

Rebecca Evans AS/MS  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref IM/RE/10583/24

Andrew RT Davies MS  
Chair  
Economy, Trade and Rural Affairs Committee  
[AndrewRT.Davies@senedd.wales](mailto:AndrewRT.Davies@senedd.wales)

3 March 2025

Dear Andrew,

Further to the meeting of the Economy, Trade and Rural Affairs Committee on 15 January, I agreed to write to you to provide more detail on our progress in the delivery of the Export Action Plan for Wales.

The Export Action Plan sets out overarching measures on the effectiveness of our activities and support provided to businesses on exports, including:

- The number of businesses that we engage with
- The number of events organised in Wales and Overseas
- The value of new export orders, in new and existing markets, won by businesses that we have supported.

The attached document provides an update on the progress of delivery of all actions in the plan, including the number of businesses engaged on export support and the number of in-Wales and overseas trade events delivered since the Export Action Plan was published in January 2021. As previously reported to the Committee, as a direct result of the programme interventions, the Welsh Government Export Team has recorded more than £300m of new export sales secured by Welsh businesses, with around £700m in export opportunities identified as a direct result of Welsh Government export support.

Yours sincerely,

**Rebecca Evans AS/MS**  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
0300 0604400

Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1SN

[Correspondence.Rebecca.Evans@gov.wales](mailto:Correspondence.Rebecca.Evans@gov.wales)  
[Gohebiaeth.Rebecca.Evans@llyw.cymru](mailto:Gohebiaeth.Rebecca.Evans@llyw.cymru)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

## Export Action Plan – progress on delivery (as at end January 2025)

	Action	Update
<b>Step 1 – Inspiring Exports</b>		
	<b>Immediate Term</b>	<b>Progress</b>
1	Make our temporarily expanded network of International Trade Advisers (ITA), a permanent feature of our team in Wales. The network is based pan-Wales and will ensure there are experts ‘on the ground’ in all parts of Wales providing advice and support on exports to businesses.	All of the International Trade Advisor (ITA) roles that were temporary posts when the Export Action Plan was published have now been made permanent within the Welsh Government Export Team. The team continues to provide ‘on the ground’ support to businesses on their export development across the whole of Wales. Since the publication of the Export Action Plan (from April 2021 to end January 2025), the team has delivered over 4,600 meetings with Welsh businesses to discuss their export development.
2	Through our overseas based staff, promote their respective markets, the export opportunities available to Welsh businesses and the support they can provide via a new and ongoing programme of one-to-many webinars and one-to-one video conferences with Wales based companies.	We continue to deliver a significant programme of seminars/webinars/events, including with Welsh Government overseas teams as well as other market experts, to promote understanding amongst businesses of key export market opportunities. For example, our overseas teams have participated in webinars focussed on their respective markets (recorded webinars can be viewed on the Business Wales website) as well as highlighting market opportunities at our annual flagship Explore Export Wales events, which will next take place in March 2025.
3	Ensure the ITA network works alongside our Business Wales service, which provides support to micro business, SMEs and business with high growth potential who have exporting as a business priority.	ITA team works closely with the Business Wales service to ensure support is provided to all relevant businesses. Referrals are made between the Welsh Government Export team and Business Wales team and vice versa on an ongoing basis with regular update meetings undertaken to share market intelligence. Business Wales Trade Advisors also join the Welsh Government teams at events including Explore Export Wales and seminars.
4	Continue to provide a telephone helpline service and digital platform for all in-bound micro and SME enquiries including exporting, through our Business Wales service.	Business Wales continues to provide a helpline service and digital platform, including for exporting. Business Wales triages incoming enquiries and distributes accordingly, including to the Welsh Government Export team when a business requires more in depth support. The Business Wales help desk has received 256 requests for export support since the launch of the Export Action Plan also triages enquiries received via marketing and LinkedIn campaigns.

