
- Bespoke UCAS programme managed by experts with over 30 year's experience
- Vast array of extra-curricular activities provided
- Vastly experienced teachers who are past and present examiners
- Offering an International Foundation Programme and Pre Masters Programme

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### Product/Service

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- A-Levels
- International Foundation Programme
- Pre Masters Programme

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### Objectives

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To recruit students and build relationships with local colleges and universities.



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Tariq Ashraf  
Marketing Executive

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

**Criced**, the Welsh name for cricket is launching to fill a gap in the educational system that will enable secondary school aged children a pathway to experience a top-quality Welsh education leveraging the medium of cricket to enrich their academic journey and cultural experience.



Currently there are plenty of businesses that focus on higher education but few, if any, for 10-17 yr olds – Wales is host to a number of leading private schools that are keen to offer this connection through permanent offer of schooling or by bespoke taster terms.

Its solution caters to the needs of parents of international pupils and Welsh private schools seeking a unique blend of cultural enrichment and academic excellence, utilising the universal language of cricket as a connecting force.

Unlike mainstream agencies, our approach is precisely tailored, customer-centric, consistently successful, and dedicated to operational excellence.

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### Product/Service

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Criced's vision is to be recognised as the leading agency offering bespoke gateways to Welsh education for overseas pupils, leveraging the medium of cricket to enrich their academic journey and cultural experience.

Criced will connect pupils in India to potential exchange programmes with selected Welsh schools. Criced would profile the pupil and recommend best fit; would make necessary arrangements between schools to facilitate this to advise on longer term opportunities.

The company is an educational agency "Empowering minds, realising talent, shaping futures "where education knows no boundaries".



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## Objectives

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- Opportunity to meet under own supervision a relevant Foundation with interests in cricket and education
- To be advised on meetings with 2-3 leading schools to present Criced concept and to market the exchange concept to those establishments
- To meet 1 or 2 digital marketing agencies to understand more about the digital ecosystem in India and to look to join forces on this side of the business
- To get a closer understanding/feel of the target market



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**Andrew Barrie Palmer**  
Founder

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**[www.criced.co.uk](http://www.criced.co.uk)**

**Eco Bunker** produce and sell sustainable products and services for the golf and landscaping sectors.



Whether it's Kingsbarns, host of the Dunhill Cup, or the Ryder Cup at Marco Simone, EcoBunker consistently delivers innovative, effective and low maintenance solutions for the best golf courses in the world.

EcoBunker are much more than a product. EcoBunker is a team of inventors, engineers and greenkeepers that design, advise and supply the most advanced patented bunker solutions within the industry.

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### Product/Service

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- Ecobunker bunker edging
- Ecotec bunker liners
- Golf Construction and Consultancy
- Green Retaining Walls

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### Objectives

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Ecobunker would like to arrange face to face meetings with potential Distributors of its products. The company would also take the opportunity to arrange meetings with the clients to whom it has submitted bids to in recent months.



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Richard Alec Allen  
Founder and Owner

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

**NPTC Group of Colleges** is a leading institution in the UK's Further and Higher Education sector. As one of the largest college groups in Wales and the United Kingdom, NPTC offers a wide array of Academic and Technical Vocational Education and Training (TVET) programs across nine specialised campuses, covering a third of Wales's landmass.



The Group maintains a strong global presence with international offices in South and East Asia, drawing on extensive experience across India and other regions globally such as China, the Middle East, Latin America, and the Caribbean. NPTC Group collaborates with vocational colleges, universities, and institutions worldwide to develop and support international skills standards and delivers tailored professional training programs in a variety of disciplines.

Additionally, the Group owns and operates eight subsidiary companies across the UK, including LSI Portsmouth—a premier English Language School. Each year, supporting thousands of overseas students and professionals from nearly 50 EU and non-EU countries, including India.

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### Product/Service

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Academic and Vocational Training Programmes, Curriculum Development and Mapping, Assessment and Quality Assurance, Teacher Training and 'Training the Trainer' Programmes, English Language and Education Services.

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## Objectives

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The primary objective for the NPTC Group of Colleges, including its subsidiary LSI Portsmouth, is to foster and enhance international collaboration. The college aims to promote opportunities for both students and staff exchanges and explore potential training initiatives with employers and educational institutions in India.

Additionally, our goal is to strengthen existing partnerships and establish new ones, while sharing best practices in education and training that benefit all involved parties.



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**James Llewellyn**  
Director of Worldwide  
Operations

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**Ruth Lee** is an established and successful family business with strong core values, nestled in picturesque North Wales, in the United Kingdom.



Over the last 30 years, Ruth Lee has established itself as the world's leading manufacturer and provider of life-like manikins & training aids, used by rescue training experts in over 40 countries across the globe. Key customers include Fire & Rescue Services, Paramedics, Ministry of Defence, Airports, National Lifeboat Institutions & Coastguards, Offshore operators, Health & Safety Officers, Care Home workers, and a multitude of International Search & Rescue organisations.

The Ruth Lee brand is both trusted and highly sought after by our customers. The company place significant emphasis on product quality, durability and realism. Each manikin is weighted proportionally to accurately represent conscious or unconscious casualties. The manikins come in a range of weights and sizes, from 5KG to 260KG, and from babies to adults (1.65m or 1.80m).

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### Product/Service

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Ruth Lee offers a wide range of products to suit different training exercises. Common applications include, Patient Handling, Bariatric, Emergency Evacuation, Full Bodied CPR/AWM, Drowning Simulation,

Firehouse Rescue, Vehicle Extrication, Man-Overboard, Water Rescue, Working-at-Height & Confined Space rescue, Body Recovery and Mass Casualty training.

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### Objectives

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To gain a better understanding of the Indian market – challenges and opportunities. Specifically, to meet with our distributor and potentially end user customers to drive business and further develop our business plan for India.



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**Paul McDonnell**  
Managing Director

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