

Cornwall A Celtic Nation

Positioning
Cornwall as
a vibrant,
internationally-
connected
Celtic nation

Cornwall International Strategy Keswlassek Kernow 2026-2036

cornwall.uk



**KONSEL
KERNOW**
onen hag oll • one and all



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A profoundly special place

It is shaped by centuries of history, our proud cultural identity, and our stunning natural environment.

Our future is rooted in who we are – our culture, language and heritage – and it is driven by collaboration, innovation and economic opportunity.



St Piran's Day celebrations

We are a resilient and creative people, and we celebrate our traditions, festivals and strong sense of community. In so much of what we do, we draw on our ancient Celtic roots, our Cornish language and heritage in industries like mining and fishing. Our language, traditions and heritage set Cornwall apart and give us a distinctive place as the Fifth Nation of the UK.

As that Fifth Nation, we are focused firmly on the future. Cornwall is welcoming, international, and outward-looking – a great place to live, work, study and establish a business. Cornwall is one of the UK's most popular tourism destinations, has a globally-renowned food and drink industry, world-class research institutions, a booming creative sector, and stands at the forefront of the UK's journey to net zero. We are developing floating offshore wind in the Celtic Sea, pioneering geothermal energy, and have an abundance of critical minerals beneath our feet.

Cornwall is a proud Celtic nation, standing alongside Scotland, Wales and Northern Ireland. This Celtic connection extends internationally – linking Cornwall to Brittany, Ireland, the Isle of Man, Galicia and Asturias. We share bonds of language, kinship and culture. Relationships such as these, along with Cornwall's entrepreneurial spirit and our wealth of natural resources, will power our future prosperity. We want to strengthen existing connections with our valued partners and form new ones, so everyone benefits. We are determined to forge a prosperous path forward – and this is why we have developed Cornwall's first International Strategy.

The International Strategy sets out a positive, optimistic plan for Cornwall's interactions with the rest of the world. We will work with the UK government to ensure that Cornwall's profile is raised, opening the door to further international partnerships. Growing Cornwall's economy is critical to everyone's success, so we will drive investment into our growth sectors and promote our assets as opportunities for investors near and far. The visitor economy must work for the people of Cornwall, and we want it to provide sustainable, year-round jobs in a way that protects our precious natural environment. There is a real opportunity to position Cornwall as the leader for low carbon experiences, so that people and the planet can benefit.

Cornwall's entrepreneurial, agile, micro and small businesses must be empowered to access international markets: we will build relationships with the most crucial nations and keep the pressure on the UK government to facilitate access. Finally, Cornwall's dynamic and impressive higher education institutions are teaching vital skills to young people from Cornwall and from around the world, providing a boost to our economy. Of equal importance, creating a warm, welcoming and inclusive international student experience will create lifelong global ambassadors for Cornwall.

This International Strategy sets out the partnership approach which will underpin our global interactions so everyone can prosper. It is a statement of intent about Cornwall taking a bigger role on the world stage. Our future is rooted in who we are – our culture, language and heritage – and it is driven by collaboration, innovation and economic opportunity.

Cllr Leigh Frost
Leader of Cornwall Council





Le arbennik yn town

Furvys yw gans kansbledhynnyow a istori, agan honanieth wonisogethel gooth, ha'gan kerghynnedh naturel teg.

Pobel stout hag awenek on, ha ni a solempen agan hengovyow, golyow hag omglewans krev a gemeneth. Yn meur a wren, ni a denn a'gan henwreydh keltek, agan Kernewek hag ertach yn diwysyansow kepar ha balweyth ha pyskessa. Agan yeth, hengovyow hag ertach a worr Kernow a-les ha ri dhyn le diblans avel an Pympes Kenedhel a'n RU.

Avel an Pympes Kenedhel na, fogellys on yn lymm war an termyn a dheu. Kernow yw wolkommus, keswlasek hag omlesus – tyller splann dhe vewa, oberi, studhya ha fondya negys. Kernow yw onan a'n tylleryow tornyasek kerys fest da y'n RU, y's teves diwysyans boos ha diwes aswonys dres an bys, fondyansow hwithrans a vri treusvysyek, ranngylgh awenek ow seweni, ha sevel orth bleyn viaj an RU dhe sommen mann. Yth eson ow tisplegya dinythvaow gwyns arvorel ow neuvella y'n Mor Keltek, nerth dordempredhek ragresek, hag y'gan beus meur a vonyow troboyntel yn-dann agan treys.

Kernow yw kenedhel geltek gooth, ow sevel ryb Alba, Kembra hag Iwerdhon Gledh. An mell keltek ma a ystyn yn keswlasek – ow keskelmi Kernow orth Breten Vyghan, Iwerdhon, Manow, Galisia hag Asturias. Ni a gevren kevrennow a yeth, kerenseth ha gonisogeth. Keskolmow a'n par ma, keffrys ha spyrys negysiethel Kernow ha'gan palster a asnodhow naturel, a wra gallosegi agan sewena y'n termyn a dheu. Ni a vynn krefhe kevrennow a-lemmyn gans agan kesparow talvesys ha gul re nowydh, may kaffo pubonan prow. Ervirys on dhe wruthyl fordh sewen yn-rag – ha henn yw an acheson y tisplegsyn Strateji Keswlasek Kernow kynsa.

Agan termyn a dheu yw fondys yn piw on ni – agan gonisogeth, yeth hag ertach – hag yth yw lewys gans kesoberyans, nowedhyans ha chons erbysek.



An Strateji Keswlasek a ragworr towlen bosedhek ha gwellavor rag ynterwrians Kernow gans rannow erel an bys. Ni a wra oberi gans governans an RU rag surhe bos profil Kernow ughelhes, yn-dann ygeri an daras dhe geskowethyansow keswlasek pella. Tevi erbysiedh Kernow yw troboyntel dhe sewena pubonan, ytho ni a wra lewya kevarghow a-ji dh'agan ranngylghyow tevyans ha komendya agan pythow avel chonsyow rag kevargheworyon ogas ha pell. Y tal dhe'n erbysiedh tornysi oberi rag an dus a Gernow, ha ni a vynn ev dhe brovia sodhow sostenadow, dres an vledhen, yn fordh a with agan kerghynnedh naturel drudh. Yma chons gwir

dhe lea Kernow avel ledyer rag prevyansow karbon isel, may hallo tus ha'n bys kavos prow.

