

Walter May
CEO
Global Welsh

30 January 2026

Dear Walter,

Inward investment inquiry

The Senedd's Economy, Trade and Rural Affairs Committee is currently undertaking an [inquiry into inward investment](#). We feel that Global Welsh may have valuable insight that would help us understand the experience of investors based outside of the UK and we greatly appreciate any thoughts you can share.

We would be particularly keen to hear your views, if any, on:

1. The role of the Welsh Government's overseas offices including whether you feel they are effectively promoting Wales as a destination for inward investment and any information you may have on their success in generating inward investment leads; and
2. The "customer journey" for investors who are in the process of investing in Wales more broadly.

We would also welcome your feedback on any other areas covered by the Inquiry. The terms of reference are:

- How effective is the Welsh Government's approach to attracting inward investors to Wales, and what are its main strengths and weaknesses? How should any perceived weaknesses be addressed?



- To what extent does the Welsh Government's approach to attracting inward investment target areas of strength within the Welsh economy? How successfully it is taking opportunities in emerging sectors with the potential to play a key role in the future economy?
- How well do the different layers of government work together to bring inward investment into Wales, and are there any improvements that could be made?
- How effectively does the Welsh Government provide ongoing support to inward investors, and to what extent does this support existing investors to expand or safeguard their operations in Wales?
- What are the key barriers Wales faces in attracting and retaining inward investment, and how should these be tackled?
- Which examples of best practice from beyond Wales could the Welsh Government learn from in relation to attracting inward investment and providing ongoing support to inward investors?
- To what extent does the available data provide a clear and comprehensive picture of inward investment into Wales, and are there any improvements that should be made?

If possible, please can you send your response by 19 February 2026. Your contribution will help ensure that we consider a wide range of views as part of our report.

Yours sincerely,



Andrew RT Davies MS

Chair: Economy, Trade and Rural Affairs Committee

We welcome correspondence in Welsh or English