



PRESS RELEASE

For immediate release

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International awareness

The speed of the recovery in the UK is dependant on the speed of the recovery globally. With the upturn of the recession upon us, this will create opportunities for businesses to exploit global markets.

South Wales Chamber of Commerce (SWCC), as part of their National Recovery Plan (NRP) for Wales, has had the opportunity to meet with a number of overseas organisations that have included: an Ambassador for Albania, a Consular for Belorussia, a representative from the Spanish Chamber of Commerce and representatives from Hong Kong. More recently SWCC welcomed a visiting party of French Post Graduate students to create an awareness of the importance of trading internationally.

The French students are taking part in an exchange between their school and that of another in Wales to experience the Welsh way of life. Part of their experience in Wales also involves looking at mechanisms for quality in both management development and production.

In France the majority of businesses sign up to the chamber as a matter of course when starting a new business. The French students were

particularly interested in how we support small businesses to get into the supply chains of larger organisations and bodies - an aspect constantly fed back to SWCC as an area which small businesses across Wales feel very frustrated with.

Graham Morgan, Director of the South Wales Chamber of Commerce, said: "It was a great opportunity for us to be a part of the French students visit and share the reasons why international relationships are vital for the Welsh economy.

"If we can create awareness to students of how important international relationships are they will be better prepared when they step out into the world of work. We need to make the future generation internationally aware of the opportunities there are within the global market place.

"Facilitation of international activity is something we are very keen to develop given the international nature of the chamber brand. SWCC is the route to new markets and inter trading alliances - something we are exploring methodically as part of our NRP for Wales. "

The NRP for Wales also urges Local Authorities and Welsh Assembly Government to look at ways to facilitate a greater interest of Welsh business proprietors in overseas markets. SWCC are keen to work with International Business Wales to develop a Welsh export strategy that builds on our strengths in services and new manufacturing activity.

Morgan continues: "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 key to the business community.”

Ends

Notes for editors

The South Wales Chamber of Commerce is the ultimate business network in South Wales and now incorporates the West Wales Chamber of Commerce. The chamber exists to provide a regional voice and offer support to businesses pan South Wales.

Since merging with the West Wales Chamber of Commerce, the South Wales Chamber of Commerce now represents over 1000 businesses and 100,000 employees.

For more press information please contact Laurian Corner at the South Wales Chamber on 01633 242715 or laurian.corner@southwaleschamber.co.uk