

[National Assembly for Wales](#)

[Enterprise and Business Committee](#)

[Inquiry into the Welsh Government's approach to the promotion of trade and inward investment](#)

Evidence from The Chartered Institute of Marketing – TII 08

Whilst the focus of the proposed inquiry is public-sector support it is important that the Committee consider the support provided by professional bodies, such as The Chartered Institute of Marketing (CIM). The mission of CIM is “To develop the **profession and those who work within it** for the benefit of the **economy and society**”. We do this by providing training, qualifications, resources and Continuing Professional Development opportunities which can lead to [Chartered Marketer](#) status.

The Chartered Institute of Marketing offers the following definition for marketing: "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." It's a bit of a mouthful. But it highlights that the customer is at the heart of marketing, and businesses (indeed countries) ignore this at their peril. In essence, the marketing function is the study of market forces and factors and the development of a company's position to optimise its benefit from them. It's all about getting the right product or service to the customer at the right price, in the right place, at the right time. Both business history and current practice reminds us that without proper marketing, companies cannot get close to customers and satisfy their needs. And if they don't, a competitor surely will. It's all about adding value.

In the same way if we are to be successful in marketing Wales as a place to do business, it is essential that those tasked with the responsibility are professional, that is they should be ethical, qualified and up-to-date. It is therefore regrettable that the Welsh Government does not pay for its staff to be members of the leading professional body for marketing. The value of having up-to-date marketers in the public sector would far outweigh the cost and send an important message to the private sector that professionalism and CPD are to be encouraged. Having a highly-skilled workforce including professional marketers adds value to 'brand Wales' and its attractiveness to investors. Wales is not merely an assembly plant but an important link in taking product and innovation to market. Innovation, developed here in Wales, can be marketed worldwide by Welsh companies if they have invested in their staff.

Examples of CPD activities run by CIM in Wales to help exporters include the [Leading marketers' dinner](#), where David Heatt will explain how he brought manufacturing to Cardigan and is developing Hiut jeans into an internationally-recognised brand. In Swansea we are holding an event on [Digital marketing for exporters](#) and in Cardiff [The value within: an introduction to intellectual property](#) which will tackle the all-important issue of IP commercialisation.

CIM Cymru/Wales has a good working relationship with many departments in the Welsh Government. The Committee needs to address how this public/private partnership can be strengthened and coordinated so that professional bodies are supported and we are all working strategically towards the same goals. We need to address the question how much should the Welsh Government do, and how much should it simply be signposting to other appropriate bodies.

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