
THIS IS EXPORT. THIS IS WALES.

SYDNEY & MELBOURNE, AUSTRALIA 2025

Export Market Visit

26 September – 4 October

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.

Proudly based in Wales, **Aspire** is transforming how companion animal ultrasound training is delivered.

aspire)))

Ultrasound Consultancy Services

Through cutting-edge blended learning and their unique 'Lillie' canine ultrasound phantom kit, this award-winning company makes ultrasound education Exciting, Effective and Ethical.

With nearly 70 years of combined clinical ultrasound experience across human and veterinary medicine, this expert team delivers dynamic, hands-on training backed by rich online resources and competency-based mentorship. Aspire offers a nurturing learning environment with high mentor-to-delegate workshop ratios which serve to enhance digital learning.

Product/Service

Aspire's groundbreaking, tissue-mimicking canine training tool was developed specifically for veterinary learners, allowing them to master essential ultrasound system skills and scan techniques, without using live animals or cadavers. It's also a new way to showcase ultrasound equipment capabilities in real-world applications.

Why Aspire?

- Unparalleled clinical background
- Unique innovative training approach
- Emphasis on mentorship and support
- Proven results with increased revenue
- 100+ five-star Google Reviews

Objectives

Aspire proudly supports the veterinary profession's commitment to gold-standard care and a open to collaboration with leaders in veterinary education, clinical services, and equipment distribution, sharing the vision, tools, and passion for ultrasound training.



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Atlantic Service Company, a UK-based manufacturer with roots dating back to 1901, is a global leader in producing high-quality bandsaw blades and coils for use in the meat and fish processing industries.



Its products are widely used in slaughterhouses, fish and meat processing plants, supermarkets, and butcher shops.

Serving customers in over 50 countries, the company's product range includes bandsaw coils, bandsaw blades, handsaw blades, stainless-steel handsaws and mincer plates and knives.

Renowned for its expertise and commitment to quality, Atlantic uses premium C1095 carbon Uddeholm (Voestalpine) steel, ensuring consistent durability and precision. Its blades deliver cleaner, more accurate cuts, backed by rigorous quality control and ISO 9001 certification.

Operating from a modern UK facility equipped with state-of-the-art technology, Atlantic's legacy is built on innovation and reliability; the company continues to set industry standards through continuous improvement and exceptional service.

Product/Service

Carbon steel precision bandsaw coil & blades for the meat and fish processing industries. HookEye Kamlok handsaws, handsaw blades and mincing plates & knives for smaller meat processing.

Objectives

Atlantic Service plans to meet with new and existing distributors/customers to support growth in export sales in this region. In addition, to gain a deeper understanding of the local market, thereby increasing growth potential and enhancing customer service in this exciting country.



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BGB Group Global is a leading access specialist and multi-discipline service provider, headquartered in North Wales, United Kingdom.



Founded in 2007, the company has grown organically into a global enterprise, establishing operations across the UK, Europe, the United States, and in APAC. It is widely regarded as a go to supplier for the offshore renewable energy sector, having supported major offshore wind farms globally, including working on all windfarm developments in the U.S. to date. With a strong emphasis on safety, innovation, and client collaboration, the firm builds long-term partnerships and combines operational excellence with added value and local knowledge.

Product/Service

With BGB Group Global offers far more than just bespoke onshore and offshore access. They provide a range of services based around access capabilities, giving a single-source solution for a range of essential services. Instead of commissioning multiple teams to create scaffolding access solutions and rope access rigs, and deliver the work that access is required for, BGB Group Global manages the entire task from start to finish. BGB is constantly expanding its services in response to, and often in anticipation of, clients' needs, to make BGB a one-stop service provider.

Objectives

BGB Group Global aims to showcase its proven access and safety

expertise in offshore renewables and infrastructure sectors to prospective Australian clients; to cultivate valuable connections with Australian developers, marine and infrastructure operators, and regulators; and to explore tangible project and partnership opportunities, particularly in emerging offshore wind developments. Aligned with the Welsh Government's export growth agenda, the company aims to support Wales' economic expansion by leveraging the UK Australia CPTPP trade framework and positioning itself as a trusted, safety first partner in the Asia Pacific region.



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Award winning **E&M Glass** is a family run hot glass studio based in North Wales creating luxury handblown glassware and sculptural works, each piece individually made using time-honoured hot and cold working techniques.



Each family member brings their own style, knowledge and specialism to the company portfolio of glassware collections and collectible glasswork.

Margaret Burke specialises in the coldworking of glass to create functional glassware collections.

Charlie Burke specialises in molten glass work. After graduating from Sunderland University, he worked in studios across the UK before winning the Charles Bray award for glass excellence.

