

Welsh Government flies the flag for Wales in celebration of St David's Day

First Minister Carwyn Jones is launching the inaugural 'Wales in London' week in London this morning. He will make a keynote speech promoting Wales as a key investment location at the Royal Institution of Chartered Surveyors' (RICS) headquarters in Parliament Square.

The First Minister will also host a St David's Day reception at Lancaster House to engage with London-based foreign diplomats and businesses with an interest in Wales.

On Tuesday, the First Minister is travelling to Washington and New York to meet with companies looking to invest in Wales and will discuss trade and business links with political representatives.

While in New York, the First Minister will host a reception to mark the launch of a new £5 million international tourism campaign. The 2017 Year of Legends campaign will show Wales is a country rich in history, storytelling and creativity.

Meanwhile, Finance and Local Government Secretary Mark Drakeford will be celebrating St David's day in Brussels, where he will be hosting the annual evening reception at the British Residence.

Mark Drakeford will also hold a series of meetings with representatives from European Institutions and the UK's Permanent Representative to the EU, Sir Tim Barrow, to discuss Wales' priorities as Britain prepares to leave the EU.

Environment and Rural Affairs Secretary, Lesley Griffiths, is travelling to the United Arab Emirates this week to promote Wales' thriving food and drink industry. During her trip, Lesley Griffiths will join twenty five Welsh food and drink producers at Gulfood, the world's largest food trade event, and hear about plans for the next World Expo, taking place in Dubai 2020.

First Minister Carwyn Jones said:

"St David's Day 2017 marks a step-change in our ambition to promote Wales to the world like never before.

"During these times of great change, there is a need for us to work even harder to raise Wales' international profile and performance. In recent years we have seen record inward investment to Wales; record tourism figures – including an increase of 12% over the last twelve months alone – while our products are now exported across the globe. We are, therefore, well placed to take on the challenge.

"This week, my Cabinet and I will celebrate our national day by promoting Wales around the world and celebrating everything we have to offer. We will use every opportunity to showcase our unique culture, history and language –

and demonstrate that Wales is a great place to visit and do business.”