Res yw bos negysyow Kernow aventurus, skav, korr ha byghan gallosegys dhe hedhes marghasow keswlasek: ni a wra drehevel keskolmow gans an troboyntella kenedhlow ha gwitha an poos war wovernans an RU rag esya hedhas. Wortiwedh, yma fondyansow adhyskansek ughella bewek ha marthys da Kernow ow tyski sleynethow bewek dhe dus yowynk dhyworth Kernow ha dhyworth a-dreus dhe'n bys, yn-dann ri kenerth dh'agan erbysiedh. A'n keth posekter, gwruthyl prevyans studhyer keswlasek tomm,

wolkommus ha dalghus a wra gwruthyl kanasow ollvysel dres bewnans rag Kernow.

An Strateji Keswlasek ma a ragworr an fordh keskowethyansek a vydh selven agan ynterwrians ollvysel may hallo pubonan seweni. Derivas a vynnas yw a-dro dhe Gernow owth omgemeses rann vrassa war wariva an bys. Agan termyn a dheu yw fondys yn piw on ni – agan gonisogeth, yeth hag ertach – hag yth yw lewys gans kesoberyans, nowedhyans ha chons erbysek.

Cllr Leigh Frost
Ledyer Konsel Kernow

Context

Cornwall is a place like no other – shaped by centuries of history, a proud cultural identity, and a breathtaking natural environment. From our ancient Celtic roots and our Cornish language to our globally recognised mining heritage, Cornwall's story is one of resilience and creativity. Our communities celebrate this through local traditions, internationally-renowned festivals, and a strong sense of belonging.

We are also an entrepreneurial and ingenious people, with our engineers, inventors and architects driving the Industrial Revolution for the United Kingdom and around the world.

From Humphry Davy and Elizabeth Andrew Warren to Richard Trevithick and Stella Turk, Cornwall's creations and discoveries have had a lasting impact on global science and business.

Cornwall has long looked outwards for connections, opportunities and partnerships. The 19th century saw huge numbers of Cornish miners and engineers travel around the world, spreading their knowledge and expertise. It was said that a "Cousin Jack" could be found in every mine! Migration from Cornwall is not a thing of the past,

but a continuing cycle providing a valuable national asset. Today, our diaspora consists of millions of people, with Cornish culture and heritage celebrated in communities around the world – giving us an astonishing network linked to Cornwall.

But we are not a people who rest on our laurels. Present-day Cornwall has a wealth of innovators, creatives, academics, scientists and groundbreaking businesses. Cornwall is determined to forge a prosperous path forward.

Kettesten

We are pioneering new industries, from geothermal energy to lithium extraction and space technologies. Our world-class universities are contributing to the sum of global knowledge. And we are still proudly international and outward looking, retaining that spirit of connection exemplified by the emigrating mining families of the 1800s.

The UK’s Fifth Nation

We are positioning ourselves as the Fifth Nation of the UK, proudly standing shoulder to shoulder with our fellow Celtic nations. As we pivot away from grant funded economic growth, strategically and consistently leveraging Cornwall’s valuable, distinct external identity becomes even more important. Building strong relationships with other nations will be critical.

Devolved nations and regions across the UK are pursuing regional and international agreements at a local level in an increasingly proactive fashion. Other Celtic nations, including Wales, Scotland and Northern Ireland, all have international strategies, as do London, Liverpool and Greater Manchester. Cornwall should not be left behind: our residents and businesses deserve powerful advocacy and access to international opportunities.



Tunes in the Dunes Festival

Cornwall’s International Strategy will contribute to achieving our vision in the **Cornwall Plan** for a creative, carbon zero economy. It will help build and maintain relationships with Celtic nations, international bodies and the Cornish Diaspora. It will ensure that these relationships deliver on the **Council’s 2026-2030 Priorities** and that we maximise available international opportunities.

The International Strategy works with Cornwall Council’s other existing high-level strategies and commitments, such as the **Cornwall Cultural Strategy** and (draft) **Cornish Language Strategy** (Strateji an Yeth Kernewek). The strategies have a shared vision to build on Cornwall’s distinctive geographic, linguistic and cultural heritage to position Cornwall as a leading place for creativity and innovation. The International Strategy will also complement our **Good Growth Plan** and associated inward investment priorities, guiding our work to position Cornwall as a vibrant, internationally connected nation of the UK. It will help promote our assets, trade and investment around the world, benefiting Cornwall’s residents and businesses.

As Cornwall moves away from grant funded economic growth, it is crucial to attract outside investment and support businesses in finding a footing in foreign markets. Cornwall Council’s assets – which include commercial space, innovation centres, Cornwall Airport Newquay and the Aerohub Business Park – are in a strong position to provide a UK base for foreign companies. The International Strategy will help us proudly promote and advocate for these opportunities. It will ensure that we are going in the same direction and working together to maximise our efforts, as part of a Team Cornwall approach.



Nine Maiden’s Stones



Giant’s costume making

Cornwall’s distinctiveness – our unique language, culture, natural environment and even geographical position – is an unarguable fact. But it is also an opportunity.



Kresen Kernow Archives, Redruth

A distinct language

The Cornish language reinforces a strong sense of identity that carries weight far beyond Cornwall. This distinctive identity will help position Cornwall confidently on the global stage: catalysing international connections that open doors to new cultural and commercial opportunities. Cornwall’s distinct external identity differentiates us from competitors. Being

able to tell a compelling story about Cornwall as a place has helped secure devolution deals, bilateral partnership agreements, recognition for Cornwall’s minority language and culture, and boosted tourism.

This International Strategy will harness and enhance our unique identity to champion our interests, helping Cornwall stand out as a destination for investors and visitors.

Key challenges

We are rightfully proud of the opportunities Cornwall has, but must also be realistic about the challenges we face. For example:

- **Cornwall and Isles of Scilly's export sectors have shifted post-Brexit**, with 'Food & Live Animals' making up a smaller proportion of exports over time.¹
- **There are substantial trade barriers** to Cornwall's businesses exporting to our nearest neighbours and most valuable export markets. Government data tracking businesses approved to export Products of Animal Origin (POAO) to the EU shows only two businesses in Cornwall were licensed in 2025, compared to 174 in 2020.²
- **The UK government's international trade policy is typically focused on large cities**, rather than benefiting smaller, rural places – despite the unique contributions we can make to the UK economy.
- **The South West receives a small share of UK FDI projects**, with only 4% of projects in 2024/25 in the South West.³
- **Cornwall has a smaller proportion of large businesses** (0.3%, 65 firms) compared to the UK overall (0.4%, 11,415 firms⁴), which suggests fewer major employers. Cornwall's lower share of large businesses, combined with weak agglomeration effects, limits investment, productivity, and access to high-skilled jobs. This contributes to fewer career opportunities locally and drives the out-migration of young people seeking better prospects elsewhere. Cornwall also has fewer businesses with turnovers over £1m than the UK average.⁵
- **Cornwall's GVA per capita and productivity still lag significantly** behind the national average.⁶



These challenges add to the case for having an International Strategy. We need to:

- **Work with institutions** such as the Foreign, Commonwealth and Development Office and the British Council to ensure better representation and visibility of Cornwall in UK government policy, particularly trade policy.
- **Get more** of Cornwall's micro and small businesses export ready.
- **Demonstrate to the UK government** that capitalising on opportunities in Cornwall – with the appropriate powers and funding – can benefit the whole of the UK.
- **Raise Cornwall's profile as a nation** and champion our many exciting opportunities for investment and business collaboration, including by utilising Cornish diaspora communities to advocate for us.
- **Acknowledging that Cornwall cannot pull all of the levers** that we need to prosper, work with the UK government to ensure that Cornwall's interests are better taken into account.

