



The global opportunities are so vast we know that there is always going to be a market or an exhibition not included in our International Events Programme that you would like to attend/visit and that is why Overseas Business Development Visit Support was created to enable you to reach these markets and win the business independently.

For Welsh companies that need financial support to undertake international projects, OBDV is available to enable you to reach markets which otherwise would not be possible. It is strictly to win new business and not to service existing contracts.

How can you benefit?

OBDV can support 50% of the visit costs. The minimum level of grant being £500 and maximum £10,000. This applies in two ways.

1. Market Visit

Supports one representative per company with contribution towards your travel and accommodation.

2. Exhibition

Supports two representatives per company with contribution towards your

- travel and accommodation
- stand space (excluding fixtures and fittings)
- freight

In applying for OBDV support you must not have made any prior commitment and you will need to clearly demonstrate financial need and potential benefit to your business. OBDV support is subject to eligibility.

“As part of our International Strategy we needed to get a better understanding of targeted new markets. With the support of OBDV funding it supported our limited budgets to reach 5 new markets in 2019. As a result we are now trading with three out of the five markets and has proved a key part to our 29% International growth in 2019.”

Bill Smith-Coats, Commercial Director, Wholebake

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If you think you could benefit from this support please contact Business Wales on 03000 6 03000 or bwyd-food@gov.wales

businesswales.gov.wales/foodanddrink/

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