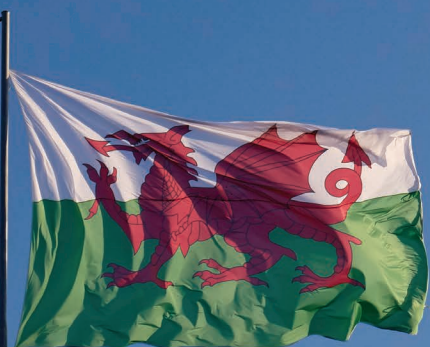




Llywodraeth Cymru
Welsh Government



International Delivery Plan

Five years ago, we published the International Strategy for Wales.

It was bold, ambitious and contained plans to raise the profile of Wales, to grow the economy and to establish Wales as a globally responsible nation.

The world has changed significantly since the International Strategy was published in 2020, and Wales has responded with resilience and purpose. The pandemic showcased our innovative public health approach, earning global recognition. In the wake of the UK's withdrawal from the EU, we have reaffirmed our commitment to internationalism, establishing new partnerships with regions and countries that share our vision and ambition. In response to the war in Ukraine, we have demonstrated compassion and leadership reinforcing our identity as a Nation of Sanctuary. Our cultural and sporting achievements continue to elevate our global profile, providing a platform from which we can celebrate our rich heritage whilst showcasing our ambition to billions worldwide.

Wales is seen as a thought-leader. Our unique and ground-breaking approach to sustainable development in the Well-being of Future Generations Act is influencing the world and, most recently, the United Nations at the Summit of the Future in New York. Welsh policy innovations in areas from language to the circular economy are being examined and discussed the world over.

Wales is a hub for innovation and technology, with world-class higher and further education sectors that support key industries such as clean energy, compound semiconductors, advanced manufacturing, life sciences, fintech, food and drink and the creative industries. Our dynamic business sectors are internationally renowned, bringing together the best of Welsh industry, academia, and talent with leading UK and global businesses. This collaborative economic ecosystem positions Wales at the forefront of cutting-edge developments, showcasing our ability to lead in a rapidly evolving global economy. Businesses in these key sectors are exporting innovative and award-winning goods and services worldwide, continuing our proud history as a successful trading nation.

Our momentum is now. 2025 already promises to be another momentous year for Wales on the international stage—a chance to engage with the world, sharing our values and the opportunities available here. The Women's Football Team will play at its first major international tournament in Switzerland, we will host an investment summit in Wales, and we will strengthen economic and cultural links as part of our Wales and Japan Year 2025. Additionally, the 10th anniversary of the Well-being of Future Generations Act provides a significant opportunity to showcase how progressive policymaking has not only improved the lives of Welsh citizens but also amplified the profile of Wales on the global stage.

This is not the moment for new strategies but for a driven focus on delivery.

This Plan is a call to action.

The Welsh Government, including our Overseas Network, will continue to work to deliver the three core aims of the International Strategy.

Our focus will be on delivery and this Plan sets out our key aims for the next year.

1

We will deliver an International Investment Summit in Wales, bringing together business leaders and investors from across the globe. The summit will serve as a platform to showcase the cutting-edge capabilities of our high-tech sectors, from clean energy to advanced manufacturing and fintech. It will offer delegates an unparalleled opportunity to see the innovation, talent and resources that make Wales a prime destination for international investors.

2

We will attract inward investment into Wales, proactively engaging with global industry and stakeholders to promote all that the country has to offer, creating high value jobs in those sectors of the economy where we can demonstrate we have world-leading strengths. In doing so, we will participate in targeted national and international events, exhibitions and conferences, as well as host inward visits to showcase Wales as a premier destination for investment. Our teams in Wales and overseas will work closely with partners, including the UK Government and its overseas network, to maximise support for attracting investment to Wales.

3

We will support Welsh businesses to export their goods and services across the globe, supporting their overall business growth in Wales. Our activity will focus on inspiring businesses in Wales to export for the first time or grow their existing export business. It will also focus on building export capability to ensure businesses have the right skills, know-how and confidence to be successful exporters; supporting businesses to find new customers overseas; and assisting businesses to visit overseas markets, including through our comprehensive trade missions and events programme. We will continue to use our own trade policy to seek to ensure Welsh businesses can benefit from the opportunities that new trade deals offer.

4

We will strengthen economic and cultural ties as part of our Wales and Japan Year, building on 50 years of Japanese investment in Wales. This year-long celebration will showcase our shared achievements and highlight future opportunities for collaboration.

