

Wales developing new business events approach

Following on from Wales' success in attracting and hosting global events like the UEFA Champion's League Final, and the NATO Wales Summit 2014, Economy Secretary, Ken Skates has announced the Welsh Government is planning a new approach to attract leading business events to Wales, further showcasing the destination on an international stage.

The Wales stand at The Meetings Show at Olympia (13-15 June) is the first initiative in the development of a dedicated national approach. The Wales stand will include – ICC Wales, Celtic Manor Resort, Visit Cardiff, Vale Resort, Venue Cymru, Cambria DMC, Call of the Wild, Surf Snowdonia and Fforest.

Cabinet Secretary for the Economy and Transport, Ken Skates, said:

“Wales has built an enviable track record of successfully hosting many of the world's biggest events and following last weekend's UEFA Champions League Final – the single biggest sporting event of 2017 – we're now looking at building on our experience to attract leading business events to Wales.

“Wales currently attracts under 2% of the value of business conferences and meetings for the UK as a whole but there is significant potential to draw events from UK and international associations, public & third sector meetings, corporate meetings and team building events to Wales's award-winning venues and business destinations.

“A small dedicated team will be set up with their main goal to attract events aligned with Wales' key sectors and growth regions being targeted for inward investment, FDI and economic development plus academic, scientific or medical excellence. Wales will be showcased as an agile and innovative nation with a truly global outlook. Synergy with target growth sectors such as Advanced Materials & Manufacturing, Financial & Professional Services and Energy provide real opportunities to attract business events to Wales.

“As a compact connected country, Wales can open doors to innovators, industry experts, professors and scientists with genuine insight into their individual field.”

This is a pan-Wales initiative, spreading the business event impact across Wales' economy whilst also benefitting from the momentum provided by ICC Wales and follows VisitBritain's return to the international business events market, providing further opportunities for Wales.