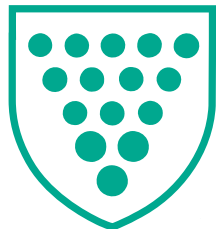
Key deliverables

Two key deliverables of the Strategy will be an overarching brand identity for Cornwall and a place-based marketing tool: "a window into Cornwall". Both are pivotal to how we will strategically and consistently leverage Cornwall's distinct identity.

Brand Cornwall

Businesses, charities and public sector bodies within Cornwall currently have a plethora of brands, from Cornwall Council to Global Cornish and Cornwall Airport Newquay. While individually valuable, a wide variety of brands without a unifying structure may be opaque to external audiences, communicating a diluted and possibly confusing message. By contrast, with one brand identity that everyone can use, different organisations can signal that they are part of the same initiative, magnifying each other's efforts. A standout example of this type of initiative is the **GREAT Campaign**, used by more than 25 UK government departments to boost the UK's international reputation as a fantastic place to live, work and study, thereby driving economic growth.

Creating a unified brand for Cornwall will help shape external perceptions of Cornwall as a place: it will communicate the story and promise of Cornwall. Branding materials and guidelines will be available to all, to ensure that everyone within Cornwall can be part of Cornwall's exciting future narrative. The brand identity will be the linchpin of a wider place marketing initiative, with campaigns to raise Cornwall's profile and attract investors, visitors, students and workers.



Creating a unified brand for Cornwall will help shape external perceptions of Cornwall as a place: it will communicate the story and promise of Cornwall.



Place marketing tool

In line with other Celtic nations, we have launched a place-based marketing, promotion and resource tool – a website – closely linked to the Cornwall brand.

The website, found at cornwall.uk provides the outside world a view into the whole of Cornwall, from investment opportunities, ground-breaking businesses and the networks that support them, to world-renowned educational institutions. All underpinned by Cornwall's rich culture and lengthy track record in industry, excellence and innovation. The site supports Cornwall's economy, driving inward investment, bringing more business to our nation and attracting skilled workers and bright students to support our growing economy. The website was built in collaboration with the sector and serves as a "front door" into Cornwall.

^{1,2} Cornwall Council (2025), Trade in Goods and Services Report 2023 V2. Available [here](#).
³ Department for Business and Trade (2025), DBT Inward Investment Results 2024 to 2025. Available [here](#).
⁴ Office for National Statistics (2025), UK Business Counts. Available [here](#).
⁵ Office for National Statistics (2025), UK Business; Activity, Size And Location: 2025. Available [here](#).
⁶ Cornwall Council (2024), Cornwall Good Growth Plan. Available [here](#).

Mission and Core Aims

Our mission:

To position Cornwall as a vibrant, internationally connected, and proud Celtic nation – strategically and consistently leveraging Cornwall's valuable, distinct external identity.

We have published Cornwall Council's first International Strategy to set out how we will deliver our **mission**, supported by our three **core aims**. This is not a theoretical exercise: achieving our mission and aims will increase global recognition for Cornwall, boost our economy and enhance our education ecosystem.

These factors will contribute to the Cornwall Plan's highest level goal of creating a cleaner, greener Cornwall and a fairer, more inclusive Cornwall – delivering tangible benefits for residents and businesses.

Medras hag Amkanow Kresel

Our three core aims:

Agan tri amkan kresel:

1.



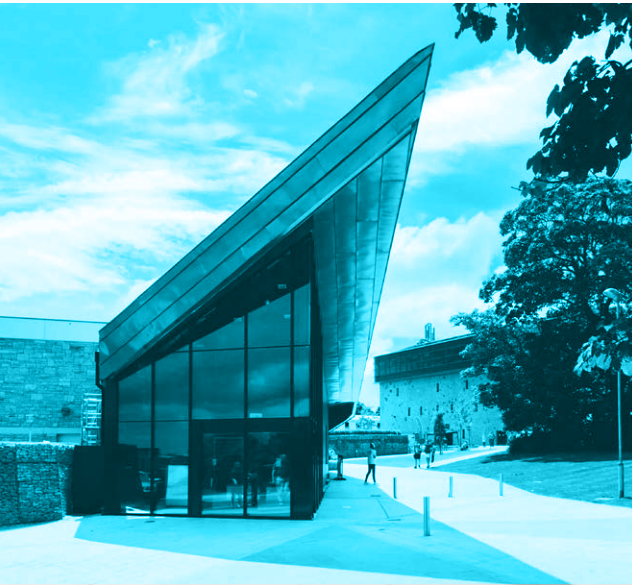
Core Aim 1
Raise Cornwall’s profile and increase recognition for Cornwall as a nation.
We will amplify Cornwall’s international presence, developing new partnerships to build a global reputation for innovation, education and creativity.

2.



Core Aim 2
Grow our economy, by:
A Driving investment into our growth sectors and driving prosperity by promoting Cornwall’s sectoral assets as investment opportunities for private and public sector investors across the UK and around the world.
B Positioning Cornwall as the global leader for low-carbon experiences for visitors and residents, moving to a more sustainable, year-round visitor economy.
C Helping businesses grow and become as prosperous as they can be, giving our small and medium-sized enterprises the international opportunities they need to prosper.

3.



Core Aim 3
Raise our reputation and profile as an inclusive and welcoming (inter)national student experience; and promote the international mobility of our young people.
Our universities attract students from around the world who will retain a lifelong link to Cornwall – a hugely valuable resource. Our young people are our future, and should be supported to make the global connections Cornwall will need in the decades to come.



Parade, Redruth

Raise Cornwall's Profile

and increase recognition for Cornwall as a nation

Cornwall has always punched above its weight nationally and internationally.

