# WRITTEN STATEMENT

# BY

# THE WELSH GOVERNMENT

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| **TITLE** | **Launch of Diaspora Envoy Initiative** |
| **DATE** | **17 September 2020** |
| **BY** | **Eluned Morgan MS, Minister for International Relations & Welsh Language** |

Our International Strategy, which was launched in January, sets out three ambitions:

* Raise Wales’ international profile
* Grow our economy through exports and inward investment
* Establish Wales as a globally responsible nation

One of the ambitions set out in the Strategy is to better work with the Welsh diaspora, alumni and friends of Wales. They have the potential to be an important asset in our ambition to raise Wales’ international profile. As part of this work, I am therefore officially launching the Welsh Government’s Envoy Initiative. This initiative focusses on individuals who are at the very top of their fields, who can help us open doors for Wales and raise our profile internationally. We have already secured the support of 3 highly successful men and women with an international reach who will offer in-market support for our export and inward investment ambitions, whilst also playing a wider role in raising awareness of Wales and promoting areas of Welsh excellence. These individuals will be given the official title of ‘Welsh Government Envoy’.

The three envoys are:

* Koji Tokumasu, who is based in Japan, was a Senior Director at the Rugby World Cup 2019 Organising Committee and was highly influential in securing Japan as the host country. He is currently a visiting professor at Kanda University of International Studies, Special Director at Japan Rugby Football Union and President of Shibuya International Rugby Club. His love for Wales stems from watching the great Welsh rugby team of the 1970s when they toured Japan. Following this tour, Koji came to live in Wales for two years. He has extensive governmental, business and sporting connections in Japan and across Asia.
* La-Chun Lindsay, based in the US, lived in Wales whilst undertaking the role of Managing Director at GE Aviation in Wales, the first woman to do so. La-Chun has recently taken up a new role as the Director of Infrastructure Operations at Amazon Web Services. In addition to her hugely successful career, La-Chun is also a strong advocate for the LGBTQ+ community. Whilst in Wales, La-Chun was named no. 4 in the Pinc List 2016 Most Influential LGBT People in Wales and was also awarded honorary degrees from University of South Wales (2017), Cardiff University (2017) and Swansea University (2018).
* Aled Miles, also based in the US, was born and raised in Bridgend. He moved to the US in 2006 to take up the position of CEO at Cineflex Camera Systems LLC and has worked at a number of other organisations on the West Coast. His specialism is cyber security and he is currently President and CEO of Sauce Labs. Aled is also Executive Chairman of IoTium; a board member at Sapien; a board member at the National Conservatoire of Wales, the Royal Welsh College of Music and Drama; and a board member and advisor at Wildstar Films.

We will also be announcing a fourth envoy later in the Autumn.

Our new envoys will help open doors and build relationships with countries around the world.