

# David Russ Column



**1 April 2010**

I was at an event recently with the First Minister for Wales and I was pleased to hear him endorsing our National Recovery Plan for Wales that we launched at the start of the year. We are extremely proud of the document in that it has started a number of conversations and 'think tanks' surrounding Wales' economic recovery.

Wales is a country that consists of hard working, patriotic, business minded people who want to make success become a reality. However, the reality of the time is that business has been struggling and until now has taken a back seat to the public sector.

Times are changing. The recent economic downturn has shed light on the fact that it is the private sector that will take charge, drive recovery and put our country back on track on the road to success and glory.

One way in which to do this will be through internationalisation – something which is going to be key for Wales. With the Ryder Cup fast approaching, Wales and in particular Newport, will be launched into the global marketplace and put into the international limelight. Businesses should take full advantage of this opportunity.

Internationalisation is part of our National Recovery Plan for Wales and one of our recommendations is for International Business Wales – the Welsh Assembly Government's inward investment arm - to develop a Welsh export strategy that builds on our strengths in services and new manufacturing activity.

In order to develop a strategy it is fundamental to be proactive and work together to successfully deliver success to Welsh exporters and not work in isolation. Activities and raising awareness of the benefits of trading internationally will be the crux to recovering Wales.

2010 is the time for business and the time for internationalising our business. For more information visit [www.southwaleschamber.co.uk](http://www.southwaleschamber.co.uk) or [www.centreforbusiness.co.uk](http://www.centreforbusiness.co.uk).