Many people in the UK and around the world have heard of Cornwall: perhaps because of our beautiful natural environment, our living language and unique traditions, our distinctive food and drink, or events hosting – from festivals like Boardmasters to the G7 summit in 2021. These aspects of Cornwall are important, and to be treasured.

But we are also ambitious for Cornwall to be recognised for our diverse, green and distinct cultural life, and for our new high quality, innovative cultural work.

Drehevel profil Kernow

We want to build on what people already know about Cornwall to showcase what they may not yet be aware of: that Cornwall is a modern, entrepreneurial ecosystem – a place of possibility and promise.

We will raise Cornwall's profile, improving awareness about the opportunities for investment in our groundbreaking businesses and participation in our world-class academic institutions. We are a nation with a distinctive history, economy, language, culture and heritage, and seek parity of esteem with other Celtic peoples. We will strengthen our existing national and international ties, using diaspora links and Celtic connections to forge new partnerships – sharing Cornish creativity around the world. We will encourage cultural events, with coordinated marketing, to showcase our creative excellence on the international stage. Sustainability will be embedded in production and events. Our traditions and sport will be expanded to a wider audience, reinforcing Cornwall's role as a global creative hub, rooted in powerful identity.

To raise Cornwall's profile and increase recognition for Cornwall as a nation, we will:

- **Focus on engagement** with other Celtic nations and countries. We will strengthen existing relationships and build new ones. Using high-profile events such as the Festival Interceltique de Lorient, we will reinforce Cornwall's international profile.
- **Celebrate Cornwall** and use opportunities like St Piran's Day to amplify and increase awareness of Cornwall on the world stage.
- **Work with the UK government**, British Council, Visit Britain and other bodies to increase their profiling of Cornwall.
- **Pursue exchanges, events and international touring**, enhancing Cornwall's role as a global creative hub rooted in strong identity, becoming part of the global conversation.
- **Work with Cornwall's sports teams** to make the most of opportunities for sporting diplomacy. Promote traditional Cornish sport to new audiences.
- **Engage with Foreign, Commonwealth and Development Office** (FCDO) and British Embassy staff, alongside foreign government departments, to increase knowledge of Cornwall's investible propositions.
- **Ensure all outward-facing activity relating to Cornwall's economy is promoted under 'Brand Cornwall'** and that compelling promotional material reflects the scale of opportunity.



Key asks of the UK government

- 1 **Recognise Cornwall as a distinct Celtic nation** with parity of cultural and linguistic recognition alongside Wales, Scotland and Northern Ireland.
- 2 **Devolve the requisite powers and funding** for as many as possible decisions about Cornwall to be made in Cornwall.

Success measures

- **Increase in the number of internationally-facing UK government bodies which specifically promote Cornwall** or which target parts of the world with strong Cornish diaspora communities.
- **Increase in number of the number of visits** and increase in unique visitors to the new Cornwall place portal.
- **Increase in the percentage of residents agreeing** the Council is campaigning and standing up for Cornwall.



Courtesy of the Cornish Pirates

Grow Our Economy

by driving investment into our growth sectors
and driving prosperity by promoting Cornwall's
sectoral assets as investment opportunities.

Cornwall is poised to play
a leading role in the UK's
economic growth, as the
UK accelerates towards
a low carbon economy
and navigates a more
uncertain world.



Spaceport Cornwall

Tevi Agan Erbysiedh

At a time when energy, food resilience and national security have arguably never been more important, Cornwall has growth opportunities of national significance with international recognition. **To take a few examples:**

Goonhilly Earth Station

has tracked the Artemis II moon mission.

Cornwall is home to Europe's largest

lithium resource

with the potential to supply over 50% of the lithium needed in the UK for EV batteries.⁷

Our

marine and renewable

energy sectors have a substantial role to play in unlocking Floating Offshore Wind (FLOW) in the Celtic Sea.

Cornwall's burgeoning

geothermal energy

industry has the potential to provide round-the-clock baseload power to improve grid stability.

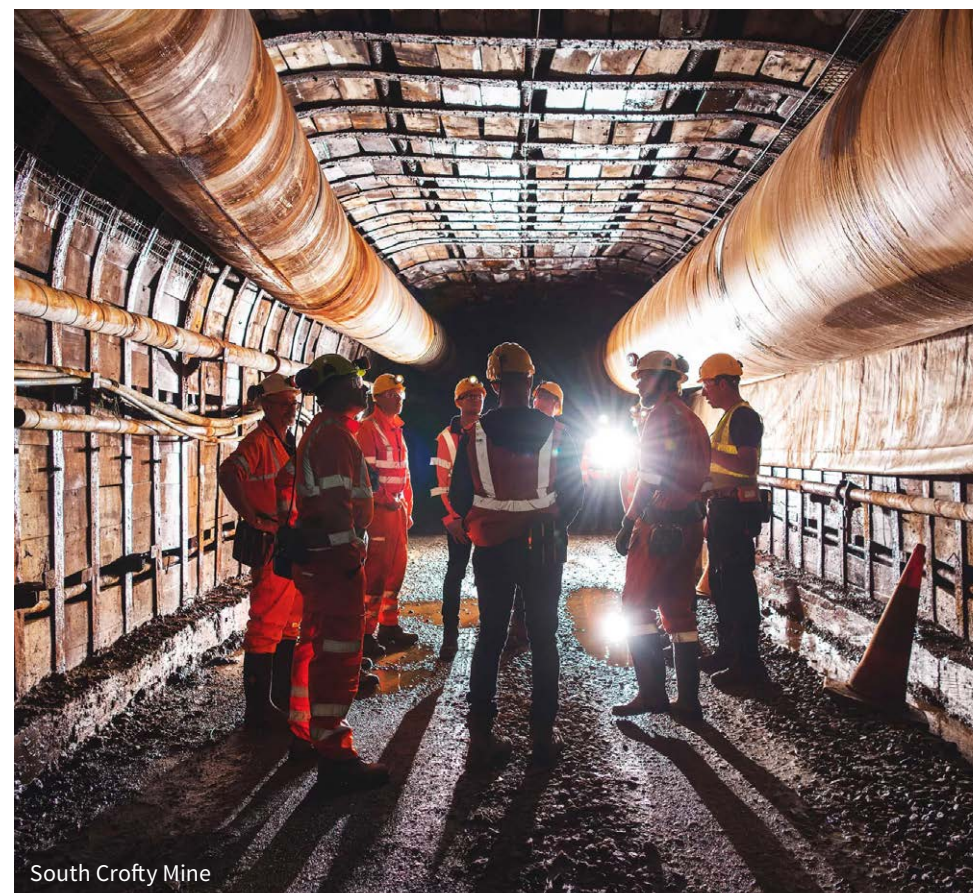
Cornwall hosts the

National Drone Hub

and is home to one of only two Fleet Air Arm stations in the UK.



