



**Global Wales
Annual Report
2023-24**

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Chair's Foreword



It has once again been a pleasure to chair Global Wales this year. At a time of challenge, change and opportunity, this year's Global Wales annual report bears testament to our resilience, adaptability, and commitment to advancing Wales' international presence despite unprecedented financial challenges.

Like many other sectors, education has felt the impact of public sector cuts and during its second year, the Global Wales budget was cut by 50%.

This undoubtedly posed significant obstacles, yet it also served as a catalyst for innovation, strategic realignment, and a renewed focus on what truly matters, with difficult decisions and tough prioritisation. Operations have been streamlined and resources focused on areas where we could make the most impact. While these measures were necessary, they also reinforced our core strengths—collaboration, resourcefulness, and a shared vision for a globally connected Wales.

Now in our ninth year and the second year of the Global Wales III programme, we have continued to build bridges with key international partners, creating opportunities for academic collaboration, research excellence, and student mobility. Our strategic focus on key regions, including India, North America, Vietnam and Europe, has allowed us to deepen our engagement and foster mutually beneficial relationships that could serve as a foundation for future growth and innovation.

We have worked closely with our universities and colleges to adapt to the new financial realities. We prioritised initiatives that could deliver high value with limited resources, and we are proud of our achievement this year in supporting institutions facing worrying declines in international student recruitment. In addition to planned marketing activity promoting Wales as a study destination, a Study in Wales campaign was mobilised at short notice upon confirmation of the continuation of the Graduate Route to reach unconfirmed applicants in India.

International partnership remains at the heart of our mission. This year, we have made significant strides in supporting collaborative research projects that address some of the most pressing global challenges, from climate change to public health. Through seed funding provided by Global Wales, 21 partnerships have been established between Welsh and international institutions, and these initiatives underscore the importance of international cooperation and the role Wales plays in contributing to global solutions.

As we reflect on this challenging year, we do so with a sense of pride in what we have accomplished. While the financial landscape remains uncertain, our resolve to position Wales as a leader in education, research, and international collaboration is stronger than ever.

**Dr Ben Calvert,
Chair of Global Wales**

Executive Summary



Global Wales successfully expanded its international impact over the past year, delivering 62 initiatives across Vietnam, Canada, the USA, India, and Europe. These activities engaged over 31,000 individuals and 179 Welsh sector colleagues through delegations, marketing campaigns, partnership development and more. The programme has continued its second year of collaboration with the further education sector, emphasising partnership-building and global engagement.

In India, across Telangana and Karnataka states, Global Wales strengthened the foundations of its work by participating in the UK's largest TNE conference as well as its own market development visit, further extending opportunities for Welsh further education colleges in India. Notable projects include collaborations on STEM, electric vehicles (EV), and mutual recognition of qualifications, a Study in Wales recruitment roadshow and digital campaigns.

Work in the USA continued to grow at multiple levels with participation at NAFSA 2024, progressing and discovering partnership opportunities. As a key recruitment market, Global Wales further developed the strong relationship with the US high school advisor sector with attendance at the National Association for College Admission Counselling (NACAC) conference and a Study in Wales tour for 28 US advisors. Stemming from a previous NAFSA conference, a key initiative focused on building partnerships in advanced manufacturing and semiconductor production, with further progress agreed for next year.

Global Wales bolstered its relationships in Canada at key conferences, as well as dedicated meetings in Calgary and Toronto for both colleges and universities, facilitating collaborations in transnational education, research and mobility. The fruits of these developments are now emerging into formal institutional partnerships and activity.

In Europe, Global Wales strengthened ties with partners in Flanders and Germany, supporting Welsh universities' participation in European research opportunities. The programme also conducted several recruitment events as well as digital marketing campaigns in France and Germany.

Global Wales' work with Vietnam has been built on the relationships and partnerships that have been nurtured over several years. This included grant awards made to support collaborations in AI, machine learning, and agri-tech, and the final phase of the British Council funded project on gender equality in higher education.

Through the Study in Wales brand, Global Wales has delivered destination marketing campaigns on behalf of the higher education sector. Digital campaigns reached recruitment audiences across the USA, India, France and Germany, generating 417 million impressions, 6.3 million web clicks and over 86,000 transfers to university webpages. Alongside this, a continual content production strategy for colleges and universities ensured that relevant and engaging information is always available on the Study in Wales website and shared on social media.

Global Wales delivered another year of its scholarship programme, continuing to create lifetime ambassadors for Wales and its institutions. Partnering with the U.S. Department of State's Benjamin A. Gilman International Scholarship Program in the USA and the FCDO's Chevening programme in Vietnam and India, as well as running Global Wales' own postgraduate scholarship programme, 36 funded scholarships were awarded this year. These were supported by scholar engagement events including leadership development, cultural visits and networking opportunities.



What Global Wales does [adding value], a one-Wales approach on behalf of the sector including key partners in Government, institutions, British Council... it's the holistic approach that separates us.

