

# Selling Wales to the world – views sought on new strategy to raise Wales’ global profile

The ambition is to create a new International Strategy for Wales, identifying the priorities, image and messages we should be presenting to the world.

The Strategy will build on the strong links Wales has developed with the rest of the world since devolution and respond to a changing global market – including exploiting the growing market in China and other eastern economies.

Wales’ approach to the world has been defined by our relationship with the EU. The new Strategy will recognise the changing nature of this relationship, acknowledging that Wales will always remain a European country and the importance of sustaining European business and preserving jobs.

As well as strong business links, the strategy will explore our other influential relationships with the rest of the world, including culture, arts and sport.

The Minister for International Relations, Eluned Morgan, said:

“Wales has so much to offer the world. We have a spirit of entrepreneurship and innovation, a skilled and dedicated workforce and excellent links with the rest of the UK and Europe, making us arguably the best place in the UK to invest and start-up a new business.

“Our rich culture and history, breath-taking landscape and reputation for adventure makes us a great place to visit, while our award-winning food and drink, sporting achievements and internationally acclaimed research are thing we should be fiercely proud of. But, are we doing enough to convince the world of this?

“At such an important point in our relationship with the EU and the rest of the world, we are developing a new International Strategy to make sure we are in the best position possible to exploit every opportunity to promote Wales to the world.”

The minister added:

“At such a crucial point in our countries history it feels important to get as much input as possible to help shape a new International Strategy for Wales.

“Government certainly does not have a monopoly on good ideas and we

are looking for views from as many people as possible so we can be confident we are sending the right messages and presenting the best image of Wales to the world.”

The minister will today meet for the first time with the Task and Finish Group established to inform the development of the International Strategy. Members have been selected for their knowledge of operating in an international environment and will help to identify priorities for international engagement.

[Have your say now >](#)