

**Pwyllgor Diwylliant, Cyfathrebu, y Gymraeg,
Chwaraeon, a Chysylltiadau Rhyngwladol**

**Culture, Communications, Welsh Language,
Sport, and International Relations Committee**

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Mark Drakeford MS
First Minister
Welsh Government

Dyddiad | Date: 17 June 2022

Pwnc | Subject: **Promoting Welsh culture and the football World Cup**

Dear Mark,

Following the success of Wales' men's national football team to qualify for the 2022 FIFA World Cup Finals in Qatar, I would be grateful if you could set out the work which the Welsh Government will be undertaking to capitalise on this opportunity.

I would also be grateful if you could set out what the Government will be doing to ensure that the increased global visibility will be used to promote Welsh culture and increase economic opportunities, either through established channels such as the existing Overseas Offices, or by creating new partnerships to exploit the potential for promoting Wales to the world.

I am copying this letter to Paul Davies MS, Chair of the Economy, Trade and Rural Affairs Committee as I believe they also have an interest in pursuing this topic.

Yours sincerely,



Delyth Jewell MS

Chair

Culture, Communications, Welsh Language, Sport and International Relations Committee



**Senedd Cymru
Welsh Parliament**