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Exporting from Wales to the World: HTML

Explore Export Wales

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Foreword

Despite challenges in recent years, our economy continues to improve and we are seeing signs of growth that we must continue to capitalise on. We must work to grow a truly sustainable economy, creating more opportunities for well-paid work and greater levels of prosperity.

As a Welsh Labour Government, we are pro-business and pro-worker, proud of our reputation for, and commitment to, fair work and wellbeing. Our Economic Mission complements the direction being developed by the new UK Government and we share their commitment to focus on growth built on stability, investment and reform.

To increase our productivity and economic dynamism we will continue to deliver dedicated support, including to help businesses in Wales develop their exports.

Wales has leading sector export strengths in areas such as High Value Manufacturing, Technology, Life Sciences, Clean Energy, Creative Industries, Food and Drink and Consumer Goods. We have significant opportunities in these areas to continue developing Wales' exports, whilst creating more and better jobs across the country.

Wales has long been a successful trading nation. Our award-winning goods and services continue to be exported all over the world. For a nation of three million people, we excel on the world stage. I know from my conversations with businesses in Wales that expanding into international markets increases revenues, provides greater opportunity and flexibility of operations, and drives staff skills development. Exporting can make businesses more resilient to disruption. It boosts innovation, increases productivity, and can broaden the entire outlook of a business.

Our Export Action Plan for Wales sets out our vision to create a strong, dynamic and sustainable exporting sector. Developed with our partners, the Plan aims to ensure businesses in Wales can start or continue to export and reap the transformational

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benefits that international trade can bring. In this brochure, we have detailed the extensive support provided by the Welsh Government to help businesses succeed in overseas markets. I encourage businesses across Wales to contact our team to discuss how we can support them to fulfil their international growth ambitions.

Wales is open for business, and we are proud to showcase the best we have to offer across the globe.

Rebecca Evans MS

Cabinet Secretary for Economy, Energy and Planning

Introduction

Exporting has the power to transform your business and that is why support for export growth and development is a high-priority for the Welsh Government.

Whether you are exploring exporting for the first-time or looking to grow your existing exports, the Welsh Government and its partners in Wales can help you succeed.

The Welsh Government, together with its export ecosystem partners in Wales, provides a comprehensive range of support, guidance and advice that can assist you wherever you are on your export journey.

In this brochure you will learn about all of the export programmes and support services available to Welsh companies who are interested in exploring the benefits of exporting, or advancing an established export strategy.

So, read on and arm yourself with the knowledge you'll need to trade successfully on the international stage.

Online support

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A range of online resources are available on Business Wales' Export Zone to support you with your exporting activities, regardless of what stage you are at with your export journey.

How can you benefit?

Starting or growing your export business? The Welsh Government provides a range of support, guidance and advice via the Business Wales Export Zone that is quick and simple to access.

On our website, you will find:

- Information on how to start exporting.
- Detailed guides on a variety of export topics.
- Online training courses and webinars including access to the Department for Business and Trade (DBT) extensive range of support delivered via the UK Export Academy.
- Answers to a range of common issues.
- Information on upcoming events in Wales and overseas trade missions.
- Case studies on Welsh businesses who have experienced export success, explaining how they achieved their goals and the support they received from the Welsh Government.

Online training courses

Our online bite-sized export training courses are designed to develop your knowledge and help you understand what you need to expand and trade internationally. These free digital courses, which cover a range of topics, are designed to fit your schedule and are available to view at your convenience whenever suits you.

Success Stories - CellPath

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Newtown based manufacturer, CellPath, specialises in the manufacture and supply of equipment and services used in cancer diagnostics.

The company exports its products to more than 40 countries across Europe, America, Asia, Africa and the Middle East.

Over the last five years, the company has placed a drive on international sales and has seen its exports double during that time to account for around a third of group turnover.

It has now set its sights on doubling its export turnover in the Middle East and South Asia. The regions are key target markets thanks to their rapidly growing medical sectors.

CellPath's export success has been assisted by the Welsh Government which has helped it to attend trade missions and visit new regions, as well as conduct research into target markets.

Simon Owen, Head of Exports at CellPath: "We are continually looking for ways to grow the business and placing a drive on international sales will be a key component to achieving this.

"We have been extremely lucky to receive plenty of support from the Welsh Government over the years to attend trade shows, research target markets, and identify potential new clients and suppliers that they have connected us with. This support has enabled us to secure a range of new business, helping us with our growth trajectory."

