



Welsh Affairs Committee

Tuesday, 8 April 2025

Professor Riccardo Crescenzi
Professor of Economic Geography
London School of Economics and Political Science

Dear Professor Crescenzi,

Thank you for providing evidence to the Welsh Affairs Committee's inquiry into *Promoting Wales for Inward Investment*. There are a few matters on which we would appreciate your views, following our further consideration of the evidence we heard:

- In response to Question 22 from Henry Tufnell MP, you referred to the potential role of AI in monitoring inward investment and estimating investment value. *Are there any further improvements that the Department for Business and Trade and other UK Government departments could implement to improve monitoring of inward investment in Wales?*
- The Committee were interested to hear your views and those of the other witnesses in response to Question 36 from Ann Davies MP about "brand Wales". *Could you please give your thoughts as to how a national brand may influence a nation's ability to promote itself as a destination for inward investment?*
- In preparation for the evidence meetings on 19 and 26 March, you very kindly updated data from a 2018 report into FDI in Wales and Scotland, to provide up to date insights. *The Committee would welcome a summary of this updated data and any relevant trends that you wish to highlight.*
- And finally, in relation to our ongoing work to examine how effectively Wales is promoted as a destination for inward investment and how that could be improved, *are there any further issues that you believe are important to highlight that we did not raise during our evidence meetings on 19 and 26 March?*

I would be grateful if you could please provide your response in writing by Friday 25 April. If you have any questions, please do not hesitate to get in touch with the Committee Clerks, who will be happy to assist.

Yours sincerely,

Ruth Jones MP
Chair of the Welsh Affairs Committee