5	<p>Deliver a renewed export exemplar marketing campaign showcasing our successful exporters to inspire other businesses.</p>	<p>Through our Business Marketing and Export Teams, we continue to deliver an Export Exemplar campaign to showcase successful Welsh exporters. 29 export exemplars are currently featured on the Business Wales website, and further work is being finalised to add a further exemplar, to have 30 in place by end March 2025.</p> <p>The campaign aims to leverage Export Exemplars to spotlight export opportunities for Welsh businesses. This integrated effort seeks to position exporting as a tool for resilience and growth, while promoting the export support, products, and services offered by the Welsh Government. Marketing and communications activities have included a promotional film on overseas market visits, print and digital partnerships with media such as Wales Online, and a digital audio campaign on Spotify and DAX. Additionally, targeted adverts on Sky AdSmart commenced on 10 February. Each Exemplar engages in PR activities, resulting in coverage across various media, both within Wales and in specialist publications. Activity also focuses on driving traffic to the Export webpages on Business Wales to connect interested businesses with our export support.</p>
6	<p>Follow up with businesses which have received support from the Welsh Government Economy Futures Fund under the Exports and Trade Call to Action to ensure export support is readily available to them to support achievement of their objectives.</p>	<p>All companies that have received support through the Economy Futures Fund under the Export and Trade Call to Action have received Welsh Government Export support.</p>
7	<p>Ensure our support for exports (across all export journey steps) will be conditional and we will be clear from the outset our expectation that in return for our support, businesses will need to provide a return on investment as well as supporting our efforts to broaden our reach to other businesses in Wales.</p>	<p>Eligibility criteria for all businesses accessing export support programmes is clear that support must be proportionate and reflect the likely return on investment to the Welsh economy. All businesses supported through export support programmes are expected to provide details of the benefits that the support has helped to generate, and our Export Team contacts companies on an annual basis to enquire about export deals as a result of our core export support programmes.</p>
<b>Medium / Longer term</b>		<b>Progress</b>
8	<p>Proactively identify businesses with 'untapped export potential' (including through our Business and Regions Teams) to encourage exporting.</p>	<p>The Welsh Government team of International Trade Advisors (ITAs) regularly engages with key stakeholders to proactively identify businesses with untapped export potential. For example, ITAs make regular visits to incubator and innovation spaces to introduce Welsh Government export support programmes. The team also has regular meetings with the Economic Development Teams in local authorities, which generates cross referrals of companies. In addition, the team regularly attends meetings/events organised by business representative organisations, including UK Government, to promote exporting and Welsh Government export support.</p>

9	Pilot an innovative 'new exporter' programme to provide intensive support to a small number of businesses with the ambition and potential to become new exporting businesses from Wales (as a means to grow the number of businesses exporting in Wales on a regular and sustainable basis).	A successful pilot 'new exporter programme' was delivered in 2021-22. Since then, the programme has continued and has supported cohorts of up to 15 businesses each year, providing them with intensive support, enabling them to become regular/sustainable exporting businesses. The fourth annual cohort, consisting of 15 businesses, is finalising participation in the programme for 2024-25, and we are beginning preparations to launch the programme for a fifth cohort during 2025-26.
10	Deliver an annual Export Conference to promote the benefits of exporting to businesses across Wales, providing an opportunity for them to find out about market opportunities, export procedures and the support available from Welsh Government and our delivery partners.	Conferences have been delivered in March 2021 (held virtually due to Covid), then in March 2022 (Cardiff) and March 2023 (in Cardiff and Deeside), then in March 2024 (in Cardiff and Deeside). The next 'Explore Export Wales' conferences are scheduled to take place in March 2025 (in Cardiff and Llandudno). The event has become our flagship annual export event for Wales, and it is notable that attendance (and interest) from businesses has increased year on year, with 475 delegates attending in person in March 2024 (up from 335 in 2023 and 205 in 2022).
11	Increase the number of businesses that we are engaging with on exports.	<p>In 2020-21 (i.e. prior to the publication of the Export Action Plan) we supported 187 businesses through our core export programmes [note: this does not include the overall numbers of businesses interacting through the ITA team]. Since the publication of the Export Action Plan, the numbers of businesses supported through the export programmes has increased. The latest full year figure for 2023-24 recorded 280 businesses supported.</p> <p>In addition to that, since the publication of the Plan, our records indicate that more than 500 businesses (that had not previously accessed Welsh Government export support programmes) have since participated in our programmes/activities to develop their exports.</p>
<b>Step 2 – Building Capability</b>		
<b>Immediate Term</b>		<b>Progress</b>
12	Increase our capacity to support exporters through EU Transition, using in house, outsourced and partner expertise to help resolve both short and longer term issues and challenges.	<p>Welsh Government introduced a number of new mechanisms to bolster support for exporters through the EU Transition process and beyond. This included:</p> <ul style="list-style-type: none"> <li>- extending the existing International Trade Development (ITD) programme to include a bespoke 'EU Transition Q&amp;A Service' to provide our International Trade Adviser (ITA) Team with direct access to additional expertise on process and compliance issues so that they could respond swiftly and accurately to enquiries from exporters.</li> </ul>

