

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

BAY AREA SAN FRANCISCO

Export Market Visit

16 to 22 March 2025

tradeandinvest.wales





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.

Anything for Hire is a UK-based rental service broker specialising in luxury transportation. By blending cutting-edge technology with targeted online marketing, we have positioned ourselves as industry leaders.

Over the years, the experienced team has honed the skills and expertise that will now drive the next phase of its expansion. Building on the businesses success in the UK, AFH are pleased to announce the launch of RENTX in the United States, offering the same high-quality services and innovative solutions that have shaped Anything for Hire's growth story.

Product/Service

Anything for Hire (and now RENTX in the US) acts as a vital link between customers and operators, providing a seamless platform for luxury transport rentals. Our offerings range from wedding cars and limousines to party buses, chauffeur-driven vehicles, coaches, minibuses, helicopters, private and corporate event transportation, and beyond.

Objectives

Replicate UK Success

Establish RENTX as a dominant player in the US luxury transport rental sector, delivering an AI- and technology-driven brokerage platform for operators across the country.

Understand the Market

Gain a comprehensive understanding of the US operating environment, addressing any regulatory or compliance challenges that may arise.

Consolidate Industry Presence

Forge strong relationships with operators, centralise luxury rental services, and create a robust network for clients seeking the finest transportation experiences.



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CCSMcLays was established in Cardiff in 2005 with the sole desire to provide retailers with an outsourced solution for their consumables (GNFR) – supplying products for high street stores and ecommerce packaging as well as consumable for food outlets.



The solution is unique in terms of being 100% retail focused & has grown rapidly over 20 years to annual sales of approximately £85m per annum, supplying clients across the world with warehouse facilities in the US, Canada, UK, EU, Middle East and Far East.

Product/Service

Packaging Specialists and Goods Not For Resale (GNFR) consolidators with expertise in sustainable solutions.

Objectives

CCSMcLays would like to engage with the main US retailers, foodservice providers and pharmacy chains in regard to their packaging and Goods Not For Resale requirements. Sustainability is a key focus for CCSMcLays.



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Espanaro is a rapidly growing engineering consultancy, specialising in secure system solutions across the Defence, Security, and Commercial sectors.



While the company has established itself as a trusted provider for clients such as the Ministry of Defence (MoD), Defence Science and Technology Laboratory (Dstl), and the Nuclear Decommissioning Authority (NDA), it has recently expanded its focus to support a wider range of commercial industries.

The growing team includes former Armed Forces personnel, industry specialists, and academics, bringing a wealth of expertise to complex engineering challenges. Through the Espanaro Military Transition Scheme (EMTS), the company actively supports veterans in transitioning into technology-focused careers. In 2024, Espanaro diversified its consultancy offerings, strengthening its capabilities in cybersecurity, AI, cloud engineering, and software development to meet the evolving needs of both public and private sector clients.

This strategic expansion enables Espanaro to deliver scalable, resilient, and secure digital transformation solutions, empowering organisations to enhance operational efficiency, strengthen cyber resilience, and harness AI for real-time decision-making.

Product/Service

Espanaro's expertise spans across:

- Software Engineering – Secure, scalable development of desktop, mobile, and embedded software solutions.
- Systems Engineering – Model-Based Systems Engineering (MBSE), requirements management, and system architecture design.
- Cloud Engineering – Secure cloud infrastructure setup, migration, and optimisation across AWS, Azure, and GCP.
- Cybersecurity Consultancy – Penetration testing, security audits, and zero-trust architecture design.

- AI Engineering – Development of LLMs, AI-powered automation, and natural language processing solutions.
- Project Management – Delivery of agile and PRINCE2-certified projects across complex technical environments.

Espanaro has also developed Consilium, its patented Command & Control (C2) platform, alongside four AI-driven security solutions:

- VigilantEye – AI-powered facial recognition for real-time security, behaviour analysis, and watchlist management.
- CogniSight – AI-driven behavioural analysis for real-time monitoring, anomaly detection, and threat identification.
- EmotionEdge – AI-driven sentiment and emotion detection.
- ArmaSense – AI-powered weapons detection / Sensor-driven threat intelligence.

Objectives

With deep expertise in secure engineering, automation, and AI-driven security, Espanaro is seeking strategic partnerships to expand its international footprint and further develop cutting-edge security solutions.



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Oh Blimey works with B2B organisations, helping them to go to market in as little as 90 days. With clients in both the UK and US, its work has been featured in TechCrunch, Business of Software, Barclays Eagle Labs, and Sifted. It also plugs into a number accelerator programmes supporting startups.



Product/Service

Oh Blimey's services include from go to market, validation, and marketing, focusing on supporting founders in the gaming, tech, software, and services markets. media.

Objectives

Oh Blimey has three key objectives for this mission. To validate the need for Oh Blimey's service in additional US markets, to make introductions within the startup ecosystem, and to meet with female founders/under represented founders (particularly LGBT) to build connections with.



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For 30 years, **PDR** has been creating distinct, successful and award-winning products for innovative companies ranging from start-ups to blue chips across the world.



Ranked as the No1 Design Agency in the UK and in the top five in the US and Europe by the two leading global design ranking organisations. PDR has made hundreds of products covering everything from consumer goods to complex, life-critical medical devices from discovery and pipeline mapping through conception to successful market launch and beyond.

Trusted by many of the world's leading brands, PDR prides itself on repeatedly developing solutions that truly connect to users and challenge markets. Solutions which are consistently completed to budget, to target and on time.

Product/Service

Product Design Industrial Design, Service Design, Consumer Insight Research, New Opportunity Identification and Execution.

Objectives

To grow business through collaboration with innovative organisations seeking support and assistance in developing new products and services for both domestic and international markets.



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