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

T O K Y O , J A P A N

Export Market Visit

14–21 October 2023

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This is Export.
This is Wales.

Cardiff Language School (t/a Celtic English Academy)	06
Corgi Hosiery	08
Loyalty Logistix	09
Marine Power Systems	10
NPTC Group of Colleges	11
Reacta Healthcare	12
SaySomethingin	13



Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

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.

Celtic English Academy is a British Council, IALC and Quality English accredited independent Academy located in Cardiff, the capital city of Wales, UK.



Established in 2004, with over 20 years' experience teaching adult, junior and senior students and have helped over 12,000 students to reach their English language learning goals or have a life-changing cultural immersion experience. Celtic English Academy have a range of adult courses from General English to Exam Preparation, Pre-Master's preparation, Business English and Teacher Training. With a unique Global Citizenship English programme that is designed to equip students with the skills they need to succeed in our globalised world.

For young learners, the academy has developed its own exciting English language, and cultural content specially focused on the UN Sustainable Development Goals which include a Junior Summer and Junior Winter programme, plus a year-round mini-stay group programme.

Having low-cost high-quality residential accommodation in Cardiff which is only 10 minutes' walking

distance from the Academy. The residence is located in the city centre with easy access to shops, parks and attractions like Cardiff Castle or Cardiff Bay waterfront. Cardiff is a clean and green city, where people have many opportunities to enjoy parks and nature. It is also a compact city where residents can easily travel by foot or by bike and do not need to use public transport. Homestay accommodation is provided across the city from within our experienced and long-serving community of hosts. Only 2 hours from London, Cardiff is a great capital city that is easy to access and ready to discover! Our dedicated student support staff make all the difference for students that come to study at Celtic English Academy. Students really become part of the extended Celtic family.

Product/Service

Celtic English Academy offer a variety of English language courses including General English, IELTS

Exam Preparation, Business English, Cambridge FCE / CAE Exam Preparation, and Teacher Development course. Offering many types of tailor-made programmes for young learners and specialised groups. During the summer months, a Junior Summer camp in Monmouth is available, and we also welcome Junior students year-round to our main centre in Cardiff, when coming as a group. In addition to English language courses, arranged homestay or residence accommodation for the students and offer a varied social and cultural activity programme for students to discover Cardiff, Wales and the UK. An in-house university counselling service is available to support students looking to pursue their studies at the university level.

Objectives

Celtic English Academy already has 25+ partner study abroad agents in Japan who are actively promoting our language programmes and Wales as a study destination, and 7.5% of our

business is from Japan. However, the majority of students are historically individual and adult student bookings. Therefore, the company would like to seek new partnerships to increase our intake of groups and young learners.



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Corgi was founded in 1893 by Rhys Jones, in the Welsh Amman Valley, producing thigh high woollen socks for local coal miners. It still uses some of those original machines today.



corgi
Established 1892

In the 1960's Corgi added high quality hand knitted knitwear to its range. In 1989 Corgi was awarded a Royal Warrant by his Royal Highness, the Prince of Wales. This has become a mark of quality for companies' products across the world and is regarded with enormous pride by everyone at Corgi. In 1997, the great-great grandchildren of Rhys took over the running of the company, becoming the fifth generation of the Jones family to run the business. Today the company is recognised as the leader in beautiful hand-framed knitwear and socks that are unequalled in quality and design. The company works with many top designers, producing garments for their collections, and Corgi's own ranges of knitwear and socks are now stocked in leading department stores and fashion shops in over 30 countries around the world. Corgi has built up a good reputation for prompt delivery and very high quality, and this reputation is undoubtedly down to the highly skilled and dedicated workforce.

Product/Service

Luxury hand framed knitwear and socks.

Objectives

Corgi would like to meet with existing distributors, to meet prospective new customers and introduce its new products to grow its export sales in this region.



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Loyalty Logistix was founded in 2004 and has grown from serving the UK market to now working with some of the biggest vehicle manufacturers in markets worldwide.



The business is headquartered in M Sparc, Anglesey. In 2022, three existing directors of the company led a management buyout (MBO) enabling the founder, Bobby Williams to retire. Heading up the company now are Anglesey based Mike Mulholland (Managing Director) and Nathan Welch (Operations Director), and Tokyo based Tatsu Clarke, (Regional Director) who is responsible for their Asia Pacific business. Loyalty Logistix recently completed the first-year post MBO and delivered a year-on-year growth of 8% and are on track for further growth during this year.

Product/Service

Loyalty Logistix is recognised specialists in the uniquely complex business of automotive CRM data. The company provides sales and service programmes that allow automotive OEM's and their dealer networks to grow/maintain their market share by improving customer loyalty and retention. Our services help deliver transformational growth through more accurate performance reporting and insight, and by delivering the right message to the right customer at the right time.

