

South Wales Chamber of Commerce International Trade Panel



South Wales
Chamber of
Commerce





Vision Statement

Due to the current economic climate, Welsh businesses are finding themselves in a situation where they need to explore and target markets outside of Wales.

We acknowledge that there is already a range of international business support provided for businesses in Wales. However, our goal is to take what is already in place and build on that to host a fully comprehensive international trade support facility for businesses of all kinds from one location.

To succeed we have to eliminate the existing fragmented approach and duplication of International services provided in Wales. This can be achieved through our International business model - built around the strong brand that is the South Wales Chamber, and links with the British Chambers of Commerce and International organisations.

At the core of this approach will be the support and contribution from our independent International Trade Panel and growth through collaboration and export documentation. We believe the world is getting smaller and Welsh businesses must also look beyond Wales for success.

Introduction

International Trade in Wales is high on the South Wales Chamber agenda and has been recently announced as a political priority, driven by Edwina Hart, the newly appointed Minister for Business, Enterprise and Technology.

We have all experienced the effects of diminishing funding opportunities and a shrinking public sector. Consequently, it is growth and output of the private sector that can make a difference to our economic performance. We must ensure existing and new enterprises have the knowledge and confidence to explore new markets in the UK and on an International scale, to put Wales on the map for new investment and as a country to reside and visit.

The International Trade Panel focuses on delivering the Council of Economic Renewal Agenda for International Trade, it is a platform from which the private sector can be represented, where issues and barriers to trade effectively are addressed and best practice models are recognised, also providing a two-way communication between the private and public sector.

The South Wales Chamber of Commerce launched the All Wales International Trade Panel on 21st July 2011.



'Wales International' - One Stop Shop for International Activity in Wales

A strong Welsh Brand is key to International success
Create a Wales Chamber

Use our Welsh Flag to raise awareness of Wales to the rest of the World

<p><u>International Engagement</u></p> <p>Relationship Management</p> <ul style="list-style-type: none"> Relationship Management strategy to nurture relationships between key countries, incorporating key sector representatives A contact strategy and interaction with ex-pats influential in key countries Use existing international parent companies trading in Wales to attract more companies to Wales Use Ambassadors to their full potential. Do they link with key sectors! <p>Connecting with Academia</p> <ul style="list-style-type: none"> Use existing resources i.e. foreign/UK graduates studying abroad to collate country link information, such as names of key representatives, key businesses etc to develop an international contacts list Foreign students to take a 6 month work placement with businesses wanting to export. This could be a solution to language barriers and developing relationships with appropriate suppliers/buyers In all cases of international links via the Universities, they could use the Chamber of Commerce logo as it is a recognised organisation on a global scale. Students - Business - Financial Service: Require an efficient and effective contact point to link each 	<p><u>Market Research</u></p> <ul style="list-style-type: none"> Identify Priority Countries relevant to the products exported from Wales and/or relevant to the key sectors to strengthen connections and eliminate the current scatter gun approach New research to know where the priority markets are in the world and do we have the products in Wales Research to develop a system to match Global contracts with business Research into the feasibility of developing a complete database of Welsh Exporters Data capture from Universities and Employment services, targeting countries and sectors Working with the fast growth 50 Welsh businesses, we can research how to make businesses 'International Trade Ready' and determine how we encourage growth and ambition in other markets Identify sources for funding opportunities - public sector funding supported by private sector funding. Identifying Inward Investment opportunities 	<p><u>Business Support</u></p> <p>Business Advice</p> <ul style="list-style-type: none"> Create a 'One Stop Shop' for International Trade Services, to incorporate Academic, Public Sector and Private Sector services Instigate a business strategy for trade activities, to increase the number of overseas delegation and to raise awareness within the business community Key Sectors to have clear support mechanisms as there is a misunderstanding of businesses not knowing if they belong to a sector or not! <p>'Fit To Export'</p> <ul style="list-style-type: none"> Diagnostic reviews to identify business strengths and weaknesses Use existing business proprietors who are successful at trading on an international scale as private sector Mentors Provide businesses with a tool kit for tackling language barriers during business transactions 	<p><u>Business Support (cont.)</u></p> <p>Virtual Support</p> <ul style="list-style-type: none"> Social Media has become a quick and powerful communication tool, unused by many business proprietors and unrecognised as a source of communicating information by the public sector 'Wales International' - also as a one stop shop for virtual business support Set-up a Wales International' social media site <p>Trade Documentation</p> <ul style="list-style-type: none"> Increase the number of exporters utilising trade documentation services in Wales South Wales Chamber documentation statistics to be considered as part of regional and national publications <p>Training Portfolio</p> <ul style="list-style-type: none"> To extend international training for companies in-house, one on one, also providing generic and bespoke courses Increase the number of exporters attending international documentation training courses
---	---	---	--

About the International Trade Panel

The International Trade Panel consists of 15 members representing business, exporters and academia across Wales and includes key sectors:

- Financial and Professional Services
- Life Sciences
- Advanced Materials and Manufacturing
- Information and Communication
- Tourism and Hospitality
- Construction
- Energy and Environment
- Creative Industries

Mr Ken Poole	Director	PriceWaterhouseCoopers LLP
Mr Edward White	Area Commercial Director	HSBC Bank plc
Mr Tim Williams	Chief Executive	Welsh Automotive Forum
Mr Matthew Gough	Partner	Eversheds
Mr John Matthews	Managing Director	Clarke Matthews Ltd
Mr Nick Revell	Managing Director	Ledwood Mechanical Engineering Ltd
Mr Nigel Tidy	Head of Partnership	Enterprise Europe Network
Mr Dave Hughes	General Manager	Qioptiq Ltd
Ms Sian Newman	Head of Communications	Institute of Life Science
Mr Paul Greenwood	Commercial Director	Teddington Engineered Solutions Ltd
Mr Dylan Matthews	Chief Executive	Celtic Manor Resort
Mr Steve Maddock	Director	TATA Steel UK Limited
Mr John Lyon	Forwarding Manager	Rhys Davies Forwarding
Mr Craig Evans	Managing Director	Sureview Systems Ltd
Ms Jane Steventon	Managing Director	Machine Productions Ltd

Contacts

For more information please contact us:

T: 0845 600 2760

E: info@southwaleschamber.co.uk

www.southwaleschamber.co.uk

South Wales Chamber of Commerce

Head Office:

Orion Suite
Enterprise Way
Newport
NP20 2AQ

Regional Offices:

The Maltings
East Tyndall Street
Cardiff
CF24 5EZ

1st Floor Suite, 2 Vivian Court
Enterprise Park
Swansea
SA7 9FG