



# Overseas Events Programme

Visiting the market can be a crucial element of winning and keeping business, whether it be visiting or exhibiting at an Exhibition or Trade show or just visiting the market and potential customers. The markets and exhibitions in our programme have been selected to reflect current international developments which present real opportunities for Welsh Businesses.

## How can you benefit?

By participating in one or more of our overseas events you will be part of a Welsh delegation and will benefit from:

- Support leading up to the event, helping you to identify potential partners, customers and opportunities
- In-market welcome briefing following arrival
- Business to business networking reception (if sufficient demand)
- Access to local support through Welsh Government and UKTI overseas offices
- Travel and accommodation booked on your behalf at a supported cost of 50%
- Publicity (where appropriate)
- Nominal fee for stand space (Exhibitions only)
- Mission manager will accompany each event

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.



*"The support of the Welsh Government is absolutely key when you're looking to start in a new market or you're starting to export. It's very daunting to go into a new country where you know no-one, you don't know any of the customs, where to stay, who to meet and they do all the groundwork for you, so it speeds it up, it makes it so much easier"* Stuart West, Managing Director, Biocatalysts Ltd.



If you think you could benefit from this support please contact **Business Wales** on **03000 6 03000** or email **businesssupport@wales.gsi.gov.uk** or alternatively contact your Business Development Manager.