St Ives local produce



South Crofty Mine

This potential for strong economic growth can only be realised by driving investment into our distinctive growth sectors, strengthening our core offer, and ensuring Cornwall has resilient and robust foundational sectors (see below for definitions of these sectors). We want to deliver good growth and higher productivity: this will in turn tackle the persistent challenge of making people's lives better in tangible ways, while protecting the natural environment that our prosperity depends on.

Cornwall's **Good Growth Plan** identifies three types of sectors in the Cornish economy:

- **Distinctive growth sectors:** the sectors of our economy where Cornwall has a unique opportunity to deliver growth opportunities of national significance, which make us stand out from our peers. These are **critical minerals, renewable energy, space and marine**.
- **Core sectors:** at the heart of our economy, where the majority of our businesses operate and account for a large proportion of Cornwall's jobs. These are the **visitor economy, agri-food and fishing, and the creative and cultural** sector.
- **Foundation sectors:** make the lives of residents safer, healthier and richer, underpinning economic growth. These include **health and care, retail, education, transport, construction, waste and water**.

There is an excellent match between the ambitions set out in the UK's **Modern Industrial Strategy** and the sectoral opportunities that exist within Cornwall as outlined in Cornwall's **Good Growth Plan**.

The **Cornwall and Isles of Scilly Economic Forum**, the main private sector forum set up to promote the local economy, is working ceaselessly to position our local sector clusters for inward investment opportunities. There have been a number of prominent early successes, but Cornwall needs yearly investment of an estimated £100m to unlock the ambitions outlined in Cornwall's Good Growth Plan. Inward investment already attracted to Cornwall includes a mix of private and public sources. These range from National Wealth Fund investment (including a £35m shareholder loan to further develop the South Crofty tin project), to the £30m Kernow Industrial Growth Fund, and private equity stakes or acquisitions of Cornish companies including Trewithen Dairy, Bennamann Ltd and Cornish Lithium.

⁷ Wrathall, J. (Undated), Cornwall's Critical Mineral Industry: The Key to UK Energy Transition. Available [here](#)



Data at a UK level (data is not available at sub-national level) shows that foreign direct investment (FDI) into the UK originates predominately from the US, EU, India, Australia and Canada.⁸ FDI projects are concentrated in software and computer services, financial services, advanced engineering and supply chain, environment, infrastructure and transportation.⁹

Cornish diaspora

The role of the Cornish diaspora should not be overlooked when considering sources of investment. Recent research¹⁰ shows that Diaspora Direct Investment (DDI) is:

- **Less volatile than FDI.** Unlike traditional investors, diaspora members keep investing even during crises – providing a “capital of consistency”.
- **Motivated by purpose, not just profit.** Diaspora investors are often driven by emotional and cultural ties. They want to “give back,” meaning investments create stronger local spillovers, more jobs, and longer-term benefits.
- **First movers in regeneration.** Diaspora members are braver investors – they will back projects in earlier, riskier stages, paving the way for larger external investment to follow.

To prosper in an increasingly competitive global economy, Cornwall must be innovative, drawing on the strengths of our world-class research institutions for best effect. Through the International Strategy, we will further develop international relationships to support research and innovation collaboration across Cornwall’s distinctive, core and foundation sectors. We want to attract talent and investment, translating research into practical benefit for Cornwall’s communities. This will include supporting collaboration across our health and care system, with NHS, academic and local authority partners working with international partners to advance research that improves population health, reduces inequalities and supports service innovation.

To grow our economy, we will drive investment into our growth sectors and drive prosperity by promoting Cornwall’s sectoral assets as investment opportunities for private and public sector investors across the UK and around the world. We will:

- **Promote direct investment** to specific sectors of Cornwall’s economy with a focus on unique growth opportunities in our distinctive sectors, as well as the established brand recognition and expertise found in our core and foundational sectors.

- **Drive prosperity** by promoting Cornwall’s sectoral assets as investment opportunities for private and public sector investors across the UK and globally. Specifically, we will work through the Economic Forum sector groups to further develop our clusters in terms of innovation, supply chains, access to finance and markets. We will promote our sectors nationally and internationally, encouraging collective efforts to build awareness and extend reach for the businesses within these sectors.
- **Increase our visibility with key international partners** to ensure Cornwall is recognised in specific economic sectors where we are pioneers.
- **Work with the British Business Bank, Office for Investment and Department for Business and Trade (DBT)** to hold a Cornwall Investment Summit, showcasing Cornwall’s investment opportunities and reframing what a modern Cornwall has to offer for UK and international investors.
- **Invite investors to visit Cornwall**, showing our innovative sectors to a wider audience.
- **Focus our collective efforts on securing investment** for the priority investment propositions list that the Economic Forum has developed and the Growth Board has approved, aligned to the Good Growth Plan, and in concert with business stakeholders. The partnerships established through the International Strategy will be crucial to the success of this work.
- **Maintain and grow relationships** with countries which invest in Cornwall, and with Cornish diaspora populations who may provide Diaspora Direct Investment.
- **Showcase the research excellence** of Cornwall’s higher education institutions, generating investment and providing highly-skilled jobs. Ensure there is recognition for the impact of this research on the wider UK economy.

Key asks of the UK government

- 1 **Promote investment opportunities** in Cornwall’s distinctive businesses and growth sectors, nationally and internationally.
- 2 **Include Cornwall in international branding campaigns** and representatives of Cornwall’s businesses in international trade missions.

Success measures

- **Increase in the amount of foreign direct investment (FDI)** secured for Cornwall. (FDI to the South West will be used as a proxy, with narrative reporting, as Cornwall-level data is not available.)
- **Hold a Cornwall Investment Summit**, working with the British Business Bank, Office for Investment and DBT.
- **Increase in external research and innovation funding** secured for Cornwall and the Isles of Scilly. This includes leveraging investment from bodies who do not traditionally fund research.
- **Increase in international collaborations** linked to Cornwall and the Isles of Scilly’s priority sectors and place based strengths.
- **Increase in the amount of Diaspora Direct Investment** to Cornwall.

⁸ Department for Business and Trade (2025), DBT Inward Investment Results 2024 to 2025. Available [here](#).
⁹ Office for National Statistics (2026), Foreign Direct Investment Involving UK Companies (Directional): Inward. Available [here](#).
¹⁰ The Diaspora Institute (2025), Cornwall Diaspora Strategy. Available [here](#).

