



Riyadh's British, and especially Welsh, expatriate community were eager to entertain IBW and the trade visitors. For their first night in Riyadh, the companies were warmly welcomed by Tim Dearden, the Deputy Head of Trade and Investment at the British Embassy, followed by a formal reception at the embassy the evening after with His Excellency. Again, company executives were eager to understand and learn more about their impending trip to the Riyadh Chamber of Commerce.

The morning rolled on and IBW was up bright and early for their Riyadh Chamber of Commerce invitation. Whilst expectations were high, the quality of turnout from Saudi businesses more than outshined the quantity.

Speaking to the media and the Saudi business community Lee Jennings, International Business Wales' Vice President for the Middle East, said: "The advantages of doing business in Wales such as tariff-free access to UK and EU markets, financial incentives for capital investment, a highly skilled work force and excellent research and development facilities are eminent, as nearly 500 international companies including 180 US, over 50 Japanese and more than 200 organisations from the EU have located there."

"Being based in Wales provides the optimal launch pad for businesses to grow on the national and international stages; in the past 25 years almost 1,500 companies have invested a total of US\$26 billion into Wales; over 40% of this spending was reinvestment," he added.

After a hectic final few days in Riyadh, the delegation flew off to Bahrain. However, we're hoping to see more than a few back in both Riyadh and Jeddah soon to continue developing the strong links and bonds between the Welsh and the Saudis. However, with the companies on the delegation reporting that they've already sewn up, or in negotiations to finalize, just under US\$8.5 million worth of agreements, it shouldn't be long before

we see a much stronger Welsh presence in Saudi Arabia, the heart of the Gulf.

The companies participating in the trade mission were;

**Alpha Omega – Education & Training**  
 Contact - Thamer Hassan Albahrani  
 Website: [www.alphaomegacollege.co.uk](http://www.alphaomegacollege.co.uk)

**Encapsulated Wildflower Seeds R & D Ltd – Agriculture & Farming**  
 Contact - Sharon Eva Haydney  
 Website: [www.encapsulatedseeds.com](http://www.encapsulatedseeds.com)

**GL Jones Playgrounds Ltd - Leisure**  
 Contact - Hefin Lloyd Jones  
 Website: [www.gljones-playgrounds.co.uk](http://www.gljones-playgrounds.co.uk)

**Hobbs Valve Limited – Oil & Gas**  
 Contact - Rhys Jones  
 Website: [www.hobbsvalve.co.uk](http://www.hobbsvalve.co.uk)

**J C Plant – Industrial & Construction**  
 Contact - John Lewis

**Richard Collins Associates Ltd - Education**  
 Contact - Richard Anthony Collins  
 Website: [www.rcollinsassoc.co.uk](http://www.rcollinsassoc.co.uk)

**Teddington Engineered Solutions Ltd – Oil & Gas**  
 Contact - Jason Anthony Thomas  
 Website: [www.tes.uk.com](http://www.tes.uk.com)

**Unimaq Ltd – Machinery Manufacturers**  
 Contact - Roman Lozano  
 Website: [www.unimaq.co.uk](http://www.unimaq.co.uk)

*[Editors note: As the In-Kingdom representative for IBW, please give me a call or drop me a line if you need any more information about doing business with Welsh companies. Andrew Mead  
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**Did you know?**



The flag of St David is a gold cross on a black background, although earlier variations exist. These include a black cross on a gold field and engrailed edges on the cross. The cross has been used on occasion as an alternative to Wales' official flag, although it enjoys no such similar status and appears less frequently.

It is the flag for the patron saint of Wales, and bears a similarity to the arms of the diocese of St David's in Pembrokeshire. Indeed, it is most likely to be flown on 1 March, St David's Day.

The origins of the flag are uncertain, though it gained prominence in the early 20th century. It is likely to be much older, and some claim it goes back to the seventh century.