New Exporter Programme

This programme is focussed on increasing the exporter base in Wales by providing dedicated support to a cohort of new, fledgling or reactive exporters that have been identified as having a product or service that is capable of being exported.

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The annual programme supports companies, who have either not exported before, or who have exported intermittently, to sell their goods and services around the world.

Selected companies come from a range of sectors across Wales and the programme lasts around 10 months. As part of the programme, you will receive intensive support to develop your capability and capacity to export, with the wider goal of helping you to become a successful and sustainable exporter.

How can you benefit?

Successful applicants will receive a range of one-to-one and one-to-many support designed to develop your knowledge, understanding and capability for exporting. Experienced mentors will address export skills and knowledge gaps, and support you to develop your individual export strategies.

Group workshops will focus on attaining export development skills as well as delivering relevant, accredited training where necessary.

Each year’s cohort will also participate in a trade mission to a nearby market to allow members to put their newly acquired skills and knowledge to use.

In-Wales Events

Whether you are a new or experienced exporter, our programme of online and in-person events can help you to grow your business by equipping you with the information you need to take your export strategy to the next level.

Throughout the year, we host a series of online webinars and face-to-face seminars designed to develop your export skills, capabilities and knowledge so that you feel well prepared in starting or taking the next step on your export journey.

How can you benefit?

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Our webinars, seminars and workshops cover a broad range of export related topics including:

- Developing an export strategy.
- Markets and growth sectors.
- Barriers to market entry.
- Identifying a route into market.
- Managing agents and distributors.
- Processes, regulations and documentation.

Our series of in-Wales events are delivered by specialists to cover a range of export topics and markets. These sessions provide you with the opportunity to meet, network and share experiences with like-minded businesses too.

Alongside our monthly events, our annual export conference, Explore Export Wales, is a highlight of the year. Through seminars, in person round table discussions and one-to-one meetings, you will receive in-depth advice on some of the most common issues businesses face in relation to exporting.

All events are open to all Welsh businesses.

Export Cluster Programme

This programme is focussed on supporting and developing an increase in the export performance of companies based within six priority export sectors for Wales.

The Export Cluster Programme brings together like-minded businesses in six priority sectors for Welsh exports, these being:

- Technology.
- High-value Manufacturing.
- Consumer Products.
- Renewables and Clean Energy.

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- MedTech and Diagnostics.
- Food and Drink.

Companies invited to participate in the Programme range from relatively new and up-and-coming exporters through to those who are highly experienced and successful exporters looking to grow further still.

The Programme provides cluster members with a combination of one-to-many and one-to-one support designed specifically to support and enhance their export capacity, capabilities and performance. As well as receiving guidance from our cluster delivery partner, as a member, you will also be actively encouraged to collaborate with other members to create networks, partnerships and niche groups, as well as provide peer-to-peer mentoring support.

How can you benefit?

As a member of one of our export clusters, you will get the opportunity to network and learn from like-minded businesses as well as opportunities to attend events and activities focussed on removing barriers, overcoming obstacles and exploring export opportunities as identified by cluster members themselves.

Overseas trade missions and exhibitions

Visiting an overseas market or exhibiting at an overseas exhibition can be crucial in winning new and retaining existing export business. Our programme of overseas trade missions and exhibitions enables Welsh companies to make connections, explore new markets, build relationships and secure new export orders

Whether you are attending or exhibiting at an international exhibition or trade show, or exploring a target market, overseas visits are a key element of an export strategy.

Our extensive Overseas Events Programme provides opportunities to attend or exhibit at key trade shows and visit a range of target markets as part of a supported

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Welsh Government delegation.

How can you benefit?

By participating in our overseas events, you can benefit from:

- Opportunity to commission research in advance of the visit to help you build a programme of business meetings.
- In-market welcome briefing following arrival.
- Opportunity to join an official networking reception and invite your business partners or prospects as guests.
- Access to local support through Welsh Government and Department for International Trade overseas offices.
- Subsidised travel and accommodation booked on your behalf.
- Publicity (where appropriate).
- Subsidised stand space on a Welsh Government pavilion at key exhibitions.
- The support of a Welsh Government Mission Manager throughout the visit.

The Welsh Government will support one representative per company to participate in a trade mission and two representatives per company to participate in an exhibition. Support is subject to eligibility.

Details of our Overseas Events Programme and how to apply can be found in the link below.