		<p>- establishing a 'Rapid Deployment Service' that enabled the provision of expert support directly into businesses to resolve urgent cross border trade and EU Transition related issues such as customs procedures, tariffs and tariff codes, documentation, regulatory compliance, etc.</p> <p>- providing an 'International Manager for Hire' Programme designed to support the capacity of exporters to manage the immediate and longer term impacts of EU withdrawal for their business.</p> <p>- convening a network of external partners based in Wales with the technical expertise to advise and guide exporters through EU Transition related issues and challenges.</p> <p>In addition to the above, the Welsh Government worked with the UK Government's 'Field Force' project which focussed on proactively contacting businesses that trade more than £250k per annum with the EU-only to assess and support their readiness for EU Transition.</p>
13	Undertake a proactive and targeted campaign to contact existing Welsh exporters (including our Major Exporters) to ascertain the impact of COVID-19 on their export business and put in place an appropriate package of export programme support.	As above, the Welsh Government International Trade Advisor (ITA) Team engaged with businesses on exports (including existing exporters) throughout the period of Covid and beyond. Specific programmes of export support were adapted to mitigate the impacts of Covid, for example, the overseas trade missions programme incorporated a series of 'virtual' trade missions, which enabled businesses in Wales to continue to have the opportunity of meeting potential new overseas clients, without the need for physical travel.
14	Continue to deliver our International Trade Development (ITD) programme to support market research/qualification, and ensure it is adapted to ascertain the post COVID-19 markets landscape, what it means for businesses, and thereby providing vital intelligence on how to prepare for the future.	The ITD programme has continued to be delivered since the publication of the Export Action Plan, providing businesses with the intelligence and research to help them better understand the exporting landscape and make informed decisions about future exporting activity. Since the publication of the Plan (from January 2021), 162 ITD projects have been delivered.
15	Develop a new framework for 'Export Clusters' in Wales to systematically build capacity and capability for exporting on a one-to-many basis. This will initially be a pilot programme for one of our key sectors and will build on the model of the Food and Drink Wales Export Club.	Following a successful pilot of an export cluster for the Med Tech and Diagnostics sector, a full 'Export Clusters' initiative was established in 2021. The following export clusters continue to deliver export support: <ul style="list-style-type: none"> <li>▪ MedTech &amp; Diagnostics</li> <li>▪ Technology</li> </ul>

