



GLOBAL  
WELSH

**SGEMA**

# WEST WALES

A PRIME DESTINATION FOR BUSINESS



**Wales is at the heart of the UK,  
known for its strong support for  
businesses and its pioneering  
role in multiple sectors.**

The infrastructure in Wales is ideally suited for business needs. Superfast Cymru has rolled out high-speed fibre broadband across the region, providing one of the most advanced digital infrastructures in Europe. This connectivity, along with excellent transport links by road, rail, and air to major UK and European cities, positions Wales as a connected and accessible hub for business growth.

Businesses in Wales benefit from highly competitive costs including lower commercial rents and property/land prices compared to some other parts of the UK. Alongside this financial advantage, the Welsh Government offers grants and incentive schemes, enabling access to financial assistance for a variety of activities such as initial location setup, job creation and safeguarding, research and development, and skill development.



Discover why West Wales stands out as a leading choice for businesses looking to grow and thrive in a supportive, vibrant community:

### **ENHANCED QUALITY OF LIFE**

The environment of West Wales offers a high quality of life, contributing to happier, more creative staff who are motivated and inspired.



### **LOWER STAFF TURNOVER**

The sense of community and the lifestyle in West Wales help create strong employee loyalty, resulting in lower staff turnover rates and stable workforce dynamics.



### **GREATER COMMUNITY IMPACT**

Establishing your business in West Wales allows for deeper connections with the local community, leading to significant, tangible impacts that are often lost in larger cities.



### **ROBUST SUPPLY CHAINS**

The commitment to long-term partnerships prevalent in a more rural setting strengthens supply chains, enhancing reliability and sustainability for businesses.



### **BILINGUAL ADVANTAGE**

The use of Welsh alongside English not only enriches communication but also instils a cultural sensitivity that is invaluable in global business relations. Being bilingual in this context offers a broader understanding and appreciation of diverse cultures, enhancing international business dealings.



# WEST IS BEST



## LEVERAGING THE GLOBALWELSH NETWORK FOR LOCAL EMPOWERMENT

While these economic benefits provide a solid foundation, Wales continues to navigate broader challenges that impact its position on the global stage. Walter May, CEO of GlobalWelsh, underscores this point, emphasising the strategic importance of leveraging the Welsh diaspora to enhance Wales's global identity and attract more investment.

## A HUB OF COLLABORATION

Wales exemplifies a successful model of collaboration, where universities, industry, and government work hand-in-hand to propel growth. Collaboration includes championing innovation, raising standards, and promoting skills development. The unique size of Wales offers an optimal blend of interconnectivity and extensive research and development capabilities, enabling companies of all sizes to share best practices, accelerate innovation, and enhance supply chain interconnections.

## UNCOVER THE FUTURE WITH US - CARMARTHENSHIRE & CEREDIGION

Join the Carmarthenshire and Ceredigion Connector Hub and come with us on a transformative journey that blends the vibrant pulse of creativity, innovation, and tradition across both counties.



While it's true that Wales faces challenges in carving out a distinct global identity and competing for inward investment within the UK, it's time we harness the potential of our greatest asset - the Welsh diaspora. With upwards of three million individuals globally, our diaspora represents an untapped force of advocates poised to elevate Wales's profile on the world stage.

Walter May, CEO of GlobalWelsh



With the support of the ARFOR Challenge Fund, Sgema is proud to collaborate with key partners in this pilot project. Our goal is to connect Welsh entrepreneurs internationally with businesses in Carmarthenshire and Ceredigion, creating a thriving network that promotes economic growth and cultural heritage. This project via the GlobalWelsh platform provides that opportunity to connect.

Meilyr Ceredig, Director at Sgema



As a hub for creativity and digital innovation, Yr Egin is excited to be a part of the Connector Hub project. This partnership opens up a world of opportunities for businesses in Carmarthenshire and Ceredigion, offering them a unique platform to connect with a global community passionate about Wales and its economic prospects.

Carys Ifan, Yr Egin Director



How you can get involved with businesses across the region where the future is being crafted by groundbreaking initiatives to boost our economic future.

### **A HOTBED FOR INNOVATION**

Discover the strong academic footprint in Carmarthenshire and Ceredigion, which includes prominent institutions such as Aberystwyth University, University of Wales Trinity Saint David, Coleg Sir Gâr, and Coleg Ceredigion. This educational ecosystem provides businesses with unparalleled access to academic innovation and expertise, creating a thriving culture of entrepreneurship supported by partnerships like the Mid Wales Growth Deal.

# DISCOVER



## **INNOVATING THROUGH SCIENCE AND TECHNOLOGY**

Discover how Carmarthenshire and Ceredigion are pioneering the future with groundbreaking projects. The Institute of Biological, Environmental, and Rural Sciences (IBERS) leads in addressing global challenges through research in sustainable agriculture, climate adaptation, and biodiversity conservation. Additionally, the Pentre Awel Life Science and Well-being Village, a major £200 million initiative along the Llanelli coastline, merges health, leisure, and academia. This key project in the Swansea Bay City Region exemplifies innovation, supported by £40 million from the £1.3 billion City Deal funding.





## **STRENGTHENING COMMUNITY THROUGH LANGUAGE AND CULTURE**

The community is enriched by promoting the Welsh language and culture, prominently through initiatives like Yr Egin. Situated on the University of Wales Trinity Saint David campus in Carmarthen, Yr Egin serves as a creative and digital hub. It is strategically located within a 90-minute journey for approximately 65% of all Welsh speakers in Wales. And designed to fuse creative imagination with talent. Yr Egin aims to act as a catalyst for the regeneration and promotion of the Welsh language throughout Carmarthenshire.



Despite these promising developments, the region faces significant challenges that require concerted efforts to overcome.

Key challenges in the region include financial constraints and prevalent health issues. Through stronger engagement with the Welsh diaspora, we are hoping to attract investment and health expertise to the area, which are essential for addressing these challenges effectively.

Professor Rhys Thomas,  
CEO of Virtual Ward Technologies

Your involvement can play a crucial role and we invite you to become part of this narrative of innovation, sustainability, and community empowerment. The Carmarthenshire and Ceredigion Connector Hub is your gateway to becoming an integral part of a story that redefines what it means to be connected to Wales.

# JOIN THE STORY





# ARE YOU READY?

Are you ready to shape the future with us?  
Check out more details on how you  
can get involved or contact  
[post@sgema.cymru](mailto:post@sgema.cymru)

[globalwelsh.com](http://globalwelsh.com)



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