**Quote taken from the external Wavehill evaluation -
Global Wales (III) Inception Stage Evaluation**

Purpose

This year marked the ninth year of the Global Wales partnership and the completion of the second year of the Global Wales III programme, funded by Welsh Government via Taith. The Global Wales III programme provides a strategic, collaborative approach to international higher education and further education in Wales and is a partnership between Universities Wales, ColegauCymru, Welsh Government, British Council Wales, and Medr - The Commission for Tertiary Education and Research.

The Global Wales III programme has four objectives:

one.

Increase international student numbers from priority areas

two.

Maintain and grow partnerships in priority markets

three.

Generate additional export earnings for Wales from priority markets

four.

Increase the awareness and reputation of Welsh universities and further education colleges among priority markets

The original plan for the Global Wales III programme extended engagement in priority markets, exploring where the programme could best add value, capitalise on opportunity, and work in a collaborative system-to-system way.

These markets were:

- North America (US and Canada)
- Vietnam
- India (with a focus on Telangana and Karnataka)
- Europe (with a focus on France, Germany, Flanders and Ireland)

Part way through the second year of the Global Wales III programme, following Welsh Government funding reductions of 50%, the plan was modified and delivery was streamlined across all areas of the programme.

Global Wales, including Global Wales III and other externally funded activities, such as our participation in the Going Global Partnerships programme, is delivered by Universities Wales.

Impact

Across Vietnam, Canada, USA, India and Europe, working with over 31,000 people and 179 Welsh sector colleagues, Global Wales has delivered 62 initiatives throughout the year. These included delegations, marketing campaigns and partnership calls, to name but a few.

In the second year of working with further education, these collaborations have been part of the above delivery. More detail has been set out in the Further Education section of this report to spotlight this work.

Facts and figures



21

new partnerships funded



36

scholarships awarded



1,562

applications received for this year's scholarships

Study in Wales marketing campaigns

417m

digital impressions

6.3m

clicks driving traffic to the Study in Wales website

86k

links to university web pages

500k

individual emails sent to newsletter audiences with an average open rate of 35%

India

Engagement with key partners in India, specifically Telangana and Karnataka, has been at the core of Global Wales' work as it continues to drive engagement and create opportunities for Wales' further and higher education sector. In a busy and often challenging year, the following activities exemplify Global Wales' ability to broker opportunities and drive participation.

Under the Study in Wales brand, Global Wales organised a recruitment roadshow for Welsh universities, visiting eight schools in Hyderabad and Bengaluru, with in-person participation from representatives of three Welsh universities.

Global Wales attended the annual IC3 Career College Counsellors conference, which had over 1,300 university representatives and high school counsellors in attendance. At the conference, Global Wales brokered connections with 25 new counsellors from India.

Global Wales participated in the largest UK Higher Education TNE delegation to India, with over 26 UK universities in attendance. Organised by the Department for Business and Trade and British Council India, the visit included an India-UK Higher Education conference exploring key issues around Mutual Recognition of Qualifications (MRQs), and TNE opportunities in online distance learning education.

A virtual roundtable on 'An Introduction to the India Market' was organised for the further education sector in Wales. The event provided an overview of the market, India's National Education policy and potential opportunities for further education in India across different sectors, including electric vehicles (EV), nursing and manufacturing.

Three Global Wales funding calls awarded a total of £50,000 to nine Welsh universities and colleges. These included:

- Three partnerships with universities in Karnataka focused on capacity building
- Four partnerships with the Indian Institute of Science (IISc) developing STEM partnerships
- One assessment of key EV industries in Global Wales priority states - Telangana and Karnataka

Global Wales led a delegation of senior representatives from four further education colleges on a skills mission to India. The delegates also attended the Welsh Government's St David's Day event in Bengaluru as part of its Wales in India activity.

Global Wales supported NPTC Group of Colleges and Grŵp Llandrillo Menai in assessing the EV industry across Telangana and Karnataka.

Global Wales hosted a visit of key stakeholders from Karnataka's State Higher Education Council as well as the Country Director of British Council India. The programme included visits to Cardiff University's Translational Research Hub (TRH), the School of Technologies at Cardiff Metropolitan University and NPTC's Neath campus, showcasing some of the projects already underway between Wales and Karnataka, and exploring opportunities for further collaboration.

Emerging from a successful small grant application from Global Wales in 2022 was the Great AppSec Hackathon 2024, led by the Data Security Council of India in partnership with Cardiff University and The Hague Centre for Strategic Studies. It saw more than 10,000 students from around the world participating to raise awareness of security threats, build skills, provide job opportunities, and strengthen cybersecurity capacity internationally.



Further education delegation to Telangana and Karnataka

Global Wales delivered a further education leadership delegation to India in March 2024, supported by Taith, ColegauCymru, Welsh Government in India, FCDO in India and British Council in India. Over the course of a one-week programme, delegates from five Welsh colleges visited key partners in education, policy making, research and industry to explore partnership opportunities in Bengaluru and Hyderabad.

The visit highlighted multiple opportunities to establish and develop collaboration, especially in key subject areas such as engineering and advanced manufacturing, aerospace and space sectors, biotech and semi-conductors. Underpinning this, the need for partners to address global challenges, including climate change, population health, electric vehicles and AI, has ensured that conversations started during the visit have developed into new connections, networks, partnerships and projects.