		<ul style="list-style-type: none"> <li>▪ High-value Manufacturing</li> <li>▪ Consumer Products</li> <li>▪ Renewables &amp; Clean Energy</li> </ul> <p>These export clusters are in addition to the pre-existing Food and Drink Export Cluster. In total, more than 330 Welsh businesses are being supported on their export development across all export clusters. A survey of the effectiveness of the export clusters was published in December 2024.</p>
16	Deliver (in conjunction with delivery partners) a structured programme of in-Wales events/seminars (on a virtual basis in the immediate term) to raise awareness of market opportunities and export processes on a one-to-many basis.	Since the publication of the Export Action Plan, a significant programme of seminars/webinars has been delivered for businesses in Wales. The events have covered numerous export topics, for example, developing a successful export strategy; e-commerce; rules of origin; customs requirements etc. Events have also covered a range of key export markets to raise awareness of opportunities and advice on how to do business, including Japan, USA, Ireland, UAE, Canada, Australia, South-East Asia etc. Since April 2021, more than 60 events have been delivered, with over 800 participants.
17	Bolster our digital support for exports by introducing new online 'bite-size' training modules on export topics within the Business Wales Business Online Support Service (BOSS) for businesses that are new to exporting; and our Export Zone, including our new Export Hub providing in-depth guidance on all aspects of exporting.	<p>Six training modules on the fundamentals of exporting have been created and published via the Business Wales BOSS platform. In addition to this, the online Export Hub is available to all businesses in Wales and provides a dedicated and comprehensive resource bringing together under one portal the latest export data, information and guidance. This includes support for businesses to find export opportunities; as well as provide information on getting goods to overseas markets. As of January 2025, there are 359 registered users of the Hub.</p> <p>Alongside Welsh Government support, the UK Government/DBT provides an Export Academy delivering online training for exporters, and our ITA team continues to proactively promote this to businesses in Wales.</p>
18	Deliver dedicated support to exporters through our International Manager for Hire (IM4H) grant programme which will help mitigate the risks of exiting the EU and build resilience capability to help safeguard existing business with the EU and/ or identify further opportunities in non-EU markets.	IM4H garnered interest amongst exporting businesses when initially launched in late summer 2019. As the initial disruption from the EU exit eased, interest in the programme decreased, therefore the programme was closed in April 2023. In total, 10 applications for support were approved.
19	Help and encourage companies to develop their export capabilities through an Export Training Grant providing targeted support for staff to undertake accredited export related training.	The Export Training Grant has been available for the duration of the Export Action Plan and continues to be available for businesses in Wales. The grant continues to provide businesses with access to funding to provide staff with accredited training to improve

		their capability to export. 17 projects have been completed since the launch of the Export Action Plan.
20	Expand our International Trade Development (ITD) programme to include e-commerce advice for exporters, particularly to support online platforms for selling and marketing.	The ITD programme was modified (in Feb 2022) to include a unique section to provide support on e-commerce. In addition to this, the Welsh Government has also delivered seminars for businesses specifically focussed on developing their e-commerce, for example: an E-commerce webinar in October 2022; seminars at the Explore Export Wales conferences in March 2024; as well as seminars taking place in Pembroke and Conwy in the autumn of 2024. Further seminars will be delivered as part of Explore Export Wales in March 2025.
<b>Medium / Longer Term</b>		<b>Progress</b>
21	(subject to a successful pilot) Expand our Export Cluster programme to include more key sectors.	Following the MedTech & Diagnostics export cluster pilot, the following additional clusters were announced in October 2021: <ul style="list-style-type: none"> <li>• Technology</li> <li>• High-value Manufacturing</li> <li>• Consumer Products</li> <li>• Renewables &amp; Clean Energy</li> </ul> See Action 15 (above) for further detail on export clusters.
22	Encourage SMEs to use Welsh Government's SMARTCymru programme to 'innovate to export' in order to improve market readiness and strengthen intellectual property.	The Welsh Government Export team continues to support innovative Welsh businesses to export, supporting overall delivery of the Welsh Government Innovation Strategy. Business support referrals are made on an ongoing basis between the Innovation and Export teams.
23	Deliver targeted and regular communication/newsletter updates as a means to further 'reach out' to our Welsh businesses, providing regular updates on market trends and emerging opportunities.	The Welsh Government Export Team has, and continues to use, a number of outreach mechanisms in a targeted manner. This includes: <ul style="list-style-type: none"> <li>• An email mailing list, used to promote both in-Wales and overseas export events</li> <li>• Business Wales newsletter</li> <li>• Social Media channels to highlight ongoing export support messaging</li> <li>• Ongoing export marketing programme designed to inspire exporters primarily via our Export Exemplars campaign delivered in conjunction with the Business Marketing Team</li> <li>• The team also works with Export Ecosystem partners to promote the export support available.</li> </ul>

