

Welsh Government takes multi-sector trade mission to Brazil

The trade mission runs from 1st to 6th July. The first stop will be in Sao Paulo before the delegation moves on to the second leg in Rio de Janeiro.

The trade mission is multi-sector, with ten Welsh exporters from a range of sectors participating.

Welsh Government has been working with Department of International Trade in Brazil to provide in-market assistance to the companies.

Economy Secretary Ken Skates said:

“Visiting an overseas market can be a crucial element of winning and keeping export business and the markets and exhibitions in our programmes are selected to reflect current international developments.

“Brazil offers excellent opportunities for Welsh exporters across a wide range of sectors, including life-science, energy and manufacturing.

“It is great to see Welsh businesses looking to grow their business through exporting. They are showing their ambition and determination to grow by exploring opportunities in markets like Brazil.

“I am pleased we can support them in this and I hope the delegates make the most of this opportunity.”

Paul McDonnell is the Managing Director of Ruth Lee Ltd, an established family business in North Wales, employing around 25 people in their Corwen factory. They are market leaders in the manufacture of training manikins used by search and rescue organisations throughout the world, with core customers including the emergency services, the military, hospitals, care homes, aviation, Coast Guard and Lifeguards.

He said:

“We already export to most major markets around the world, but South America remains largely untapped for us. We have a small business in Brazil but believe that in such a large market we have significant potential to grow.

“The Trade mission gives us the opportunity to better understand the market, the challenges we must overcome and the opportunities

open to us. By building business in Brazil we feel there will be a positive impact for us across Latin America as a whole.”