As a result of the visit, a skills working group has been established with key partners in Karnataka, Wales has hosted a delegation of senior leaders from the Karnataka State ministries, and ongoing projects are underway or being developed with support from Global Wales. This project exemplifies the value and effectiveness of Global Wales' relationships with key partners, enabling the sharing of resources and intelligence to create programmes of activity which deliver shared benefit and greater impact.



This was a useful and interesting delegation that challenged my stereotypes and allowed me time to process how we can move forward in this space. We were able to discuss important topics and I was able to see clear opportunities to enhance learner and staff experience and assess some risks involved in any potential educational visit.

Vanessa Cashmore, Coleg Sir Gâr/Coleg Ceredigion

— USA

The USA is a well-established recruitment driven market where the Study in Wales brand has been deployed to raise awareness of Wales as a study destination. This is done through market development activity, across recruitment events and by building a strong relationship with the school advisor sector.

Global Wales was joined by five universities while exhibiting at the National Association for College Admission Counselling conference in Baltimore, attended by over 6,000 high school advisors. At the event, Global Wales delivered a Study in Wales reception, as well as a training session about the Welsh higher education offer.

Global Wales hosted its annual Study in Wales advisor tour, welcoming 28 high school advisors from the US and Canada to Wales and showcasing all eight internationally recruiting universities. Tours like these are highly impactful, helping to familiarise the advisors with the Welsh education system, and to showcase the facilities and support services available to students who study here.

In addition to the tour, Global Wales issued a monthly newsletter to 45,000 advisors based in the USA. Twelve additional newsletters were sent on behalf of Welsh universities to specific advisor groups to support with their own recruitment activity. Across the year, Global Wales sent more than 500,000 individual emails, generating over 210,000 interactions (opens and link clicks to the website).

Global Wales attended the NAFSA conference in New Orleans with six universities under the Study in Wales brand. This conference is the world's largest international higher education exhibition, welcoming 8,500 education professionals. The Global Wales team engaged with over 60 organisations and the universities met with over 70 new partners and over 90 existing partners.

Global Wales co-hosted an online roundtable event with Study Tennessee, looking at potential partnerships between universities focused on advanced manufacturing and semi-conductor production. This initiative included contributions from Welsh Government, US Commercial Services and Oak Ridge Associated Universities. Global Wales will host an introductory visit to Wales from Oak Ridge Associated Universities, visiting Wales' leading compound sector conductor facilities and exploring academic partnership opportunities.

Advisor tour

In the spring of 2024, Global Wales welcomed 28 high school advisors from North America to Wales, showcasing all eight internationally recruiting universities. Tours like this one allow high-school counsellors who are advising internationally mobile prospective undergraduate students to talk authoritatively and personally about what a Welsh university experience has to offer. Jenny Fisher, a high school counsellor from Dallas, said of the visit:

The tour was fantastic - so instructive and so positive. Everyone we met was friendly, helpful, and informative. I feel so much better prepared to talk about Welsh universities and will definitely recommend them to my students.

From advanced robotics, state-of the art sports facilities and creative industry powerhouses, to marine research vessels, world-renowned life science departments and hi-tech healthcare simulation equipment, every university impressed the advisors. Kel McDowell, a counsellor from Vancouver, said:

Everything about this tour was valuable. I learned so much about each university and specific programs that we explored in depth. I have already spoken to two students who I feel would be a good fit.

Advisors left Wales with many experiences and newfound knowledge to share with US and Canadian high school students looking to study abroad. Auna Hearne from Houston thanked Global Wales for the 'opportunity to visit this beautiful country and the amazing universities'. She said: "I would recommend this experience to any counsellor working with students interested in pursuing their studies abroad. Wales is a great place!"



— Canada

The opportunities in Canada focus strongly on building partnerships – either directly between Global Wales and Canadian partners or by brokering and facilitating partnerships on behalf of Welsh universities and colleges.

This year, Global Wales attended the Canadian Bureau for International Education conference in Vancouver, where the team met with Global Wales' strategic partners Universities Canada and Colleges and Institutes Canada (CICan). The visit also provided an opportunity to present to a group of counsellors and offer an overview of the opportunities for Canadian students to study in Wales.

Global Wales also exhibited at the CICan conference in Calgary, where 1,200 delegates attended the conference from across the postsecondary sector, supporting attendance from Welsh colleges. Following the conference, Global Wales met with colleges and universities in Calgary and Toronto to create connections and explore opportunities for collaboration. A paper which outlined opportunities for collaboration in TNE, research and mobility was then shared with Wales' colleges and universities from which partnerships and models for collaboration between Welsh and Canadian institutions are already being developed.

In partnership with Universities Canada, CICan and ColegauCymru, Global Wales delivered a webinar to over 60 Universities Canada and CICan members. The webinar provided information on the higher education and further education sectors in Wales, as well as presenting opportunities for partnerships with Global Wales, Taith, Turing and Canada's Global Opportunities programme.