		In addition, through the Export Clusters, two bilingual newsletters per cluster are delivered each year, highlighting export success stories, market opportunities for member businesses, case studies etc.
<b>Step 3 – Finding Customers</b>		
	<b>Immediate Term</b>	<b>Progress</b>
24	Continue to deliver our International Trade Opportunities (ITO) programme to support businesses in identifying suitable in-market customers. We will ensure the programme is adapted to support businesses which may have lost significant international sales due to COVID-19, to help them ‘re-connect’ with international customers or find new ones to ‘replace’ those lost. We will also offer the ITO programme on a fully subsidised basis for a time limited period.	The ITO programme continued to deliver throughout the Covid-19 period and was adapted to enable companies to have virtual meetings arranged instead of face-to-face whilst travel restrictions were enforced. The company fee for an ITO was also paused from March 2020 until July 2023, providing further financial benefit to businesses. Since the publication of the Plan (from January 2021), 197 ITO projects have been delivered.
25	Introduce a new ‘virtual meeting arranging’ service through the ITO programme as a means to further enable businesses to meet with potential customers/partners in overseas markets.	As per above, a virtual meeting arrangement service was added to the ITO programme following travel restrictions from Covid-19. This service is on-going therefore businesses supported through ITO, have the option of face-to-face or virtual meetings arranged.
26	Place a greater emphasis on our Welsh Government Overseas Offices identifying potential business opportunities in their respective markets that could be matched with and contested by Wales based businesses.	As highlighted in Actions 2 and 16, the Welsh Government Overseas teams have and continue to deliver numerous seminars/events to highlight business opportunities in their respective markets. The upcoming Explore Export Wales conferences in March 2025 will feature representatives from all Welsh Government Overseas teams, as well as seminars focusing on market opportunities in key markets such as the USA, Japan and the European Union.
27	Ensure our London office will facilitate connections with representatives from overseas markets including Embassies, High Commissions and Chambers of Commerce to support Welsh exporters.	The Welsh Government’s London Office continues to facilitate connections with Embassies, High Commissions etc. on an ongoing basis. For example, in November 2024, the First Minister hosted an event for the diplomatic corps in the London office to highlight overarching international priorities, including support for Welsh exporters. In total 127 delegates attended the event from over 60 countries the vast majority were Ambassador/High Commissioner level or Deputy head of Mission. In addition, during the 2024 calendar year, 28 Ambassadors/High Commissioners/visiting Ministers were hosted by the International Relations team in Wales.