Grow Our Economy

by positioning Cornwall as the global leader for low carbon experiences for visitors and residents.

Tourism and the visitor economy are central to Cornwall's prosperity, identity and global profile.



As the world transitions to a low-carbon future, there is a growing international demand for destinations that offer high-quality experiences rooted in nature, culture and community, while actively supporting environmental sustainability and local wellbeing. Cornwall is exceptionally well placed to meet this demand.

Tevi Agan Erbysiedh

Our outstanding natural environment, rich cultural heritage, distinctive language and strong sense of place already attract visitors from across the UK and around the world. By aligning our visitor economy with Cornwall's ambition to be a leader in climate action and good growth, we can move beyond volume-driven tourism towards a model that delivers greater value, deeper engagement and long-term resilience.

Positioning Cornwall as a global leader for low carbon experiences means showcasing how people can live, work, study and visit in ways that respect our environment, celebrate our heritage and strengthen our communities. This includes promoting sustainable travel, paid nature-based experiences, low impact outdoor activities, high-quality local food and drink, cultural and sporting events, and authentic connections to Cornwall's history, language and people. It also means telling a confident international story about Cornwall as a modern, forward-looking place where environmental responsibility and economic opportunity go hand in hand.

By taking a **strategic and international approach** to the visitor economy, Cornwall can increase year-round value, support jobs and businesses across our communities, and reinforce our reputation as **a distinctive, welcoming and responsible destination**.

In doing so, we will ensure that tourism continues to contribute positively to Cornwall's economy, environment and quality of life – for residents and visitors alike.

The **Cornwall Events Strategy** has been created to ensure that events have the best possible economic, social and environmental impact. It sets out strategic principles, best practice and a decision making process for events, helping to position Cornwall as the global leader for low-carbon experiences for visitors and residents. The Events Strategy provides a structure for Cornwall to offer a diverse, vibrant and inclusive calendar of events, generating outcomes consistent with the Good Growth strategy.



To grow our economy, we will position Cornwall as the global leader for low-carbon experiences for visitors and residents. We will:

- **Maximise links** to the environment, heritage, and culture.
- **Work with Global Cornish diaspora** and Cornwall alumni.
- **Use sports diplomacy** to showcase the best of Cornwall at major (inter)national events and by involving Cornwall's sports leaders in outreach projects such as Global Cornish.
- **Showcase Cornwall's heritage, culture and language** through hosting and participating in conferences, events and exhibitions. This will raise Cornwall's profile, build diaspora connections and further distinguish Cornwall as a unique place to visit.
- **Use Cornwall's Events Strategy** as a delivery tool to support how Cornwall uses events, including creating profiles for destinations.
- **Provide a supportive policy** and regulatory environment.
- **Deliver a statutory registration scheme** for holiday accommodation.

Key asks of the UK government

- 1 Devolve the appropriate powers** so that Cornwall can improve its year-round regenerative tourism offer.
- 2 Funding for specific marketing campaigns and research** into promoting a year-round visitor economy in Cornwall.

Success measures

- **Increase in the levels of tourist activity** in the off-season (known as the 'shoulder' season). Figures for overnight trips and day visits will be used as a proxy for this.
- **Increase in the number of visits** and number of unique visitors to the place-based website.
- **Increase in the number of events** which have engaged the diaspora with Cornwall and its communities.

Grow Our Economy

by helping
businesses grow
and become as
prosperous as
they can be.

Tevi Agan Erbysiedh

Floating offshore wind turbine, Celtic Sea Power

Access to markets,
including export
markets, is critical
to the success of
Cornwall's businesses.



Being able to sell goods and services produced, designed and created in Cornwall to customers across the UK and beyond, enables scale-up, improved profitability and reinvestment into our local business base.

However, the typical size of Cornwall’s businesses (predominately micro and small businesses) can make it challenging to break into new markets and to have the scale needed to export successfully. Reducing access barriers to export markets is crucial, especially for micro and small businesses. Although different products and services will target a range of export destinations, European countries remain an important market for many of Cornwall’s goods and services. Addressing barriers to these markets, including for Cornwall’s food and drink products and creative economy, is a priority.

Cornwall’s goods and services are prized around the world. The figures below show our top five goods and services exports by value, and the top ten export destinations for both goods and services. As part of the International Strategy’s delivery, we will identify whether there are untapped markets for our key exports from Cornwall’s distinctive and core sectors, and work to overcome any barriers to access. We will target our international engagement on current and potential high-value importer countries, making connections and building relationships which will facilitate improved trade.

In 2023, the most recent year for which figures are available, Cornwall and the Isles of Scilly’s (CIOS) top five categories of goods exports were as follows:

CIOS goods exports

Value in £million (2023)

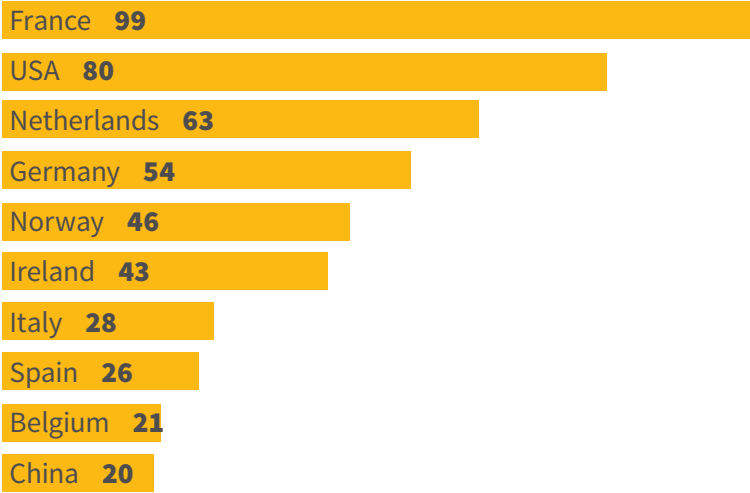
Machinery and transport equipment
Value: £248m Share of Cornwall’s exports: 35.2%
Crude materials (inedible) except fuels
Value: £133m Share of Cornwall’s exports: 18.9%
Food and live animals
Value: £109m Share of Cornwall’s exports: 15.5%
Miscellaneous manufactured articles
Value: £87m Share of Cornwall’s exports: 12.3%
Chemicals and related products
Value: £79m Share of Cornwall’s exports: 11.2%



In 2023, the most recent year for which figures are available, the main goods export destinations for Cornwall and the Isles of Scilly were:

CIOS main goods export destinations

Value in £million (2023)