Global Wales and its partnership activity were highlighted by the High Commissioner during his welcome address at Canada House. The reception provided an opportunity to further develop Wales' relationships in Canada.



Partnership between Pembrokeshire College and College of the North Atlantic

A key area of work in Global Wales is to maintain and grow partnerships in priority markets, bringing together further and higher education institutions in Wales with their international counterparts to explore collaboration in areas of mutual interest.

During a Global Wales delegation to Montreal, principals of seven colleges in Wales attended the World Federation of Colleges and Polytechnics and the Colleges and Institutes Canada (CICan) annual conference.

At a networking reception organised by Global Wales, the Principal of Pembrokeshire College met representatives from the College of the North Atlantic - a meeting that has led to an ongoing knowledge exchange partnership in renewables and women in engineering.

Representatives from the College of the North Atlantic (CNA) visited Pembrokeshire, followed by a reciprocal trip to CNA in Newfoundland, Canada for seven Pembrokeshire staff and a member of the local authority. The visits, in partnership with ColegauCymru, focused on knowledge exchange in curriculum delivery in energy engineering and exploring recent developments in renewable energy in Canada.

The group from Pembrokeshire also visited a wind turbine training centre to learn more about provision at the college, sharing Pembrokeshire College's curriculum for its 'Destination Renewables' programme, a joint initiative between EDF Renewables UK, DP Energy and Pembrokeshire College to design and deliver a two-year course to prepare 16-18-year-olds for the future renewables' jobs market. This links with the development of a new offshore floating windfarm in the Celtic seas, bringing huge opportunities for the local region and an opportunity for Pembrokeshire College to provide the necessary training for the skills required.

In May, an MoU was signed between Pembrokeshire College, College of the North Atlantic and Pembrokeshire County Council. A study has found that floating wind farms in the Celtic Sea could create up to 5,300 new jobs and generate £1.4bn for the UK economy. Some of the world's biggest floating wind farms will be built in the Celtic Sea.



The visit to Montreal funded by Global Wales was the start of a great working partnership between Pembrokeshire College and the College of the North Atlantic.

Barry Walters, Principal at Pembrokeshire College

— Vietnam

Global Wales' work this year has been built upon the relationships and partnerships that have been nurtured through its engagement with key partners in both the UK and Vietnam over several years.

Global Wales participated in the Department for Business and Trade (DBT) Higher Education TNE Mission to Da Nang, Hanoi and Hai Phong as part of a wider market development visit. As well as meeting with the Ministry of Education and Training (MOET) and regional delegates from the People's Committee, Global Wales also connected with universities in Hanoi, Can Tho, Hue and Da Nang to review partnerships and explore new areas for collaboration.

The Global Wales partnership call - supporting connections with Vietnamese institutions - was launched at a networking reception at the Vietnamese Embassy where speakers included the Vietnamese Ambassador to the UK, the Vice-Minister of MOET, British Council Vietnam and the Chair of HEFCW. This year's partnership round saw £45,000 awarded through nine grants, enabling institutional collaboration in the fields of AI, machine learning, digital transformation sustainable agriculture and agri-tech.

This year was the final year of the Global Wales project under the British Council's Going Global Partnership, which linked four Welsh universities with four universities in Vietnam. The project had been running since January 2022 and focused on gender equality in higher education. This year, there were two key activities to promote continued partnership and showcase learning outcomes.

Ten delegates from four Welsh universities visited their partner universities in Hanoi, Can Tho, Hue and Da Nang to review and share learnings from the project and explore opportunities for ongoing collaboration.

To conclude the project, there was an online dissemination conference where the external assessment and recommendations report was shared with an audience from across the Vietnamese higher education sector in-person and remotely.

Despite the programme coming to a close, the institutional partnership established over the course of the project has prevailed and participating institutions have begun working together in new project areas, including delivery of shared programmes, research, and staff and student mobility.



Going Global Partnership

The Going Global Partnership (GGP) project, which was organised by Global Wales and largely funded by British Council, concluded in March 2024 following a two-year collaboration between four Welsh and four Vietnamese universities.

Acting as coordinator and providing match-funding, Global Wales worked with a network of eight institutions to deliver the two-year project which focused on gender equality in higher education leadership. Universities worked in international pairings to explore challenges, share experiences and practice and trial approaches through remote working and – at the end of the programme – produce recommendations that would support advancement in the Vietnamese higher education sector.

During the project, Global Wales coordinated delegation visits to Wales and Vietnam, with 25 higher education participants travelling over the two visits, allowing them to observe and learn in-country, strengthen relationships, gain cultural and contextual understanding and to explore areas for future funding and collaborative partnerships in mobility, exchange, TNE and research.



“Thank you for giving me the opportunity to know more about Wales and about universities in Wales. I will introduce my students to universities in Wales. Above all, I look forward to developing research collaborations both sides in the future.”

Le Ly Thuy Tram - Head of Department, University of Da Nang



“The GGP staff did an excellent job bringing our delegation to the greatest Welsh universities. I believe we can all learn from one another, and that by working together, we will be able to find effective methods to pool our resources.”

