
THIS IS EXPORT. **THIS IS WALES.**

JAPAN

Export Market Visit

1-8 October 2022

tradeandinvest.wales





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This is Export.
This is Wales.

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Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Bomper is an independent creative production studio based in South Wales, creating work filled with character and originality.



Our work for advertising, branding, broadcast and music videos spans live action VFX, hand-crafted animation to hyperreal CG, and everything in between.

The team is made up of talented in-house artists, illustrators, animators, art directors and producers. Our credo is to constantly embrace our natural curiosity and challenge our ambitions, by playing with mediums and formats, in crafting our best work. And of course, having a lot of fun along the way.

It's this energy and dedication that makes Bomper stand out.



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Celtic English Academy is an English language centre for both adult and young learners based in the heart of Cardiff. Following the latest British Council inspection report, Celtic is now Wales' leading English language school.



Product/Service

Celtic English Academy offer a variety of English language courses including General English, IELTS Exam Preparation, BULATS Business English, Cambridge FCE / CAE Exam Preparation, Teacher Development course for adult students as well as tailor-made programmes for young learners and any specialised type of groups.

Celtic English Academy also arranges homestay or residence accommodation for students and offers a varied social and cultural activity programme.

Objectives

Celtic English Academy has strong relationships with major study abroad agencies in Japan, and are focussing on 3 business opportunities:

—Following the success of Japan's rugby team, Celtic English Academy would like to find partners to promote Welsh rugby coach/referee

development programme, organised by Inspiresport in conjunction with English language lessons. To meet the requirements of improved English teaching in Japan at primary and secondary level, promote an English language programme for Teacher Development.



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Coastal Housing were formed in 2008 through the merger of Swansea Housing Association and Dewi Sant Housing Association and have been providing homes to local people in and around the Swansea area since the 1970s.



Product/Service

Coastal is a not-for-profit company that develops homes for rent and sale. The association currently manage over 6,000 homes across Bridgend, Carmarthenshire, Neath & Port Talbot and Swansea in South Wales.

Coastal develop properties for sale through a dedicated company Pennant Homes and is growing as a commercial landlord.

Working with Daiwa House Group, Welsh Government and Swansea University, Coastal has delivered a modern method of construction with green innovation in Swansea. The Daiwa House Group are one of the largest experienced offsite house manufacturers in Japan.

Objectives

Advance partnership working with Daiwa House Group, provide homes through modern methods of construction, local delivery of affordable and sustainable homes, local jobs and income for the local Welsh economy.

There are ambitions for a Swansea based factory to enable local large-scale delivery at pace.

Working with Specific at Swansea University the team seek to develop technologies in both sustainable steel production, modular build, low carbon energy systems with renewable energy generation, energy storage and intelligent operating systems.



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In the Welsh Wind Distillery have been developing and distilling distinctive gins for several years, using botanicals native to, or synonymous with Wales. They specialise in creating bespoke spirits tailored in their copper pot stills.



Based in the beautiful countryside of west Wales, U.K. they produce a range of premium gins, rum and soon to be the first grain to glass whisky made in Wales for over 100 years (using green malt). They are also recent Gold winners at the World Gin awards for their cask-aged gin product.

Product/Service

Branded products: Gin, Rum, Whisky and other spirits

Private Label: Gin, Rum, Whisky and other spirits

Objectives

To be one of the leading premium craft gin brands and pioneers of Welsh origin whisky. Following our successful launch into the UK market, we now have ambitions to grow our premium spirits range in to HORECA and retail globally.



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Penderyn Distillery produces premium single malt whiskies and other spirits which it distributes worldwide from its base in south Wales. The company was founded in 1998, remains independent and is considered a pioneer of the World Whisky category.



Product/Service

Distillation, maturation, bottling and distribution of premium spirits including Penderyn Single Malt Welsh Whisky, Brecon Gins, Brecon Five Vodka, Merlyn Welsh Cream Liqueur & Siddiqui Rums.

Objectives

Understand the Japanese import and distribution landscape for premium spirits (Penderyn single malt is the main focus) with a view to map the best view forward to maximise the growth prospects for our portfolio of products.



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Swansea University, home to the award winning Specific Innovation and Knowledge Centre. Specific leads in energy technology research and full-scale demonstration. Their vision is a world in which Active Buildings can generate, store and release their own heat and electricity from solar energy.



Buildings account for 40% of global carbon emissions. In the UK they consume about 40% of all energy produced. To address the energy crisis and reduce carbon emissions radical change is needed in the way buildings are designed, built, and integrated into our energy system.

Objectives

Working with a range of business and academic partners Specific seeks to demonstrate and support early commercialisation of new renewable energy technology and systems. They are looking for collaboration partners who share this vision and are interested in delivering demonstration projects related to net zero living.



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Tata Steel is the UK's largest steel manufacturer, with steel making facilities located in Port Talbot, Wales as well as several downstream rolling and processing sites in Wales, England and a number of European countries.

As the largest private sector company in Wales, Tata Steel employs 8,000 highly skilled employees, support 2,500 direct contractors and partner with over 3,000 suppliers and spend over £1 billion every year across the supply chain.

Product/Service

Tata Steel UK provides a vital foundation for many of the UK's key strategic supply chains, particularly the automotive, construction, engineering, energy and packaging industries. As the only UK-based steel strip producer capable of supporting the requirements of the advanced engineering sectors across the UK, Tata Steel is a critical part of the national manufacturing ecosystem.

Objectives

- Understand any energy related export opportunities that may exist for products and services within TSUK portfolio e.g. solar and offshore wind.
- Develop further relationships with leading figures within Daiwa House group including R&D and procurement.

- Better understand the net zero living philosophy in Japan and continue the two-way collaboration we have seen to date.
- Ensure steel is at the centre of the discussion when considering the residential sector.
- Engage with other steel based MMC developers to gauge their appetite for entering the UK and any potential export opportunities.



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Tyre Glider Ltd was launched in December 2021. In the first short months of trading Tyre Glider has been the subject of many reviews on social media channels such as YouTube and also had reviews and articles conducted on the product by respected magazines such as Road cc, Bike Radar, Cyclist, Cycling UK and others.



Product/Service

Purpose of the business is to sell, the Tyre Glider, a new and innovative tool to remove and install bicycle tyres using its Patent Pending design features, in particular the 'wing clip' that engages onto the wheel rim, allowing the Tyre Glider to be pushed around and re seating the tyre for quick installation.

Objectives

To sell Tyre Glider to as many markets as possible by building up a trusted and reliable network of partners to push the brand in their respective regions allowing for the maximum number of people to benefit from its innovative features, making cycling more enjoyable and stress free.



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