

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

# SINGAPORE & MALAYSIA

Export Market Visit

15 to 22 February 2025

[tradeandinvest.wales](https://tradeandinvest.wales)



Gardens by the Bay at twilight,  
Singapore



# This is Export. This is Wales.

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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.

Based in Wales' Pembrokeshire Coast National Park, **Act Sustainably** is a leading provider of sustainability training and consultancy services.

**ACT**  
sustainably!

The company's prestigious client portfolio includes Mercedes Benz, Comic Relief, Bank of China, and BBC Studios, demonstrating its capability to serve diverse sectors across global markets.

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### Product/Service

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At the forefront of professional development, Act Sustainably combines IEMA environmental training with cutting-edge behavioural science approaches to leadership and change management. Their programs span Environmental Management, Sustainable Procurement, and Net Zero, while their innovative ACT Now! Academy integrates behavioural insights to improve performance

The company's consultancy expertise spans Carbon Footprinting, Sustainable Procurement, and SBTi implementation. Their approach leverages behavioural science to drive meaningful organisational change.

In 2025, Act Sustainably launches its exclusive Natural Leaders Club, offering transformative six-day leadership experiences in iconic locations. This unique program combines behavioural science principles with wilderness immersion

to create profound shifts in leaders' approach to strategy and organisational change in a complex world.

As a member of 1% For the Planet, Act Sustainably demonstrates commitment to environmental stewardship through action, having planted over 9,000 trees and supporting 91 micro-loan projects across 33 countries

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### Objectives

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To identify new clients.



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**Cavefish AI** is a UK-based artificial intelligence company specialising in emotional intelligence technology.



They are pioneers in developing advanced AI systems that understand and respond to human emotions, leveraging over a decade of research in semantic space theory. Their expertise lies in creating sophisticated AI models that can analyse and interpret human expressions across multiple modalities, including voice, facial expressions, and text-based communication.

### Product/Service

Emotional AI Software: Their flagship product, EchoDepthAI, is a groundbreaking emotional AI platform that can analyse 52 distinct emotions (24 vocal, 28 facial) and generate intelligent responses based on this analysis. The platform utilises state-of-the-art expression measurement models that capture hundreds of dimensions of human expression in audio, video, and images. EchoDepthAI's sophisticated AI models don't just analyse emotions – they respond with empathy and understanding, making it a powerful tool for enhancing human-computer interaction. The platform features comprehensive emotion analysis, multi-modal interpretation capabilities, and seamless integration options through robust APIs.

### Objectives

—To explore partnership opportunities with Southeast Asian businesses in

customer service, HR, and marketing sectors

- To understand the specific emotional AI needs and applications in Singapore and Malaysian markets
- To identify potential distributors and system integrators for EchoDepthAI in the region
- To establish relationships with key decision-makers in target industries
- To gain insights into local regulatory requirements for AI and data protection
- To showcase UK innovation in emotional AI technology and strengthen bilateral tech trade relations



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**Cellular Agriculture** (CellAg) was established in 2016 as the first UK and European company in the cultivated food field, focusing primarily on enabling technologies.



CellAg is an R&D-driven business that designs next generation bioreactors and bioprocesses for the scaled production of cultivated foods. Its core technology is based on hollow fibre membranes.

As a company of many firsts, CellAg delivered the first proof of concept for this technology in 2017, presented its first public demonstration at the Nemo Science Museum in 2019, and launched its first platform system in 2022. With funding from Innovate UK, it will deliver its first semi-automated prototype system in 2025.

The company is backed by investors such as AgFunder, Hilton Foods, and G. Mondini, as well as research funding from UK Research and Innovation, the Welsh Government, and the European Space Agency.

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### Product/Service

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The companies unique value proposition lies in our proprietary hollow fibre membrane-based bioreactors, purpose-built for industrial-scale cultivated food

production. Unlike conventional bioreactors designed for pharmaceutical applications, the technology is optimised to address the specific challenges of cultivated food production, including cost-efficiency, scalability, and superior cell culture performance.