Hoang Thi Diep, Deputy Head of Department - VNU-UET

— Europe

Global Wales continued to develop its partnership activities in Europe, notably strengthening relations with partners from Flanders and Germany, complemented by recruitment activity and Study in Wales campaigns in France and Germany.

Global Wales agreed a new partnership with the Research Foundation - Flanders, Fonds Wetenschappelijk Onderzoek - Vlaanderen (FWO) - to promote the participation of Welsh research groups in the FWO 2023 call for Scientific Research Networks. Two Welsh universities submitted successful applications to the FWO and were awarded top-up funding from Global Wales. Further funding was secured from the Welsh Government to continue the fruitful partnership with FWO via Universities Wales.

Working with DAAD, the German Academic Exchange Service, Global Wales supported an online information session about funding opportunities for students and researchers in Wales. Global Wales is working with DAAD on a programme visit for senior leaders and pro vice-chancellors for research to Germany in 2024.

Global Wales co-hosted a reception with Welsh Higher Education Brussels (WHEB) and Wales Institute of Social and Economic Research and Data (WISERD) for alumni from Welsh universities working in European institutions in Brussels. The reception was an opportunity for alumni to hear about the latest social and economic research taking place in Wales and to network with other alumni based in Brussels.

Global Wales also supported Wales Innovation Network (WIN) and WHEB to host an event in Brussels as part of the Welsh Government's St David's Day Brussels 2024 programme, to showcase Welsh universities' research and innovation. This event was attended by Professor Paul Boyle, Chair of Universities Wales and Vice-Chancellor of Swansea University, and Rt Hon. Mark Drakeford, then First Minister of Wales.

Under the Study in Wales brand, Global Wales exhibited at l'Etudiant higher education study abroad fair in Paris along with five Welsh universities, the Master and More postgraduate fair in Munich with three Welsh universities, and the Bachelor and More and Master and More recruitment fairs in Dusseldorf with a further two Welsh universities.

Organised in collaboration with British Council Germany and France, Global Wales hosted its Study in Wales advisor tour, welcoming 11 advisors from international schools in Germany and France. The advisors visited eight Welsh universities, which showcased their world-class facilities and international offering to students.

Global Wales hosted a webinar during the SRT e-conference for international school advisors from Europe, engaging directly with international schools in both France and Germany.

Global Wales organised a delegation to Germany for senior leaders from Wales' colleges and universities to strengthen ties between educational institutions and the automotive industry in Wales and Baden-Württemberg. The delegation coincided with a visit to the region by the then Economy Minister, Vaughan Gething MS, for the signing of a Shared Statement between the governments of Wales and Baden-Wurttemberg. A roundtable was arranged with the Minister to discuss how further and higher education institutions can support the commitments outlined in the Shared Statement, and work with Welsh Government.



Boosting international research collaboration with universities in Flanders

International collaboration is an important driving force for excellence, and Flanders is a well-resourced and high-performing research region. Flanders and Wales constantly seek ways to offer their research communities opportunities and financial support to develop partnerships and build their international networks.

Global Wales supported two of these collaborations: Aberystwyth University's European Duckweed Network, and Swansea University's Heritage Practice Communities in a Digitized World. These were awarded top-up funding from Global Wales for the next three years to support their activities within the network and to bring partners to Wales. The two successful networks include partners from ten Flemish institutions, as well as other international partners from Ireland, Finland, Sweden and Denmark.

Dr Hilary Orange at Swansea University, CHART (Centre for Heritage Research and Training) is part of the Heritage Practice Communities in a Digitized World project, led by Professor Suzie Thomas at the University of Antwerp. She said:

Our involvement in the project is generously supported by top-up funding from Global Wales which has enabled us to take part in valuable research visits to Antwerp, Leuven and Brussels in the first year. We're looking forward to hosting scholars from Flanders at Swansea University in the second year of the project and to continuing to identify valuable synergies and build future collaborations.

After the success of this initiative, FWO and Global Wales decided to continue this successful collaboration and join strengths for another partnership via Universities Wales.

Study in Wales

This year, Global Wales achieved a significant increase in the reach and impact of the Study in Wales brand in India, the USA, France and Germany.

Digital campaigns are Global Wales' core recruitment-driving activities, raising awareness of the Study in Wales brand and supporting both undergraduate and postgraduate recruitment in India, the USA, France and Germany.

Two three-month paid marketing recruitment campaigns were delivered during the year across Meta, Google Search, Google Display, Performance Max, YouTube, TikTok, Snapchat and Reddit, as well as continuous paid search on Google. An additional four-week campaign in India was quickly mobilised in June 2024 to add support to the sector's recruitment challenges. Across the year, Study in Wales was seen 417 million times by prospective students and influencers with over six million clicks to the website and 86,000 visits to Welsh university profiles and their websites.

