

Economy Secretary in London promoting Wales as a premier filming location

As part of Wales Week in London the Economy Secretary will be showcasing Wales' significant success in attracting productions such as Will, The Collection and Sherlock to an audience of influential TV and film producers.

He will also launch a new promotional showreel, introduced by Hollywood A-lister, Michael Sheen, that features clips from some of the latest major productions filmed in Wales and promotes everything that the country has to offer as a filming location.

The showreel features footage from The Bastard Executioner (Fox), The Collection (Lookout Point), Doctor Who (BBC) and Sherlock (Hartswood Films) and highlights other productions filmed in Wales in recent years including Criminal, Me Before You, King Arthur: Legend of the Sword, Transformers: The Last Knight and The Man from U.N.C.L.E.

It contains interviews with producers Steven Moffat (Doctor Who; Sherlock); Jane Tranter co-founder of Bad Wolf and Oliver Goldstick (The Collection) who extol the benefits of filming in Wales including superb locations, experienced crews, great facilities, accommodation and the general film-friendliness and support available.

Locations also play a major part in the showreel, showcasing the versatility and beauty that exists in Wales.

The showreel reflects what was an extremely busy and successful 2016 for Wales Screen – part of the Welsh Government's Creative Industries team – which handled 386 production enquiries and recorded more than £41m spent in Wales by productions supported by the Welsh Government.

Economy Secretary Ken Skates said:

“I am delighted to be in London as part of Wales in London Week promoting Wales as the premier filming location that it genuinely is.

“The Creative Industry is a huge growth area for our economy and 2016 was a stellar year for TV and film production in Wales – but we are determined to keep building on our success .

“The showreel is an excellent promotional tool to help us achieve this, focusing on everything that Wales has to offer film makers. It will be used extensively at specialist events throughout the year to target key UK and international players in the creative sector ”

Michael Sheen said:

“Wales can offer the best of everything for film-makers. I believe the successes of 2016 are only the beginning. The future for the creative industries in Wales is massively exciting.”

[New €7m EU investment in Wales and Ireland's fisheries industry](#)

The funding will support a scientific investigation of the opportunities and risks posed by climate change in the Irish Sea and the deployment of technology to reduce energy costs and help businesses develop new products and processes.

Both projects are being funded through the EU's Ireland-Wales co-operation programme, which is helping to strengthen economic links and cross-border collaboration between the two countries.

Welsh Government Finance Secretary Mark Drakeford said:

“These projects bring together expertise from both nations to support an industry in Wales and Ireland that shares the same opportunities, challenges and resources within the Irish Sea.

“Collaborative schemes like these are why we are clear about the advantages to Wales of ongoing access to territorial co-operation programmes, including the Ireland-Wales programme, when the UK leaves the EU.”

Irish Minister for Public Expenditure and Reform, Paschal Donohoe, T.D. said:

“I am delighted to see the launch of another two projects under the Ireland-Wales programme.

“This is a clear demonstration of our continuing commitment to the programme. It also underlines the importance of EU funding for scientific research into areas of shared interest.”

Around €5.5m of EU funds will support the Bluefish marine science partnership, which will investigate the effects of climate change in the

Irish Sea on the sustainability of fish and shellfish.

Led by Bangor University, in partnership with Irish and Welsh organisations, the project will assess how climate change is affecting the health of fish stocks, the migratory movement of commercial fish, and risks from new non-native species.

The project will develop solutions to help fisheries businesses adapt to environmental changes in the Irish Sea and capitalise on new commercial opportunities.

Dr Shelagh Malham, senior research fellow at Bangor University's School of Ocean Sciences, said:

"We need to maintain a sustainable food supply chain.

"The combination of research between academic partners and collaboration with industry partners will ensure these vital industries receive the information and support they need to be more resilient to the changes the industry is facing and will continue to face in coming years, and to react to opportunities."

A further €1.8m of EU funds will support the piSCES project, which will develop and test a new 'smart grid' electricity network to help reduce energy costs for the fisheries industry in Ireland and Wales.