International Trade Development (ITD)

Our International Trade Development (ITD) Programme is designed to provide eligible Wales based businesses with practical advice, guidance, information and data to enable them to make well informed strategic decisions on their export journey.

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How can you benefit?

ITD could be a valuable tool to help you on your export journey as it offers bespoke support with the market research and preparation required to help you successfully expand in or enter new overseas markets.

The Programme provides you with access to specialists with a variety of sector, market and export experience.

Our specialists will work with you on a one-to one basis and will provide you with a report tailored to your specific needs.

This includes help to:

- Develop your export strategy.
- Research and qualify the best market for you.
- Define your route to market.
- Use E-commerce for international business.
- Understand financial considerations such as pricing, payments, currency and tax.
- Gain insights into export procedures, regulations and logistics.

ITD is available to businesses who are at the right stage in their export journey and can demonstrate that the support will help them grow their business through export. Eligibility criteria apply.

Success Stories - Celtic English Academy

Cardiff-based English language school, Celtic English Academy, has made a global name for itself since it first started teaching international students 18 years ago, with the company now providing its services to over 1,200 learners a year from more than 50 countries.

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In 2012, the company received funding from the Welsh Government to support it to attend overseas trade missions, which kickstarted its export drive and helped it to build its name abroad.

Since then, the British Council accredited school has grown significantly, attracting students from all over the world. Today, exports account for 95% of trade.

Over the past three years, Celtic has landed four major new contracts across Europe, Africa and Asia, and most recently, it has been awarded two remote teaching contracts with Kuwait and Vietnam.

Key to Celtic's export success has been support from the Welsh Government, including access to the Overseas Business Development Fund.

Shoko Doherty, CEO of Celtic English Academy: "Exporting is central to us as a business. Working with students and teachers from a variety of nationalities, as well as our emphasis on being agile and adapting to changes, has helped us remain resilient as we are not reliant on one single market or region."

International Trade Opportunities (ITO)

The International Trade Opportunities (ITO) programme is ideal for businesses that have already identified and qualified their target market(s) and are ready to take the next step and actively look for export opportunities.

If you have completed your market research and feel at the stage where you are prepared to turn your ambitions into reality, utilising the Welsh Government's global network, we can help you to connect with your ideal partner, or customers, in over 50 countries.

How can you benefit?

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We have access to on the ground experts who speak the language, understand the business customs and etiquette, as well as how best to approach potential clients.

As part of the ITO programme, you can access their support, which will include:

- Providing business information at a local level.
- Advising on local trading conditions and regulations.
- Identifying and contacting potential customers, agents or distributors.
- Arranging face-to-face meetings with interested parties.
- Supporting you during your time in market.

ITO can be used as the next step following:

- An Overseas Business Development Visit, or independent visit.
- An International Trade Development (ITD) project.
- To assist you prior to and during a trade mission.

Certain eligibility criteria apply.

Success Stories - Corgi

Heritage Welsh family firm Corgi, a world renowned manufacturer of luxury socks and knitwear, has long had an export focus.

Founded in 1893, after seeing great success domestically, the business began thinking about its international potential and in the 1940s, struck a deal with iconic American fashion brand, Brooks Brothers.

Today, the company is run by the fifth generation of the Jones family and boasts a substantial international customer base spanning more than 30 countries.

Corgi has notably accelerated its export focus in the last five years, in which time it has begun exporting to 15 new markets including China, South America, South Africa, Vietnam and Australia, boosting its turnover by a third.

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The firm has received support from the Welsh Government over many years to assist its export growth, including financial support to attend various trade missions around the world.

Corgi is now looking to boost its export sales further, a key aim is to expand its presence in China, which has quickly established itself as a major market for the firm, with sales to the region accounting for 15% of turnover.

Chris Jones, Joint Managing Director at Corgi: “It’s really important to visit and have regular contact with potential new buyers overseas. It’s simply not enough to just go over once and hope you’ll get orders – you need to keep going back and build relationships; build confidence and trust. This is essential to securing repeat business.”

Export Training Support

As part of the Welsh Government’s Flexible Skills Programme, grant funding is available to support Wales-based businesses to provide staff with accredited training to improve their capability to export.

Six training areas are supported as part of the programme, with a wide variety of courses available within each category including:

- Finance.
- Sales and Marketing.
- Customs Processes and Procedures.
- Export Processes.
- Market Awareness.
- Specialist Support.

How can you benefit

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As an employer, you can apply for funding to cover 50% of training costs, up to a maximum Welsh Government contribution of £25,000.