Global Wales continued to adopt an 'always-on' approach to content creation for the website and social media channels. The core content pillars were: great student experience; academic excellence and quality of teaching and institutions; employability and career opportunities; and affordability and safety. This year's content strategy was developed after conducting a series of focus groups with international students in Wales, ensuring that the content would be relevant and impactful. The Study in Wales team produced over 50 pieces of video and written content with 13 student ambassadors from six universities and colleges.

Across the year, the Study in Wales social media accounts combined have achieved 364,000 impressions from 830 posts, which led to 16,600 engagements and 2,200 new followers. Additionally, the Global Wales social media accounts have generated 150,000 impressions from 410 posts, resulting in 12,000 engagements and 900 new followers.

Global Wales continued its successful collaboration with the British Council's Study UK brand, creating a suite of videos to promote Wales as a study destination to the substantial Study UK audience base. Thirteen pieces of content were produced and shared over three months, featuring seven international students from across Wales. Study UK shared these across owned and paid channels, directing all traffic to the Study in Wales website. Once again, this partnership proved very successful, resulting in 11.4 million impressions, 3 million engagements, 2.5 million video views and 24,500 link clicks.

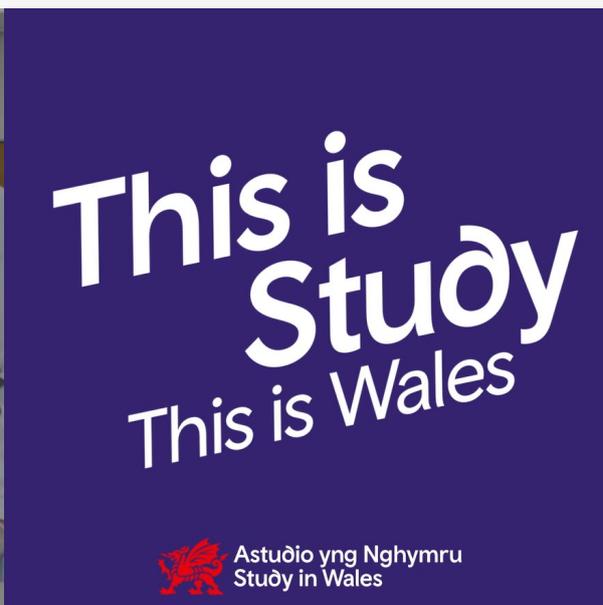
At NAFSA Association of International Educators and EAIE European Association for International Education, two of the largest global higher education events, institutions were able to exhibit under the Study in Wales brand. As well as mobility partnerships, conversations held at NAFSA have led to universities furthering their own partnership activity in other areas, such as research. The events welcomed 15,500 education professionals, with the Global Wales team engaging with over 60 organisations, and the universities meeting with over 210 new and 278 existing partners.

India summer campaign

In June 2024, Global Wales launched a four-week Study in Wales campaign targeting prospective undergraduate and postgraduate students, and parents and influencers in Delhi, Mumbai, Bengaluru and Hyderabad. The campaign emphasised the warm welcome that Wales is known for, the excellent quality of universities, and amplified key messages around the continuation of the graduate route and the opportunities that studying in Wales delivers to students from around the globe. This campaign was delivered as a responsive solution to help support the Welsh sector in the face of extremely volatile international recruitment, seeking to promote recruitment for September 2024 and January 2025 intakes in India.

The campaign was seen over 99 million times by prospective students and influencers. There were over 1 million clicks to the website and over 43,000 visits to Welsh university profiles and their websites.

Alongside this campaign, Global Wales worked with the Welsh Government Cabinet Secretary for Education to record two video messages of welcome to international students, intended to reassure international audiences and alleviate negative perceptions of studying in the UK brought about by the wider immigration debate. The videos, one of which is India specific and another targeting the wider international audience, emphasised the cultural value of international students to Wales, the welcome and excellent student experience on offer, as well as the graduate route and employability opportunities available to international students.



Scholarships

Global Wales has continued to deliver its scholarship programme, creating lifetime ambassadors for Wales and its institutions.

Global Wales provided funding for 36 scholars to complete all or part of their studies in Wales, for which 1,562 applications were received. Funding was provided across four individual scholarship programmes: namely its own Global Wales Postgraduate Scholarship, and partnership funding with Chevening, US-UK Fulbright Commission and the Gilman Scholarship Program.

Throughout the year, Global Wales successfully delivered a suite of scholar engagement events with the aim of creating lifelong ambassadors for Wales who will champion the benefits of studying at a Welsh university. In addition to networking, one online and four in-person engagement events gave scholars the opportunity to learn more about Welsh culture, language and landscapes.

In October, both Global Wales and British Council-funded scholars were invited to a joint event at Cardiff University with formal welcomes from Dr Ben Calvert, chair of Global Wales and Ruth Cocks, Director of British Council Wales.

A two-day employability event that took place in Aberystwyth included a development workshop with the theme 'Leadership in a Global Context' alongside a cultural visit to the National Library of Wales. In feedback, 100% of attendees rated their experience as excellent.

Referring to the scholar engagements events, Vietnamese Global Wales scholar Minh Huyen La said: "Being chosen as a Global Wales scholar has not only enriched my personal growth but has also equipped me with valuable insights and skills that directly contribute to benefiting others and the community. This experience has become invaluable preparation for my future endeavours."