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**Fortium Technologies:** is a UK-based leader in media asset protection, trusted by top global brands in the media, broadcast, and entertainment industries.



Specialising in securing high-value content, Fortium safeguards blockbuster films, premier TV productions, and sensitive digital assets. With cutting-edge solutions tailored to industry needs, Fortium enhances workflows while ensuring unparalleled security. Their mission is to empower media professionals with innovative tools that protect creativity in a fast-paced digital world.

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### Product/Service

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#### MediaSeal

Fortium's flagship product, MediaSeal, provides seamless encryption during workflows, safeguarding sensitive content such as pre-release media, subtitling, sound editing, visual effects, and secure screenings. Designed by industry experts, MediaSeal integrates effortlessly into workflows. Features include multi-factor authentication, complete audit trails, and a user-friendly admin control panel.

#### FortiumStream

FortiumStream delivers secure, efficient content sharing for video and audio files. With 256-bit encryption, detailed audit reports, and no reliance on third-party services, it ensures complete control over streamed content. Ideal for creative agencies, training organisations, and content creators, it offers content libraries, custom access controls, and compatibility with all media types.

#### Patronus & Blu-Lock

For physical media protection, Patronus and Blu-Lock are the global standard in anti-rip copy protection, safeguarding revenue by preventing unauthorised copying of disc-based media.

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### Objectives

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Fortium is committed to expanding into Southeast Asia by collaborating with innovative organisations. Fortium aims to showcase its technology, trusted by Hollywood studios, to secure and optimise the creative output of Asia's dynamic industries.



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## ITERATE is a purpose-driven product design consultancy.

Its world-class team blend creative and technical expertise to enable clients to realise innovative products that enhance the lives of their users and have a positive impact in the world. With over a decade of experience and both ISO 9001 & 13485 accreditation, ITERATE has a successful track-record of designing medical devices, wearable technologies and industrial products. The company pioneered The Rapid Product Development Pathway™, a systematic process that reduces financial risk and accelerates time-to-market. Their innovation leadership is evidenced by founder Gethin Roberts' publication of The Product Innovator's Handbook in 2023, and eight European Product Design Awards for breakthrough products including MOHONTO, a sustainable showerhead, and TÛLIP, a female heart-health monitor.

### Product/Service

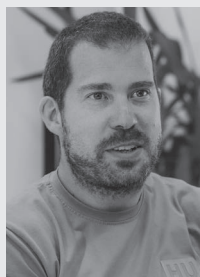
ITERATE delivers comprehensive product design services tailored for both start-up ventures and established organisations. The consultancy specialises in the design, development and manufacturing of innovative products through a structured approach. Their expertise encompasses technical and commercial feasibility studies, creative concept generation, advanced 3D CAD modelling with analysis and simulation capabilities, in-house rapid prototyping and testing facilities, mechanical engineering, and design for manufacture through to production implementation. Clients can engage with these services either as



standalone solutions or as an end-to-end development programme, allowing for flexible support that aligns with specific project requirements and objectives.

### Objectives

ITERATE actively seeks strategic partnerships across the product development ecosystem. The consultancy aims to establish meaningful relationships with innovative businesses requiring expert design support, whilst cultivating partnerships with complementary design agencies to enhance service capabilities. They are particularly focused on expanding their network of turnkey manufacturing partners to ensure seamless transition from design to production.



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**shipshape.vc** is a free to use investment search engine. It's helped 4.5k companies raise over \$1bn to date (including shipshape.vc themselves).



Companies seeking to raise capital can research specific investors for free from over 24k funds across the globe, helping them find relevant prospective investors.

To use for free, go to [www.shipshape.vc](http://www.shipshape.vc)

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### Product/Service

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shipshape.vc is a free to use investment search engine.

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### Objectives

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shipshape.vc are engaging with Accelerators, VC Funds, National Fund of Funds and Investment Promotion Agencies during their time in market.



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