

Press release: Alun Cairns: “Wales must seize the opportunities to sell its brand to the world”

Secretary of State for Wales Alun Cairns will urge Wales’ best businesses and cultural organisations to seize the opportunities to promote Wales on a global stage during the Wales Week in London initiative, which launches today (24 February).

Wales Week in London aims to promote Welsh interests in London via a series of activities and events from 24 February to 10 March, from a number of sectors and locations in the UK’s capital.

During the fortnight, the Welsh Secretary will urge Welsh businesses to take their products and services to the world market at the Department for International Trade and Foreign and Commonwealth Office’s Celebrating Welsh Trade event.

The Secretary of State will also host a reception at Gwydyr House to celebrate the strength and diversity of Welsh culture, and recognise the contribution the arts industry makes towards Wales’ growing tourism industry in a speech at a National Museum Wales pop up event.

UK Government Minister Stuart Andrew will chair a meeting with tourism industry experts to discuss how the UK Government can further support the burgeoning market in Wales.

As part of the celebrations, the Welsh Secretary will also attend a St David’s Day reception at No10 Downing Street for leading Welsh figures from the worlds of business, media, tourism and sport.

Secretary of State for Wales Alun Cairns said:

Wales Week in London is an excellent opportunity for Welsh businesses and organisations to make their mark on a global stage. We have some of the strongest industries in the world in the fields of aerospace, agriculture and the food and drink market.

This is the second year running where we have united all St David’s Day related events in London under one umbrella title, which shows the strength of our country’s brand to the wider world.

This campaign ties in with the ambitions of the UK Government’s Industrial Strategy in facilitating greater trade and investment opportunities between Wales, the United Kingdom and the world. It’s my job to champion those Welsh interests, and I look forward to playing my part in representing the Welsh brand and its culture

throughout the week.

Wales Week in London was formed by Dan Langford and Mike Jordan, two Wales-based business people with strong business ties to London.

Dan Langford, Chair of Wales Week in London said:

We have a terrific programme of events this year – over 70 different activities and events covering all aspects of Welsh life and business; celebrating and promoting Wales whilst commemorating St David's Day across London.

The support from the UK Government, led through the Office of the Secretary of State for Wales and importantly, also involving a number of other government departments has been tremendous; and together with the Welsh Government, we're working collaboratively with a shared ambition to promote a modern Wales to the rest of the world.

Huge thanks also goes to those people and organisations, drawn from the Welsh diaspora in London as well as from Wales, who are leading on many of the events taking place. Together we'll be making a huge amount of Welsh noise in the heart of one of the most important capitals in the world.

Through a calendar of events for two weeks centred around St David's Day, the festival will showcase activities of existing London-based Welsh communities and promote the best of Wales in London, helping organisations in all sectors to promote their products and services while broadening their networks and audiences.

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