This will include promoting Wales at the World Expo in Osaka, introducing our country, our values and our achievements to visitors from across Japan and the world. We will also pursue lasting economic connections with Japan and take a trade mission as part of the year.

5

We will engage in key international initiatives to advance our climate and environmental ambitions, and we will continue to ensure that our trade policy activity supports our goal to be a globally responsible nation. This includes fact-finding on Latvia's Deposit Return Scheme to inform our approach, participating in the Under2 European Steering Group to strengthen multi-level climate action ahead of COP30, and showcasing efforts in Wales to address systemic ocean challenges at the UN Ocean Conference. At COP30 in Brazil, we will represent Wales at the world's most significant climate summit, advocating for greater ambition in global climate action and emphasising the critical role of nature and land use in achieving net zero.

6

We will cement our position as a global leader in sports diplomacy by taking new opportunities to showcase the best of our country at major international events, including the Women's European Football Championships in Switzerland and the AIG Women's Golf Open in Porthcawl. We will use these opportunities to develop awareness of Wales from our economic strengths to our ambitions on fairness such as our commitment to be an anti-racist nation.

7

We will showcase the unique identity and global connections of Wales through *Perthyn*, a content series that shares stories of belonging from the Welsh diaspora and those living in Wales. In 2025, we also celebrate the *Year of Croeso*, highlighting our culture, language, and attractions through the Wales *Hwyl* campaign, fostering a deeper appreciation of our sense of place and welcome.

8

We will strengthen our 'Team Cymru' model of diplomacy that brings together Government and key partners across Wales to utilise key opportunities to share learning, influence others and improve outcomes at home. This means joining up with organisations across Wales to maximise our impact. We will use major events at home and overseas to share the best of Wales.

9

We will work closely with the UK Government to ensure that international activities effectively highlight the unique culture and strengths of Wales. We will work with the Foreign Commonwealth and Development Office (FCDO), the Department for Business and Trade (DBT), and other UK Government departments to foster engagement in key regions for Wales. We will showcase Wales as a distinct, innovative nation with a rich heritage and a dynamic future. We will continue collaborating with the Devolved Governments to raise the profile of all the nations within the UK on the global stage, ensuring that each nation's contributions are celebrated and recognised internationally.

10

We will focus on European engagement, taking opportunities to strengthen existing relationships and build new ones. This will include signing new or refreshed agreements with Catalonia and the Basque Country. We will agree a new Shared Statement with the Irish Government, and we will also work to continue to deepen our relationship with the European Union including working with the UK Government on its ambition to reset the UK EU relationship.

11

We will use opportunities to amplify and increase awareness of Wales on the world stage. St David's Day will see a coordinated programme of activity showcasing Wales to the world through a series of engagements and events and work with partners.

12

We will develop a new approach to multilateral engagement to ensure Wales is playing its part in encouraging global responsibility. We will work closely with multilateral organisations on a number of events and projects this year. We will also bolster our activity with Regions4 and look at how our approach to international development through our Wales and Africa programme could be applied more broadly.

13

We will use case studies to demonstrate how international activity is improving outcomes at home. This will include sharing examples such as successful mobility and learning exchanges or policy collaborations, such as developing language technology to more clearly articulate the value of international engagement to the benefit of all in Wales.

14

We will strengthen international collaboration to improve health outcomes for Welsh citizens, building on the success of our partnership with Kerala, India – an initiative which is bringing skilled healthcare professionals, including nurses, doctors and psychiatrists, to the NHS in Wales. Additionally, a pilot programme inviting international nursing students to train and remain post-registration will enhance long-term healthcare capacity.

15

We will work to ensure that education links are maintained and strengthened to support international partnerships that make a difference. We will champion our world-class higher and further education sectors globally, recognising their vital role in driving future prosperity. We will also focus on international mobility to improve outcomes for citizens, highlighting our groundbreaking Taith Programme as an example of an initiative which improves outcomes for citizens and reflects Wales as an outward-looking nation.

This is not an exhaustive list of our activity, but it is our top priorities for delivery over the next year. We need to retain some flexibility to seize opportunities as they arise.

We will continue to work with departments across the Welsh Government on international engagement and activity as well as with the UK and Devolved Governments.

Our offices across the world will continue to work to deliver the core aims of the International Strategy. Wales is open for business, and we are open for connections and collaboration.