Amelia Burke studied at Manchester Metropolitan University, and now works on signature collections inspired by natural, cellular forms.

Clients include five-star hotels, interior designers, galleries, and private collectors across Europe and the USA.

Product/Service

- Collections of tableware and interiors, one-of-a-kind artworks.
- Custom commissions and collaborative design services.
- Handblown, bespoke lighting installations.
- Glass blowing courses.

Objectives

- Introduce the company's luxury handblown glassware to a new export market.
- Establish relationships within Australia's high-end interior design and property development sectors.
- Initiate introductions to Australian galleries to secure future exhibition opportunities and direct sales.

E&M Glass will be represented by Ruth Davies of First Of March, an online gallery showcasing, promoting and advocating for Makers of world class craft living and working in Wales.



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Espanaro is a fast-scaling engineering and technology consultancy delivering secure, mission-critical solutions to clients across the Defence, Security, and Commercial sectors.



Recognised as a trusted partner to organisations including the Ministry of Defence (MoD), Defence Science and Technology Laboratory (Dstl), and the Nuclear Decommissioning Authority (NDA), Espanaro has expanded its reach to serve a wider array of industries seeking high-assurance digital transformation.

The team blends the operational insight of former Armed Forces personnel with the technical expertise of industry specialists and academics. Through the Espanaro Military Transition Scheme (EMTS), the company actively supports veterans moving into technology-focused careers. In 2024, Espanaro accelerated its diversification strategy, expanding into cybersecurity, AI engineering, cloud infrastructure, and advanced software development. This growth enables delivery of scalable, resilient, and secure solutions that strengthen cyber resilience, enhance operational performance, and harness AI for faster, data-driven decision-making.

Product/Service

Espanaro's core capabilities include:

- Software Engineering – Secure, scalable development of desktop,

- mobile, and embedded software.

- Systems Engineering – Model-Based Systems Engineering (MBSE), requirements management, and system architecture design.
- Cloud Engineering – Secure cloud infrastructure deployment, migration, and optimisation across AWS, Azure, and GCP.
- Cybersecurity Consultancy – Penetration testing, threat modelling, security audits, and zero-trust architecture design.
- AI Engineering – Development of LLMs, AI-powered automation, computer vision, and natural language processing solutions.
- Project Management – Agile and PRINCE2-certified delivery in complex technical environments.

Proprietary Technology

Espanaro has developed Consilium, its patented Command & Control (C2) platform, and four AI-powered security modules:

- VigilantEye – AI-powered weapons detection.
- CogniSight – Facial recognition and behavioural analysis.
- EmotionEdge – Sentiment and emotion detection.
- ArmaSense – Sensor-driven threat intelligence.

Objectives

During the market visit, Espanaro aims to:

- Build relationships with potential partners across defence, security, cloud, and AI innovation.
- Identify Australian market entry and growth opportunities for consultancy services and AI-driven security products.
- Showcase Consilium and its AI modules to defence, security, and technology leaders.
- Explore collaborations with cloud hyperscalers, security platform providers, and advanced technology integrators.

With proven expertise in secure systems engineering, AI-enabled security, and mission-critical automation, Espanaro seeks strategic partnerships in Australia to expand its international presence and accelerate the development of next-generation security solutions.



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Established in 1990, and with its UK office based in Tredegar **Frontier Medical** has become a global provider of medical devices to healthcare professionals.



A leading supplier of consumable products and services to healthcare providers in the UK, Europe, the US together with global exports to Australia, Hong Kong and the Middle East. Its specialist field is Skin & Wound Care – the two main product lines being Repose and Toto. An additional line is DermisPlus Prevent.

Product/Service

Repose – A range of reactive air, pressure redistribution and reduction support surfaces.

Toto offers consistent and controlled automated lateral patient turning intervals, supporting single-handed care, in a lightweight, easy to use and set-up format.

Dermisplus Prevent – A range of pressure redistribution polymer gel pads available in various sizes, thicknesses and anatomical shapes which help to reduce the risk of pressure damage, when used as part of a pressure ulcer prevention strategy.

The impressive growth in global exports in recent years, the export experience, and the establishment of offices in Germany and US, place Frontier Medical in a strong position to further develop international opportunities in markets that offer significant potential for growth

Specialist distributors are seen as the best route to market for medical devices and Frontier medical have clearly outlined the features of an ideal collaborative partner.

Objectives

Having successfully established itself in the UK, Frontier is now looking to further grow internationally with both the Repose and Toto brands and is therefore exploring overseas collaboration opportunities.