Medium / Longer Term		Progress
28	Deliver a new online 'Buy from Wales' directory that will enable overseas buyers to contact Welsh suppliers more easily as a means to facilitate greater trading opportunities.	This action has been progressed through the Export Cluster initiative, a key part of which has been the development of an online directory highlighting all businesses within each Export Cluster. The directories are published on the Business Wales website and can be used to identify potential trading partners in Wales, including by overseas buyers, interested in the products/services offered by cluster members.
29	Support major exporters by providing strategic intelligence and insight, introductions and advice to exploit opportunities in new markets.	<p>Our online Export Hub provides market intelligence, data and insights to help businesses, including major exporters, to devise and refine their export strategies and to unearth potential new export opportunities. In addition, our team of International Trade Advisers (ITAs) based throughout Wales, responds to queries from, and provide support to, major exporters as and when required.</p> <p>Our overseas based staff can also provide local knowledge and guidance to exporters of all sizes, including major exporters, as well as facilitating introductions to useful market entry specialists, senior UK government staff, potential business partners, customers, buyers, etc.</p>
30	Maximise our cultural and sporting relations, soft power and economic diplomacy to full effect to showcase our major exporters in their strategic markets.	Cultural, sporting and other events continue to be used as a platform to promote Welsh exports. For example, coinciding with the Rugby World Cup in France in 2023 (and during the 'Year of Wales and France'), a number of trade-focussed events were delivered, supporting Welsh exporters to explore export opportunities in the market. As part of organised events to celebrate St David's Day, trade focussed events have been delivered in various markets, including Ireland and Australia. Similarly, during June 2025, as part of events taking place during Expo 2025 in Japan (and as part of the 'Year of Wales and Japan') a trade mission of Welsh businesses is currently being organised.
Step 4 – Getting to Market		
Immediate (and potentially medium / longer) Term		Progress
31	Review our overseas trade events programme to focus on the markets and sectors outlined earlier in this plan whilst also embracing those major cultural and sporting events that can provide opportunities for our exporters.	The Welsh Government overseas trade events programme is reviewed annually and based on the overall needs of businesses to travel to key markets/exhibitions. As highlighted in Action 30, some events coincide with cultural/sporting events, where appropriate. The programme is published on the Business Wales website, through which businesses can express their interest in participating. Since the publication of the Plan, 72 overseas trade events have been delivered, supporting nearly 900 delegates.

32	<p>Introduce the delivery of new 'virtual market visits' working closely with our Overseas Offices and where necessary with other in-market partners including DBT and Chambers of Commerce. This will further support our broader commitments on sustainability and encouraging less international travel.</p>	<p>Virtual market visits/trade missions were introduced during the period where there were travel restrictions as a result of Covid-19. They were a key resource in helping Welsh businesses maintain (as far as possible) business-as-usual. Whilst businesses welcomed the opportunity to engage with potential in market customers virtually during the Covid period, post pandemic global trade exhibitions reverted back to in-person events with no virtual facilities. Interest and participation in physical Trade Missions and Overseas Business Development Visits (OBDV) projects has also grown substantially since 2021. For example, 31 OBDV projects were completed in 2021-22, whereas in 2024-25 to the end of January, 162 projects have been completed. Furthermore, 13 delegates joined Medica when it was delivered virtually in November 2020, whereas Medica in Düsseldorf in 2024 attracted over 50 Welsh delegates evidencing demand to meet potential customers face to face. Following the end of Covid restrictions, the virtual visits/trade missions have concluded in response to the requirements of business, however, the virtual meeting arrangement service (through the ITO programme) continues to be available to businesses. Similarly, through the New Exporter programme, we have provided the opportunity for businesses to undertake 'virtual' in market meetings.</p>
33	<p>Continue to offer our Overseas Business Development Visit (OBDV) grant support to assist businesses to travel independently to develop new export business. In the immediate term, we expect a reduction in the demand for this, given travel restrictions, however, where businesses are able to travel, we will expand the eligibility for the grant (for a limited period) to support businesses to recover business in existing markets (as well as for new business opportunities) as a means to further support export recovery.</p>	<p>The OBDV grant has continued to be delivered since the publication of the Export Action Plan, providing businesses with support to visit overseas markets independently to explore new business opportunities. Since the publication of the Plan (from January 2021), 459 OBDV projects have been delivered.</p>
34	<p>Through our Overseas Offices, deliver in-market events and activities, for example, briefings, making in-market contacts (DIT, chambers, clusters, networks), online pre-mission webinars to support businesses preparation.</p>	<p>All trade missions and exhibitions are preceded by a market / event online briefing. These are delivered by the Welsh Government Export Team with in-market support from our overseas teams or, if focused on a market where there is no Welsh Government presence, other in-market partners. Similarly, all trade missions provide attendees with an in-market briefing at the beginning of the event (in-market) and a networking reception mid-week to further promote the presence of the Welsh delegation in the market.</p>
35	<p>Through our Overseas Offices, provide 'on the ground' support to Welsh businesses undertaking export focused visits to their region whether as part of a visiting trade delegation or independently.</p>	<p>Providing support to businesses in Wales looking to develop their export business is a core function of the Welsh Government overseas teams. In addition to providing support for businesses travelling independently to market, the overseas teams also deliver</p>