Applications for the Global Wales Postgraduate Scholarship for 2024/25 entry opened on the 6 March and closed on the 30 April. The total number of applications for eight scholarships was 664 from the USA, Canada, India, Europe and Vietnam.

Global Wales scholar Srushti (India)

Srushti studied a master's degree in virtual reality at Swansea University. As a recipient of the Global Wales Postgraduate Scholarship, she says she has developed personally and professionally since arriving to study in Wales.

"Studying in Wales offers a unique cultural experience," Srushti said. "You'll have the chance to explore beautiful landscapes, engage with Welsh history and culture, and make friends from around the world. The welcoming atmosphere and vibrant student life make it easy to feel at home here."

Srushti believes that her experience in Wales has significantly influenced her future plans. She said: "My experience studying in Wales has been truly rewarding, my course has focused on current industry needs which will be beneficial for my career."

The course provides us with so much technology that is used in my industry. Studying in Wales has given me a chance to explore my field and my university is so supportive; everyone here is ready to help you no matter how big or small the request is.

Srushti's experiences reflect the broader aims of the Global Wales Postgraduate Scholarship programme, which seeks to provide international students with not just academic growth but also a deeper understanding and appreciation of Welsh culture.



— Further Education

This is the second year that sees the integration of the further education sector into the Global Wales programme. The focus continues to be on partnership development in priority markets and raising the international profile of Welsh colleges globally, in line with the sector's own Internationalisation Strategy.

Global Wales organised three outward delegations for further education leaders and practitioners in partnership with ColegauCymru. Senior further education leaders travelled to Stuttgart to explore and strengthen links between vocational education and the automotive industry in the state of Baden-Württemberg, coinciding with the signing of a Shared Statement between the governments of Wales and Baden-Württemberg.

A delegation of leaders from five Welsh colleges visited the two Indian priority states of Karnataka and Telangana to meet with state government representatives and other potential partners. The group learned more about the vocational and post-secondary education and training system in these states and celebrated the launch of “Wales in India” year at the St David's Day reception in Bengaluru.

Global Wales supported the participation of leaders from three Welsh colleges at the annual Colleges and Institutes Canada (CICan) conference in Calgary. Colleagues from Coleg Sir Gâr delivered a session on teaching and learning and their experiences of developing a culture of curiosity at the college. Global Wales exhibited at the conference, promoting the strength of the further education sector in Wales, and met a number of Canadian colleges and institutes interested in future collaboration.

In India, Global Wales funding was awarded to NPTC Group of Colleges and Grŵp Llandrillo Menai to deliver two projects facilitated by the Research and Innovation Circle Hyderabad (RICH). The first was to deliver a five-day introductory electric vehicle (EV) workshop at Geethanjali College of Engineering and Technology in Hyderabad to train Indian students in the EV industry. Following the success of this project, Global Wales supported the two colleges from Wales in conducting an assessment of the EV industry across Telangana and Karnataka.

Global Wales awarded second-stage funding for a partnership project led by Coleg Sir Gâr with six participating Welsh colleges, following the introductory delegation to Baden-Württemberg. The colleges are working with vocational institutions in Baden-Württemberg to explore the development of higher-level qualifications in automotive engineering, particularly focused on the integration of green skills alongside existing technologies.

— Governance

Global Wales activities, including those under Global Wales III, operate within the Universities UK governance structure with strategic advice provided by the Global Wales Board.

Global Wales Board

The Global Wales Board provides a vehicle for the partnership to share information, scope out possible joint activities and update on recent developments. The Board also acts as the strategic advisory board for the Global Wales III project and, as such, includes Taith as funder and a further education representative as a partner in the project.

Members

Dr Ben Calvert (Chair), Vice-Chancellor & Chief Executive Officer, University of South Wales

Ruth Cocks, Director, British Council Wales

Dr Andrew Cornish, Principal and CEO, Coleg Sir Gâr and Coleg Ceredigion

Dr Angharad Penny Evans, Head of International Tertiary Education, Welsh Government

Craig Goodwin, Head of Cymru Wales Brand, Welsh Government

Andrew Gwatkin, Director, International Relations and Trade, Welsh Government

Susana Galván Hernández, Executive Director, Taith

Nicola Hunt, Senior Quality and Continuous Improvement Manager, Medr

Amanda Wilkinson, Director, Universities Wales

Universities Wales Committee

Universities Wales Committee, as the National Council for Wales of Universities UK, operates as the Programme Board with responsibility for the authorisation and sign-off of the Operational Plan and agreed programme activity, reviewing the budget position and routine financial statements, and confirming ongoing monitoring updates and reports prior to their submission.