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GENLETICS is a Welsh biotechnology company founded by geneticist Dr Adam Thomas.

GENLETICS

The company applies molecular biology and circadian science to elite sport, bridging academic research with practical performance solutions. Built on scientific rigour and innovation, GENLETICS develops tools that help athletes and teams understand and act on their circadian rhythms. The company has partnered with professional rugby, football, and athletics organisations to validate its approach and demonstrate measurable performance outcomes.

Product/Service

GENLETICS has created a proprietary testing platform to identify an athlete's *Metabolic Peak*®—the time of day when physiology is optimally primed. By measuring circadian rhythms through molecular analysis, the company delivers actionable insights for:

- Synchronising squads to peak collectively at match time.
- Personalising strength and conditioning programmes.
- Reducing injury risk by aligning workloads to readiness.
- Accelerating rehabilitation with timing-optimised recovery strategies.

These services integrate seamlessly into existing performance structures, providing coaches and medical teams with data-driven support.

Objectives

GENLETICS aims to build partnerships with sports organisations interested in

using circadian biology for competitive advantage. Objectives include:

- Presenting validation results with elite squads.
- Exploring pilot opportunities tailored to European competition schedules.
- Building relationships with performance, medical, and executive staff.
- Assessing opportunities in the Netherlands and wider European markets to scale impact internationally.

GENLETICS is particularly focused on addressing challenges such as travel fatigue, squad synchronisation, and injury management, while maximising player performance through science-led innovation.



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Genpower is a family-run business based in Wales, specialising in the import and distribution of high-quality power tools and equipment.



Serving both professional tradespeople and DIY enthusiasts, The company is also the global importer and distributor for JCB Tools, a renowned and trusted brand in the industry and operates through an extensive network of distributors across Europe and the Middle East.

Product/Service

Genpower is a leading supplier of high-quality power tools and equipment for both professional and DIY use. Offering an expansive range of tools and power products.

In addition to its own product lines, the company is the global distributor for JCB Tools and the official UK distributor for Hyundai Power Products. Genpower also distributes other major power equipment brands.

With an established distributor network across Europe and the Middle East and a strong direct-to-consumer presence on platforms like Amazon and eBay, Genpower continues to expand its reach, providing dependable tools and equipment to customers globally.

Objectives

Genpower is actively seeking to establish exclusive distribution partnerships for JCB Tools in Australia. Their primary objective is to collaborate with established and reputable distributors who share their values of quality, reliability, and a commitment to long-term success.



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HONA is a Welsh based nail care brand pioneering hypoallergenic gel systems designed for professional use. Founded by a husband-and-wife team, HONA's mission is to provide safe, high-quality products to nail technicians, addressing the growing concerns around nail allergies. The brand has built a strong, loyal community and is now expanding internationally.

HONA

Product/Service

HONA offers a range of premium, hypoallergenic nail products, including builder gels, hard gels, and gel polishes. Free from harmful chemicals like HEMA, HPMA, TPO, and IBOA, HONA products are ideal for professionals prioritising both safety and performance. The brand's flagship product, TrueBuild, is a thicker, high-performance gel that requires no base coat, making it easier to use and perfect for both new and experienced technicians.

Objectives

HONA aims to introduce its innovative, safer nail products to the Australian market, seeking to partner with reputable distributors. By doing so, HONA hopes to provide Australian professionals with a healthier, high-performance alternative, while educating and empowering the local nail tech community.



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Mari Thomas Jewellery is an award winning Welsh designer jewellery company. Established in 1998 they design and manufactures contemporary jewellery in all precious metals producing a range of striking collections and one off bespoke gallery pieces.

MT
MARITHOMAS
Jewellery
MARITHOMAS.COM

Product/Service

Mari Thomas designs and manufactures contemporary jewellery. She is producing many designer collections in handcrafted in gold and silver. As a designer Mari has won major design awards, exhibited at leading exhibitions and has a portfolio of extensive prestigious commissions from individual clients to corporate and national establishments.

Objectives

Mari Thomas main objective is to find stores boutiques and galleries in Australia to establish her brand. She is also looking for private and corporate clients, customers who could commission pieces and collections and care about finding something different, designer and bespoke.



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Mark Water Pumps manufacture water pumps and pride themselves in offering OE quality parts to the after market.



Mark Water Pumps Limited

Where Quality Flows

It specialises in Landrover but at present can offer a range of 250 references including some very old references. The company also supply components to all the major exhaust manufacturers in the UK, and are about to launch shock absorbers.