		support to businesses taking part in Welsh Government organised trade missions and attendance at trade exhibitions.
	<b>Medium / Longer Term</b>	<b>Progress</b>
36	Use any presence at overseas exhibitions as a means to also promote Wales as a premier location for inward investment, particularly where there is alignment between either the sector focus of the event or the market where the event is held with Wales' core investment propositions.	For particular sectors and markets, Welsh Government presence at trade exhibitions is also used as a basis for promoting inward investment opportunities for Wales, and our Export and Inward Investment teams (alongside other business facing teams) work closely to ensure those opportunities are maximised. For example, at the Games Developers Conference, Medica, Money 2020, MRO Europe, World Nuclear Exhibition, Paris Air Show and Arab Health exhibitions.
37	Through our Overseas Offices, identify in market export activities within their regions, to directly inform overall planning for trade events and particularly in conjunction with other in-market partners, such as DBT, chambers, and cluster networks.	As part of our review and planning of the annual Overseas Trade Events programme, the Welsh Government overseas teams (alongside other relevant Welsh Government teams) identify potential in market events/activities within their respective regions, which directly inform the final programme, which is subsequently agreed by Ministers and published on the Business Wales website.
38	Through our Overseas Offices, showcase products and services and use office facilities (where possible) to facilitate in-market meetings and events.	Where space allows, products/services from Wales are routinely showcased within Welsh Government overseas offices. For example, in Brussels we have a range of Welsh products showcased in the Welsh Government office. Similarly, products and services are routinely showcased during in market events (for example, Welsh food and drink served at St David's Day events).
39	Commission future research on priority target export markets and sectors to ensure that our activity, including our events programme, is focused on the right markets and opportunities (particularly to better understand the post-COVID-19 landscape). This will also take into account opportunities linked to the UK's developing trade policy and future trade agreements.	The Welsh Government's Knowledge, Analytics and Statistics (KAS) team managed an external project to research priority target export markets. The outcomes from the research have been used as part of the consideration and development of the annual Overseas Trade Events programme. We are currently undertaking an evaluation of core export support programmes (including overseas trade events) delivered through the Export Action Plan, which is due to be published by summer 2025.
<b>Step 5 – Working With Others</b>		
	<b>Immediate Term</b>	<b>Progress</b>
40	Engage regularly with DIT in the UK and overseas to share best practice and align delivery of support.	Welsh Government teams in Wales and overseas work closely with DIT teams (now Department for Business and Trade (DBT)) to align delivery of support. For example, DBT teams support the delivery of Welsh Government trade missions, supporting pre-market and in-market business briefing events and networking receptions. DBT teams also support and attend the flagship Explore Export Wales events; as well as supporting