Objectives

Loyalty Logistix objective is to introduce/showcase Loyalty Logistix to

a wider range of customers in the Asia Pacific market so that automotive manufacturers and dealers in the region may experience the benefits greater customer engagement and retention can deliver.

Loyalty Logistix already have strong credentials in the Japanese market based upon 12 years of working in partnership with the Volkswagen Group of Japan. Tatsu Clarke, who is bi-lingual in English and Japanese, manages this account and has a deep understanding of the Japanese automotive market.



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Marine Power Systems (MPS) is a floating offshore wind technology developer and is revolutionising the way energy is harvested from the ocean.



MPS flexible modular technology is designed for volume manufacturing at an industrial scale and accelerates cost reduction. MPS is unlocking the power of oceans.

Product/Service

MPS advanced floating platform technology, PelaFlex, supports the rapid deployment of industrial scale floating offshore wind. MPS is a network of sector leading partners and a supply chain ecosystem to deliver fully assembled platforms for farm developments and reduce project risk. The experienced team has supported developer seabed applications and has delivered pre-FEED studies for commercial developments. The company is progressing several pre-commercial projects that will prove our technology at industrial scale before developers make supply chain decisions.

Objectives

Meet new offshore wind farm developers and introduce them to PelaFlex. Advance discussions with existing clients to:

- support their NEDO Green Innovation Fund applications.
- advance clients' farm development plans using MPS's engineering capability.
- progress deployment of PelaFlex in farms planned in Japan and Europe.

- progress commercial discussions with potential Japanese investors interested in participating in MPS's ready to go floating wind demonstration project at a revenue generating grid connected site in Spain.
- develop MPS's PelaFlex system delivery ecosystem. Identify new Japanese supply chain partners interested in contributing towards floating platforms delivery to clients and capitalise on the commercial opportunities in MPS's global pipeline.



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NPTC Group of Colleges, a distinguished UK Further and Higher Education College, boasts a remarkable annual enrolment of over 27,000 students.



As one of the largest college groups in the United Kingdom, it offers a comprehensive range of Academic and Technical Vocational Education and Training (TVET) programs, spanning nine specialised campuses that collectively cover a third of Wales' landmass.

With a global perspective, NPTC Group operates international offices in South and East Asia, accumulating invaluable experience in regions such as China, India, Middle East and Latin America and the Caribbean. Collaborating with vocational colleges, universities, and institutions worldwide with development and support of international skills and standards and delivering customised professional training programs across a diverse array of disciplines.

Furthermore, NPTC Group own and run eight subsidiary companies throughout the United Kingdom, including LSI Portsmouth, the UK's leading English Language School, and annually cater to thousands of overseas students and professionals from nearly 50 EU and non-EU countries including Japan.

Product/Service

English Language and Education services. Academic and Vocational training programs. Curriculum

development and mapping. Assessment and Quality Assurance. Teacher training and training the trainer programs.

Objectives

Objectives are to understand the market needs within the Education and training sector in Japan to connect with valuable contacts within this comprehensive Welsh Government mission on behalf of NPTC Group of College and its subsidiary company, LSI Portsmouth.



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Reacta Healthcare is licensed to manufacture pharmaceutical grade challenge meals for the diagnosis of food allergy in clinical trials. Building from this foundation the team offer innovative development and manufacturing solutions across the food allergy space.



Product/Service

Reacta Healthcare, established in 2013, operates from a pharmaceutical manufacturing facility in Deeside, North Wales. It develops and manufactures challenge meals for use in clinical research. These challenge meals are currently used to diagnose and monitor food allergy in numerous worldwide therapeutic trials. Patents for Reacta's core technology have been granted in several countries.

Objectives

Reacta Healthcare is developing and expanding its in-house R&D capability and has plans in place for expansion into this exciting and rapidly growing market. This will include all aspects from sourcing through to manufacture of end product. Reacta is currently preparing submissions for Marketing Authorisations for its lead product in a number of key markets.



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SaySomethingin is a proudly Welsh company. It was founded to reverse the language shift in Wales, through the development of a totally original language learning methodology.



To make our “natural way to learn Welsh” as easily available and affordable to as many as possible SSI combined the most appropriate internet and digital technology with personal tutor involvement.

This has meant that in 13 years, SaySomethingin Welsh has built a strong and active community of Welsh speakers numbering in the tens of thousands.

Product/Service

SaySomethingin is an e-learning language application that is based on building long-term memories for a language for every learner. It is an intensive methodology that can be used alone, or in conjunction with other language systems, to build confidence in the learned spoken language.

Objectives

SSI is building an English for Japanese speakers module, which will be available early in 2024.

SSI would love to meet any Japanese language companies who would like to jointly develop possibilities for this module.



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