Product/Service

- Water Pumps (for passenger vehicles)
- Exhaust components
- Shock absorbers

Objectives

- To make its Pro flow brand more known in Australia to gain more experience
- To increase our water pump sales
- To potentially find further business with shock absorber new range



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The Village Bakery Wrexham is a dynamic bakery business based in Wrexham in North Wales.



We specialise in premium private label bakery lines and operate across several different categories including morning goods (pancakes, bagels, crumpets) ambient rolls, premium sourdough bread, scones, and a full range of gluten free bread, rolls and morning goods.

Since 2019 the company has invested over £100 million in new lines and facilities, including a new 140,000 sq. ft super bakery.

Innovation is at the heart of everything they do and their new product development kitchen is the hub of the operation, enabling the reinvention of the bakery sector through premiumisation of existing products and launching innovative and market-leading new lines.

Product/Service

Premium Private Label Bakery products both Gluten Rich and Gluten Free.

Objectives

Grow their existing business within the Australian market in both the Retail and Foodservice sectors by forming relationships with new customers and increasing their portfolio with existing partners.



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A UK patented product with pending applications elsewhere, **Tyre Glider** was launched in December 2021 and has seen year on year growth to date with exporting being an integral part of the business model.



Product/Service

Tyre Glider is an innovative tool that removes and installs bicycle tyres and is already being sold in countries such as Japan, Mexico, South Korea, European countries and more across the globe and being recognised in cycling magazines as an alternative method of changing bicycle tyres in comparison to the traditional method of two or three levers.

Objectives

Tyre Glider's objectives are to connect with relevant partners in the cycling industry within Australia in order to bring the product to market, where it will help cyclists change a frustrating task into a more pleasant one.



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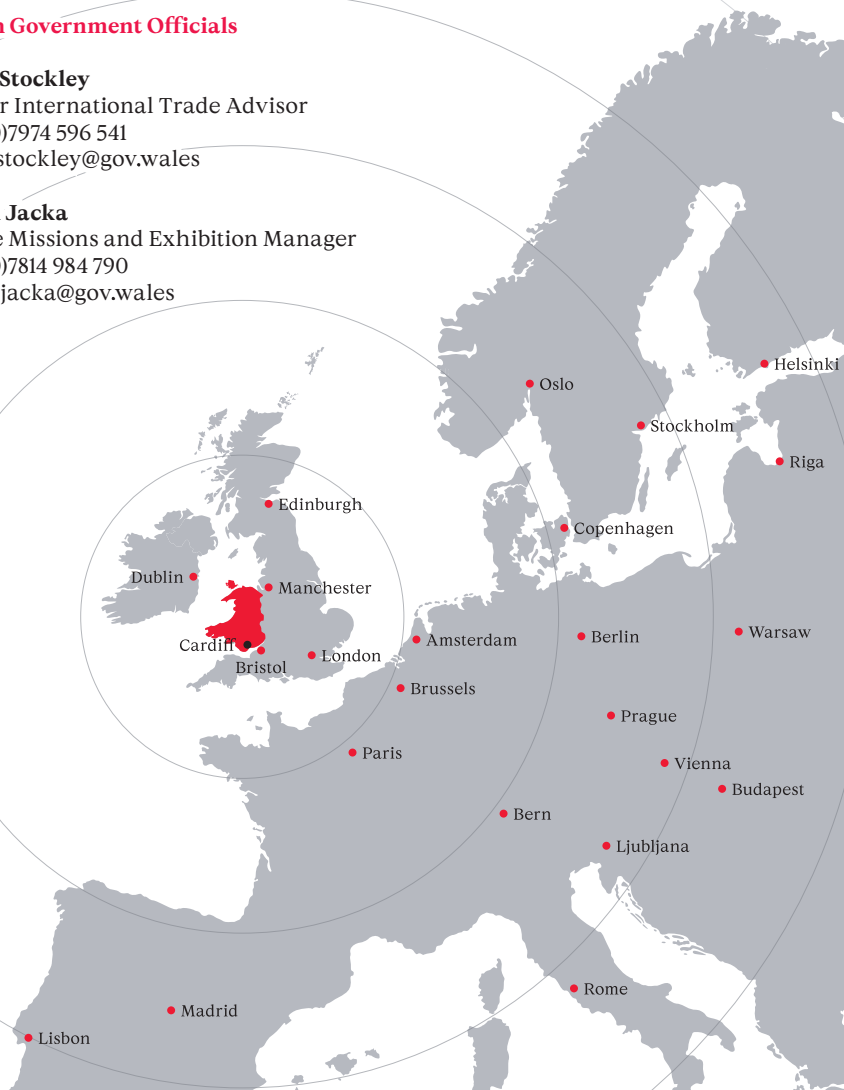
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