		seminars/webinars for businesses in Wales on export market opportunities and wider export support (for example, seminars have been delivered on UK Export Academy, Nordic roadshow, opportunities from the Australia and New Zealand Free Trade Agreements etc.). Welsh Government overseas teams continue to work closely (and in the majority of cases are co-located) with DBT overseas teams.
41	As part of our Diaspora Plan, work with the business focussed diaspora in key markets who can support 'opening doors' to export opportunities for Welsh businesses, by identifying potential in-market opportunities and supporting Welsh business interests in overseas markets.	Welsh Government overseas offices work to develop diaspora links in market to maximise opportunities through business networking and support in market. Welsh Government 'envoys' also support and facilitate business links in key markets (including the US and Middle East). Welsh Government also works with organisations such as Global Welsh to support overseas events and identify additional in-market opportunities.
42	Work with partners including Chambers of Commerce; representative bodies such as the Federation of Small Businesses (FSB), Institute of Directors (IOD) and the Confederation of British Industry (CBI), and intermediaries including accountancy and legal firms to deliver events and awareness sessions.	Welsh Government works with the Chambers of Commerce and representative bodies such as the FSB, IoD and CBI. All organisations are part of the Wales 'export ecosystem' and we continue to work with them to deliver events and awareness sessions (for example, we participated in an FSB north Wales event in June 2024 to highlight Welsh Government export support to wider members). The export ecosystem organisations also participate in the Explore Export Wales events, as well as support our in-Wales programme of seminars and webinars. Whilst those organisations can highlight Welsh Government support for exports to their members, we also promote events those organisations are delivering on export development in Wales (via the Business Wales website). At an operational level, our ITA team continue to refer appropriate businesses to partner organisations for support delivered by them, for example, support on export documentation to the Chambers of Commerce.
43	Work with UK Export Finance (UKEF), the Development Bank of Wales and others to ensure that exporters in Wales have access to finance for their export contracts.	The Welsh Government works closely with UKEF, making direct referrals for businesses seeking financial support appropriate to the UKEF offer, as well as organising seminars on export finance, led by UKEF in Wales. For example, all Explore Export Wales events feature seminars on support available from UK Export Finance; whilst Development Bank of Wales and other banking institutions also participate in the events. Welsh Government also promotes UKEF activity and events via Business Wales website and via social media.
44	Ensure that Welsh businesses have sight of and access to supply chain opportunities generated by UKEF's support for major overseas projects.	As above, the Welsh Government works closely with UKEF, making direct referrals for businesses seeking financial support appropriate to the UKEF offer, and facilitates opportunities for Welsh businesses to be aware of wider opportunities through UKEF. This includes export seminars focussed on UKEF support, as well as providing dedicated exhibition space at Explore Export Wales to facilitate further engagement with

		businesses in Wales. The Welsh Government ITA team also regularly engage with the UKEF team to share opportunities for Welsh businesses.
45	Work with sector organisations in Wales and across the UK to deliver our Export Cluster programme.	The Welsh Government continues to work closely with sector organisations to support wider export activities, including the Export Cluster programme. For example, we work with manufacturing sector bodies such as Make UK, Aerospace Wales and Wales Automotive Forum to identify export opportunities and deliver support programmes and events. Similarly the Life Sciences Hub, MediWales and the Association of British Healthcare Industries are key partners in the Life Sciences sector delivery. Marine Energy Wales, the Wales Nuclear Forum, Renewables UK are partners in the Clean Energy and Renewables sectors and Fintech Wales and Technology Connected have supported efforts in Tech export activities.
<b>Medium / Longer Term</b>		<b>Progress</b>
46	Bring partners together periodically and as part of our Export Conference to share experiences of supporting exporters and to explore opportunities to refine our support to meet current and future needs.	Explore Export Wales events have been delivered in 2021 (virtually), 2022, 2023 and 2024. The next events will take place in March 2025 (in Cardiff and Llandudno). The event has become our flagship annual export event for Wales and brings together the Wales export ecosystem (to exhibit and/or take part in the seminar programme), which includes the UK Government Department of Business and Trade, UKEF, UK Export Academy, , the Intellectual Property Office (IPO), the Chambers of Commerce in Wales, Development Bank of Wales, and the Chartered Institute of Exports and International Trade. Private sector providers of finance and export services also participate in the events.
47	Host UK government staff and teams (including DIT) visits to Wales to raise awareness of Welsh export capabilities.	The Welsh Government has hosted DBT project teams related to export / procurement opportunities to the UN and CERN, as well as hosting overseas commercial teams from Southern Europe, Indo-Pacific, the Nordics and Baltics to promote the support available for Welsh SMEs in those markets. DBT Commercial officers also constitute a key element of the Explore Export Wales conference providing opportunities for businesses in Wales to have 1-2-1 meetings to discuss in market export opportunities.