



Our new incarnation

Business in Wales appears in an exciting new format in February, with a wider reach than ever before

It's more than 12 years since Business in Wales first appeared in its present format, as a glossy magazine. For more than a decade we have reported on and analysed the evolving business scene in Wales. We have profiled the leading personalities at some of the biggest firms, and looked also at the lesser-known figures, the young entrepreneurs and the heads of innovative businesses and social enterprises who play a vital part in the Welsh economy.

Like the best businesses we have always believed in updating our offer, and as a new decade starts we are preparing to present ourselves afresh, not just to our faithful readers but to tens of thousands more.

From February Business in Wales will appear in an exciting new format not seen before in a business magazine in Wales. It will go out every two months with the Western Mail's Wednesday business supplement, and be seen on its day of issue by that paper's 140,000-plus readers, giving it the largest readership of any business magazine in Wales.

Those readers are mostly ABC1 individuals and include all the top business people, decision makers and opinion formers in Wales, and people interested in Wales from further afield.

The magazine will have, for the first time, the full strength of the Western Mail business team driving its content, including Sion Barry, Aled Blake, Chris Kelsey and Robert Llewellyn Jones as writers. This will give it a breadth

of journalistic experience and knowledge unparalleled in Wales.

And besides that, it will carry sharp analysis and stimulating comment from the best minds in the Welsh business and academic communities.

It will have an all-Wales distribution, instead of being restricted to South and West Wales as before. Every issue will include profiles of leading business personalities, and company profiles of major corporates, medium-sized, small and micro businesses, family businesses and social enterprises.

There will be a section using our knowledge of the business environmental sector to look at environmental businesses, energy saving and other green issues, and pages of expert advice from professional services, from lawyers and accountants to financial advisers, management consultants, health and safety experts and recruitment and training specialists.

There will also be guides to what's on, pictures of networking events, impartial, well-researched advice on where to go for a business lunch or conference, and features on commercial property.

It's been a fascinating journey for us at Business in Wales, and we hope a rewarding one for you. As the Noughties give way to the "Teenties", we hope you'll stay with us as we continue to analyse Wales' ever-changing business landscape. ■



GILES PHELPS

Managing director of Tewdric plc

Where will IT take you in 2010?

MANY businesses in Wales froze their IT budgets this year – and who can blame them if they were making redundancies or trying to avoid having to?

Neither staff nor clients would have wanted to hear about the company shelling out on large technology investments if what's currently in place is working.

However, 2010 promises to be more positive for most of us, and implementing the right business technology in the right way could give you a competitive advantage coming out of the recession.

Firstly, the way in which SMEs will consider spending will be different. Outsourcing IT, by using cloud computing or hosted services, will continue to increase as it allows businesses to gain from the investment straight away without the up-front capital spend on inhouse systems.

Organisations are also getting better at shopping around for the best deal and are questioning suppliers more before signing any deal. That can only be a good thing.

Take business internet services, for example. Prices are falling for even the better technology options, such as fibre or wireless, offering faster and more reliable connectivity. So signing a three or five-year deal without really researching the options and considering future needs is commercial suicide.

As businesses seek to increase employee productivity, technologies that support a unified communications strategy, such as home and remote working, will also continue to play a significant role. So too will applications that encourage greater collaboration with customers and suppliers.

Importantly, though, businesses will still need to consider how their IT infrastructure will flex and scale with the organisation. Longevity and agility are essential to maximising the return on investment.

For further information about Tewdric call 029 2002 2300 or visit www.tewdric.com

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