



As one of the largest employers and most successful businesses in Wales, Admiral is committed to helping create the right environment so future generations of Welsh businesses can thrive.

That's why we recently hosted a roundtable with FinTech Wales focused on how Wales can continue to attract talent, support innovation and unlock economic growth.

We welcomed Adam Price MS, Cabinet Minister for Enterprise, Connectivity and Energy, as well as business leaders and entrepreneurs to discuss how Wales can build on its strengths as a place to start, grow and scale a business.

Also in attendance was Admiral co-founder David Stevens, who helped establish the business in Cardiff more than 30 years ago and has seen first-hand the journey from start-up to international financial services company.

Attendees shared their experiences of building a business in Wales, and highlighted the opportunities and challenges facing the fintech sector. Business leaders also considered how industry, government and colleges and universities can work together to strengthen the ecosystem that supports innovation and entrepreneurship.

Matt Wintle, Talent and Capability Director at Admiral Group, said: *"We were pleased to welcome Adam Price MS, FinTech Wales and representatives from businesses across Wales to Tŷ Admiral. I'd like to thank everyone who took part and contributed so openly to the conversation."*

"Collaboration and learning from each other's experiences and expertise is incredibly valuable. By bringing industry and government together, we can better understand what's needed to attract the right skills and investment and support a strong environment for businesses to grow."

Sarah Jones, CEO of FinTech Wales, said: *"Admiral started as a Cardiff start-up and became a global success story, and that's exactly the journey we want to see for many more Welsh businesses. Wales has all the ingredients to make that happen; the talent, ambition, innovation and a genuinely collaborative ecosystem. Our opportunity now is to bring those strengths together and create the right conditions for businesses to start, scale and thrive here."*

"What was particularly encouraging about this roundtable was the openness of the conversation. Bringing government, employers, founders and investors around one table shows what Wales does best, sharing what works, being honest about what doesn't, and finding practical solutions together."

"No one organisation can do this alone. At FinTech Wales, we want to keep bringing the right people together, build on the momentum we already have"

and collectively turn ideas into action. There's something really exciting happening in Wales, and now is the time to get behind it and be part of what comes next."

This event was an opportunity to bring together different perspectives, share ideas and identify practical actions that can help Wales remain a competitive and attractive place to build a business. By working collaboratively, we can help create the conditions for more Welsh success stories to emerge.