The Telecommunications Software and Systems Group (TSSG) at Waterford Institute of Technology will research and design new energy networks in collaboration with Cardiff University, while Milford Haven Port Authority and Ireland's seafood development agency, Bord Iascaigh Mhara (BIM), will work with businesses in the fish processing sector to provide live data and test sites.

piSCES aims to help fisheries businesses in remote locations minimise their exposure to energy price peaks, reduce their carbon footprint and improve the quality and security of energy supply.

Sean Lyons, project manager at TSSG, said:

"TSSG is delighted to have secured EU funding through the Ireland-Wales programme for the piSCES project, which will see us further develop smart grid technologies and implement them in energy-intensive operations in the fish processing industry.

"Collaborating cross border with our partners will bring together a wealth of experience from an R&D and implementation perspective and expose the technology to different regulatory environments bringing significant benefits to the industry."

New partnership with Heathrow puts Wales on flightpath to growth

The Strategic Partnership will be signed in Cardiff by First Minister Carwyn Jones and Lord Paul Deighton, Chairman of Heathrow Airport Ltd, which marks the start of a close working relationship between both parties.

Top of the agenda is ensuring Heathrow expansion maximises job creation in Wales. Set to be Europe's largest privately-funded infrastructure project, an expanded Heathrow will need extensive support from UK manufacturers and SMEs to deliver the project on time and on budget.

This partnership opens up new business opportunities in Wales as Heathrow, which invests more than £1bn a year at its site, wants to broaden its supply chain to support demand.

The First Minister said:

"This Strategic Partnership is very welcome and I am delighted the Welsh Government and Heathrow Airport will be working closely together for our mutual benefit.

"It opens the door to explore a wide range of new opportunities particularly for our existing supply chain companies that have the experience and expertise to support infrastructure projects at Heathrow. I would certainly like to see a far higher percentage spend in Wales and the Welsh Government will do all it can to support companies in Wales to bid and win more business at Heathrow.

"I am also pleased to announce that plans are already underway to host the first Heathrow business summit in Wales, where our supply chain companies will have the chance to meet and discuss opportunities with Heathrow's procurement team.

"It certainly marks a great start for this new relationship and there are very many other areas we are keen to explore with Heathrow Airport."

Heathrow Chairman Lord Paul Deighton said:

"I want to ensure that every corner of Britain benefits from Heathrow expansion. This strategic partnership will bring us closer to Wales and help us to deliver an expanded Heathrow.

“A new Heathrow runway will unlock up to 8,400 new skilled jobs and underpin up to £6.4bn in growth from construction through to increased tourism and exports for Wales. This new partnership is a sign of our commitment to ensuring Heathrow expansion delivers tangible benefits for every corner of Britain and we are looking forward to working closely with the Welsh Government and Welsh businesses to make it a success.”

Areas of mutual co-operation and delivery identified in the Strategic Partnership include:

- broadening and seeking new supply chain opportunities in Wales to help meet the operational objectives of Heathrow Airport
- exploring the possibility of locating off site manufacturing logistic hubs in Wales to support delivery for the 3rd runway
- explore the eligibility of funding for potential flights between Wales and Heathrow to be funded through the proposed Heathrow Route Development Fund.

To encourage growth in its Welsh supplier base, Heathrow will host its first ever business summit in Wales on July 5th. Heathrow will bring its biggest suppliers to Cardiff City Stadium to welcome Welsh businesses of all sizes to one-on-one meetings providing a unique opportunity to secure contracts at the UK's largest airport.

Recognising the importance of connectivity in driving economic growth, the partnership includes a joint study into the benefits for Welsh businesses and tourists from reduced journey times. The agreement also confirms that airlines wishing to operate a route from Wales to Heathrow would be eligible to bid for start-up capital from the airport's £10m route development fund.

More than 1000 Welsh businesses benefit from free ICT advice service

The Superfast Business Wales service is backed by the Welsh Government and the European Regional Development Fund (ERDF). Part of the Business Wales service, it provides Welsh SMEs with comprehensive ICT advice and guidance about how they can use online technologies such as cloud computing, online apps and software, social media, mobile working, and much more, to grow and develop their businesses further.

The service is independent and free and includes access to an online needs review, masterclasses and workshops, 1:1 ICT support, and a full website diagnostic. Businesses can also download the new Software Directory, as well as a number of online tools, guides and toptips available on the website:

business.wales.gov.uk/superfastbusinesswales.