Members

Professor Paul Boyle (Chair), Vice-Chancellor, Swansea University

Professor Edmund Burke, Vice-Chancellor, Bangor University

Dr Ben Calvert, Vice-Chancellor & Chief Executive Officer, University of South Wales

Professor Elwen Evans, KC, Vice-Chancellor, University of Wales Trinity Saint David

Professor Rachel Langford, Vice-Chancellor, Cardiff Metropolitan University

Professor Wendy Larner, Vice-Chancellor, Cardiff University

Ben Lewis, Director, Open University in Wales

Professor Jon Timmis, Vice-Chancellor, Aberystwyth University

Professor Joe Yates, Vice-Chancellor, Wrexham University

Universities UK

Universities UK, the parent body for Universities Wales, is the legal named entity for receipt and management of Global Wales III funding with legal responsibility for meeting grant conditions and oversight, through UUK Board and its Audit and Risk Committee, that these conditions have been met.

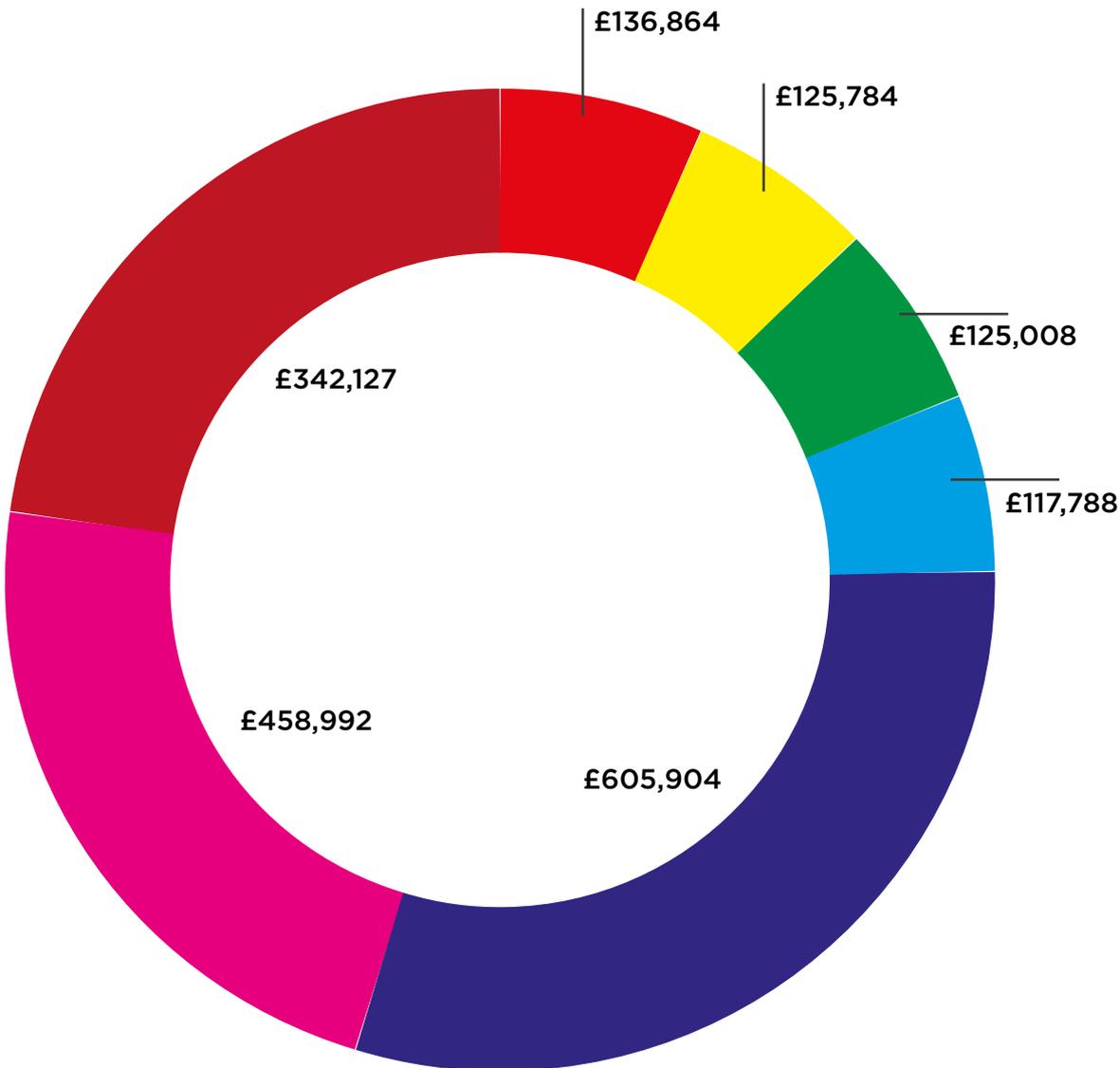
Financial Summary

Global Wales III

End of year position

Global Wales III had an original Year 2 budget of £2,464,353. 50% cuts taking effect from 1 April 2024, reduced this budget to £2,018,225. At 31 July 2024, the annual expenditure was £1,912,471.

The breakdown of Global Wales III expenditure by programme area is outlined below



- Europe
- North America
- Vietnam
- India
- Study in Wales
- Scholarships
- Operational

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Global Wales III is funded by
Welsh Government through Taith.

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Funded by
 Taith



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Welsh Government