In 2022, the most recent year for which figures are available, Cornwall and the Isles of Scilly’s top five categories of services exports (excluding travel) were as follows:

CIOS services exports

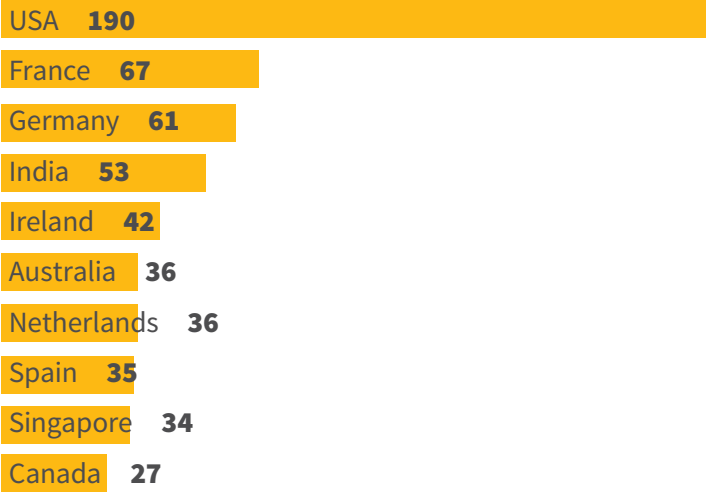
Value in £million (2022)

Transportation and storage, accommodation and food service activities, information and communication
Value: £656m Share of Cornwall’s services exports: 55.8%
Other service industries
Value: £205m Share of Cornwall’s services exports: 17.4%
Financial and insurance activities, professional, scientific and technical activities
Value: £156m Share of Cornwall’s services exports: 13.3%
Retail (excluding motor trades)
Value: £80m Share of Cornwall’s services exports: 6.8%
Non-manufacturing
Value: £40m Share of Cornwall’s services exports: 3.4%

In 2022, the most recent year for which figures are available, the main service export destinations for Cornwall and the Isles of Scilly were:

CIOS main service export destinations

Value in £million (2022)



To grow our economy, we will help businesses grow and become as prosperous as they can be. We will:

- **Empower Cornish businesses** by supporting them to enter new markets. This includes by inviting businesses, where appropriate, to accompany Council Members and officers on visits outside Cornwall, forming trade delegations.
- **Build and maintain contacts and connections** across the globe with foreign equivalents and UK embassies.
- **Continue to deliver brand-defining campaigns and projects** to help Cornwall stand out (like [Power of Cornwall](#)).
- As part of the Good Growth Plan, **support Cornish businesses to export products and services** by providing expert advice and skills training, particularly targeted at new and growing exporters.
- Aligned to the Good Growth Plan, and in concert with business stakeholders, **we will support sectors to grow**, including through export market opportunities. The partnerships established through the International Strategy will be crucial to this plan's success.
- **We will maintain and grow relationships with countries which import Cornish goods and services**, including using the Cornish diaspora to help provide access.
- **We will identify potential new markets for high-value Cornish exports** and build relationships with those nations and regions. This includes targeting places with significant Cornish diaspora communities – who are likely to be interested in purchasing our exports.



Key asks of the UK government

- 1 Work with Cornwall's micro and small enterprises** to reduce access barriers to our major export markets for key sectors.
- 2 Provide long-term funding** for Cornwall Council to deliver a strong business support offer.

Success measures

- **Rise in EU exports** from Cornwall and the Isles of Scilly.
- **Rise in non-EU exports** from Cornwall and the Isles of Scilly.
- **Increase in number of businesses** in Cornwall and the Isles of Scilly importing and exporting.
- **Rise in the export value** of Cornwall and the Isles of Scilly's goods and services.

International Mobility of Young People

Raise our reputation and profile as an inclusive and welcoming (inter)national student experience and promote the international mobility of our young people

Gwayadewder keswlasek
a dus yowynk

University of Exeter, Penryn Campus

Cornwall is exceptionally fortunate to have world-leading higher and further education institutions, equipping our young people with the skills and training needed to prosper.



University of Exeter, Penryn

We also benefit from international students and lecturers coming to these institutions, as they boost our economy, share their perspectives and knowledge, and help create lasting international research links.

People who have studied in Cornwall have the potential to be advocates and ambassadors for our nation – becoming part of the Global Cornish diaspora network – when they return to their home countries or regions. They can spread the word about the opportunities to be found here, and be a point of contact when Cornish businesses are seeking to expand abroad or elsewhere in the UK. It is therefore in Cornwall’s interests to promote our colleges and universities as high-quality, welcoming and inclusive places to study.

As well as welcoming international students to Cornwall, we also know how valuable it is for Cornwall’s young people to have opportunities to learn other languages, make friends from other nations and broaden their perspectives. The connections made through student exchanges can also help to establish new research relationships for Cornwall’s world-class higher education institutions. By building connections to other nations – particularly Celtic nations, and places with key Cornish diaspora populations – through the International Strategy, we will work to do more to open up student exchange opportunities. We will aim to ensure that these exchanges are focused on other elements of the International Strategy, such as Growing Cornwall’s Economy.

To raise our reputation and profile as an inclusive and welcoming (inter)national student experience; and to promote the international mobility of our young people, we will:

- **Increase the number of (inter)national students** at our universities.
- **Help Cornwall’s young people access opportunities** to travel, work and study abroad. Collaborate with schools, colleges, universities and our international partners to improve ties and research partnerships.
- **Work to facilitate student exchange opportunities**, initially with other Celtic nations in the United Kingdom. Explore whether facilitating exchange opportunities in continental Europe is possible, working with our Celtic partners.
- **Utilise Global Cornish** to maintain a variety of links with our students and alumni.
- **Promote Cornwall’s universities as exceptional places** for international students to learn, as part of our wider economic and cultural engagement work.



Falmouth School of Art



Durrell Centre for Wildlife Education, Cornwall College

Key asks of the UK government

- 1 Actively promote Cornwall’s higher education institutions** to overseas students by spotlighting them through initiatives such as Study UK.
- 2 Commit to membership of the Erasmus scheme after 2027** so young Cornish people have the option to study and travel abroad.

Success measures

- **Percentage of 18-24 year olds in Cornwall in full-time education.**¹¹
- **Increase in the number of international students** attending Cornwall’s higher education institutions.



Imerys

¹¹ Office for National Statistics (2025), Nomis Annual Population Survey. Available [here](#). However, interpretation should be treated with caution due to high confidence intervals, which indicate a greater degree of uncertainty in the estimate.

Enablers

Delivering the International Strategy will require the collective, Team Cornwall approach which has been so successful in achieving major projects, such as Cornwall hosting the G7 in 2021.