To date, 1081 businesses have received a telephone consultation with an online business adviser, 860 businesses have attended workshops and masterclasses, and 545 have received 1:1 advice from a digital business adviser.

Minister for Skills and Science, Julie James said:

“I’m pleased over a thousand businesses have taken advantage of the Superfast Business Wales service since it was launched a year ago and I would encourage more to do so. The service offers free independent advice and guidance on how to make the best use of the digital technology which is becoming ever more important in the business world.

“Superfast broadband can make a real difference to the way business communicates with its customers and helps to deliver a better quality and more efficient service. The Welsh Government is committed to investing in superfast broadband infrastructure which is vital in supporting growth and prosperity in Wales.”

Monmouthshire-based consultancy business Chris Jones Regeneration has benefited from the free service. Chris Jones said:

“The workshop enabled us to check where we were in terms of the wide platform of digital technologies, helped validate activities we were doing well, and identify gaps that required plugging.

“The 1-1 session with a digital business adviser which followed was holistic and client-focused from the start. My adviser identified ways of making efficiencies and working smarter in relation to customer reach and relationship handling. She also looked at project management and visualization tools and provided advice on low cost digital solutions. A diagnostic report was prepared with some clear realistic actions for the business to implement over a period of time.

“Overall the service was personal, responsive and above all action based.”

New specialist subjects for 2017 include: How to grow your food and drink business with digital technology, Cyber security, Data Protection and CRM systems, and How to grow your construction business with digital technology.

To find out more and to register onto the Superfast Business Wales service call 0300 060 3000, email superfast@businesswales.org.uk or visit Superfast Business Wales.

Jahr der Legenden 2017 – at the world's largest travel show

The show is attended by 120,000 trade and media visitors and around 26,000 consumers. Visit Wales will host meetings with the German, Swiss and Austrian travel trade, press and media over the first 3 days, and promote Wales to consumers over the final 2 days of the show. The team will be joined on the stand by industry partners Blaenavon World Heritage Site, Cambria DMC, Cadw, and Destination Conwy

This year, Wales will host one of the world's greatest annual sporting events, the UEFA Champions League Final. The countdown is on to Wales hosting this prestigious sporting event in June, and Visit Wales will be showcasing the men's and women's UEFA Champions League Final trophies to ITB Berlin from 8- 12 March.

Visitors to the stand will have the opportunity to have a photo taken with the trophies and Visit Wales will be running a prize draw to win a legendary week in Wales for two people during June with tickets to the Women's and Men's UEFA Champions League Final. The competition will also be promoted in the German and UK markets throughout March and April as part of the UEFA Champions League marketing activity.

Attendance at ITB is one element of a marketing drive in Germany. January to March is a key booking period for German visitors to Wales, and the campaign aims to inspire potential visitors to come to Wales in 2017. The new TV advert featuring Welsh Hollywood star Luke Evans, which has been well received since its launch, will also be shown to visitors at ITB.

Economy Secretary, Ken Skates, said:

“During these times of great change we are committed to promoting Wales to the world like never before – taking our nation's story out to new audiences with creativity and confidence. Germany is one of Wales' three key overseas markets. In 2015, Wales attracted 96,500 visitors from Germany who spent £30 million in the Welsh economy. We're looking forward to a legendary sporting summer – and hosting the UEFA Champions League Final – the single biggest sporting event in the world this year will be the highlight. ITB gives us an excellent platform to raise awareness of the event coming to Wales this year and we have international campaigns planned in the build up, during and post UEFA Champions League Final which will aim to maximise the impact of hosting the event for Wales, and drive longer term visitor benefits from the UK, German, French and Spanish Markets.”

A digital marketing campaign focusing on the theme of Legends runs until the end of March, attracting visitors to the Visit Wales website and [Facebook page](#). Print campaigns will include a supplement partnership with VisitBritain and women's lifestyle magazine 'Brigitte' and a direct marketing campaign to Visit Wales' database. Visit Wales will also work with influential partners such as Flybe, P&O Ferries, Dertour, Tui Wolters Reisen, DFDS Seaways and KLM Germany.