Applications are encouraged from companies located in any area of Wales as long as the training requested falls under one of the six specified topic areas.

Training can be provided on a one-to-one basis or as a group, in person or remotely.

- The scheme is open to Wales-based employers.
- Training must fall under one of the six specified topic areas.
- Training must be accredited or to an industry standard.
- Each employer can make one application to this programme per annum.
- Funding will cover 50% of eligible training costs, up to £25,000.
- Funding will be paid retrospectively, on successful completion of the training and once evidence of this has been provided (examination certificate or confirmation from the training provider).
- The costs claimed back by employers do not include T&S or VAT.

International Trade Adviser and Welsh Government Overseas Offices

International Trade Advisers

The Welsh Government has a team of International Trade Advisers (ITAs) who work with eligible Welsh businesses on a one-to-one basis, providing them with bespoke advice, guidance and support to help them achieve their export related aims and objectives.

ITAs also play a leading role in the delivery of our ‘Export Development Cluster’ and ‘New Exporter’ programmes.

They also accompany and support delegations of Welsh businesses on key overseas trade missions and exhibitions, helping to maximise the opportunities for

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those attending.

Overseas Offices

Working collaboratively with colleagues and partners in Wales, these offices support Welsh companies in a number of ways to help them achieve their export related aims and objectives.

For example:

- Identifying potential business opportunities in their respective markets.
- Assisting the delivery of ‘virtual’ market visits.
- Delivering in-market events such as briefings, seminars and webinars.
- Providing ‘on the ground’ support for companies undertaking a market visit.
- Collaborating with in-market partners like the Chambers of Commerce, Institute of Export and International Trade and Department of International Trade offices to ensure the full breadth of support is available to Welsh businesses.

Welsh Government Overseas Offices

Another key element of our support for businesses is our overseas office network, with 21 offices located across 12 markets.

Overseas Business Development Visits (OBDV) Grant

This support is specifically designed to stimulate increased exports from Wales by encouraging eligible businesses to undertake new export development activity in overseas markets.

This grant is focussed on helping companies to develop and secure new export business by providing them with financial support towards undertaking independent business development visits to overseas markets and/or exhibiting at key overseas

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trade shows and exhibitions.

To be eligible for OBDV support, businesses must:

- Demonstrate a clear need for the grant for the activity to go ahead (or to not be significantly delayed) and that the activity is focussed on winning new export business – OBDV support cannot be used to service existing contracts or customers.
- Have an up-to-date Welsh Government Economic Contract in place.
- Not have made any prior commitment to any part of the activity.
- Be based in Wales and be able to demonstrate that they are selling products or services that either originate substantially from Wales or that they are adding significant value to a product or service of non-Wales origin.

OBDV support is also subject to further eligibility criteria.

How can you benefit?

OBDV support covers 50% of the cost of certain elements of a business development visit (for one representative per company) or exhibiting at an overseas trade show or exhibition (for up to two representatives per company) up to a maximum grant level of £10,000 per application (minimum grant level of £1,000 applies). Companies can have a maximum of three successful applications per annum.

Export Ecosystem

The Welsh Government's ambitious Export Action Plan is not something that we can fully deliver without the support of others. An effective export ecosystem ensures that exporters have access to the support and advice they need on various aspects of exporting, including finance, export documentation, logistics and legal issues, as well as training and skills development.

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The good news is that we are fortunate to already have an extensive, ready-made network in place here in Wales. Our ecosystem partners include:

Intermediaries

- Accountants.
- Lawyers.
- Finance and Insurance Providers.
- Consultants.
- Logistics and Technology Specialists.
- Universities and Colleges.

UK and Overseas Networks

- Welsh Government overseas offices.
- Overseas Chambers.
- Overseas Ambassadors and Embassies in London.
- Honorary Consuls in Wales.
- Welsh diaspora and alumni.
- British Council.

Local Government

- Local Authorities.
- Regional partnerships.
- City/growth deals.

UK Government

- Department for Business and Trade (DBT).
- Department for Environment, Food and Rural Affairs (DEFRA).
- Foreign, Commonwealth and Development Office (FCDO).
- HMRC.

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- UK Government in Wales.

Business Representatives and Bodies

- Chambers of Commerce.
- Trade Associations.
- Professional Membership Bodies.
- Institute of Exports.

Contact us

To find out more and start to benefit from the support outlined in this brochure, please contact us via

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businesssupport@gov.wales

businesswales.gov.wales

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