We are fortunate that we can draw on our long history of successful partnership working with regional, national and international governments, businesses, universities and the Voluntary, Community and Social Enterprise Sector (VCSE).



Street performers, Redruth

Gallosegoryon

G7 Cornwall Summit 2021

Cornwall’s unique geographical, cultural and linguistic characteristics provide us with a national and international profile significantly different from other places of our size. Combined with our in-demand natural resources, these factors allow us to put forward a unique value proposition for international investment. We will enhance our profile, making best use of our assets and Celtic connections to create new opportunities for residents and businesses.

Cornwall’s residents are entrepreneurial, collaborative and outward-looking, giving us strength and depth as we seek to raise our international profile, grow our economy and provide a welcoming student experience. Moreover, the astonishing dispersal and size of the international Cornish diaspora, estimated at 6 million people (ten times Cornwall’s population), has the potential to become a ready-made ambassadorial network. We will mobilise people with a Cornish connection to advocate for us internationally, providing mentoring, investment and a strong global voice.

Cornwall and other Celtic nations of the UK are not always at the top of the UK government’s list for funding, legislation and inclusion in critical discussions on issues such as trade policy. At the same

time, we recognise that many of the powers needed for Cornwall to prosper currently sit squarely within Westminster’s purview. This International Strategy sets out what we need the UK government to do for us so we can prosper. We will continue to strengthen our relationships with embassies in our priority countries and with key Whitehall departments, such as the Foreign, Commonwealth and Development Office and the Department for Business and Trade.

We will coordinate Cornwall Council’s messaging, ensuring that in all of our interactions with the UK government, we make the case for Cornwall, showing that we are a proactive and reliable partner. We will continue to lobby for Cornwall’s inclusion in international trade delegations and in critical cultural and language partnerships such as the British-Irish Council.

Our key enablers for delivering the International Strategy are divided into four main categories:

Partnerships

Regional, national and international networks providing links, knowledge and funding.

Place

Building on Cornwall’s strengths as a proud Celtic nation, proactively increasing Cornwall’s international presence as a prime location for investment and opportunities.

People

Creating a network of ambassadors to advocate for Cornwall around the world.

Policy

Influencing policy at all levels to support Cornwall’s global ambitions.



Enterprise Space for Advanced Manufacturing (ESAM), St Austell



Cornwall.uk brand



Gig rowing

Partnerships

We will maintain and build our regional, national and international networks that provide links, knowledge and funding to deliver our strategy. We will identify the partners and potential partners most useful to promoting our core priorities, and target our efforts on developing relationships. This could be through participation in cultural events, knowledge exchanges, formal partnership agreements and leveraging the Global Cornish diaspora.

Cornwall Council is a proud member of, or is affiliated with, several international organisations and participates in a number of international events each year. We keep this list under review to ensure we are focusing efforts

on those organisations which are most useful for delivering our International Strategy and other commitments. See [our website](#) for our current list of membership organisations and events.

Cornwall Council has signed Memoranda of Understanding with a number of administrations in the UK and internationally, formalising ways of working together and signalling our commitment to cooperate for the benefit of our residents and businesses. See [our website](#) for our current list of MOUs.

Cornwall Council has an extensive international network to generate inward investment and encourage trade activity.

We will identify the partners and potential partners most useful to promoting our core priorities, and target our efforts on developing relationships.

Place

We will proactively develop and further build Cornwall’s international profile to generate investment, funding and other global opportunities. We will deliver this through a place marketing website with strong, authentic narrative development; and through consistent place branding.

Place marketing website

Cornwall’s place marketing, promotion and resource website will showcase Cornwall’s unique, vibrant culture and investable propositions around the world, driving inward investment. The website will be the primary outward facing international gateway to Cornwall, helping to establish our external identity. It will promote Cornwall as a place to live, work, visit, study and for business, and will be the first website to showcase Cornwall as a whole, rather than in dispersed parts – telling a broader story of Cornwall as a place. Through partnerships with Cornish cultural organisations, it will amplify Cornwall’s cultural offer through digital storytelling, promoting festivals and year-round tourism.

Place branding

In an increasingly competitive global environment for attracting visitors, investment, talent, study and trade, places must clearly articulate what makes them distinctive and valuable. Cornwall, with its rich cultural heritage, creative spirit, dramatic coastline, and history of innovation has unique strengths that already shape how people live, work and belong here. The Cornwall brand will maximise these strengths and unify the many efforts across communities, businesses, cultural and local government. A more coordinated effort will elevate Cornwall’s profile, strengthen our reputation, showcase Cornwall’s story, and support sustainable growth for all who call Cornwall home.



People

Cornwall’s people are our greatest strength and will be essential to delivering the International Strategy, particularly our diaspora and alumni. It is estimated that there are 6 million people globally who are part of the Cornish diaspora – people linked to Cornwall through origin, heritage or association. The **Global Cornish** initiative seeks to harness the potential of this diaspora to drive economic growth, investment, and cultural exchange in Cornwall.

Global Cornish

Global Cornish was launched at the end of 2025 and the response has been overwhelmingly positive. The initiative has a huge amount of potential to be an accelerator of good growth by reconnecting the large diaspora community to Cornwall so they can play a vital role as investors, mentors, collaborators and champions. Encouraging diaspora groups to hold events overseas celebrating Cornish heritage will also raise Cornwall’s international profile.

Cornwall is fortunate to have several world-leading higher and further education institutions, drawing people from around the world to learn and lecture. Studying or teaching in Cornwall creates a lifelong connection, and we want to harness this positive relationship. We will work with Cornwall’s educational institutions to link alumni to Global Cornish, so they can spread the word nationally and internationally about the power and possibilities within Cornwall.

We will coordinate the activities of Cornish “ambassadors” abroad to capitalise on available opportunities. For example, if a lecturer from a Cornish university is travelling to an academic conference in a key importer country, we will brief them on our aims. We will provide them with investment brochures and business cards, in case they meet anybody with an interest in one of our core export products. With these small measures, a network of conversations and connections can be built, benefiting our economy and raising our profile.

Policy

This International Strategy gives us a framework for influencing local, regional and national policy to support Cornwall’s international ambitions. We acknowledge that many of the mechanisms for international relations and trade sit in Westminster, not Lys Kernow. However, through building relationships with UK government departments such as the Foreign, Commonwealth and Development Office and Department of Business and Trade (see Partnerships section, above), we will advocate for the interests of Cornwall in UK government policy development. We will raise awareness of the particular challenges faced by Cornish businesses and work to ensure that opportunities for Cornwall are never overlooked by Westminster.

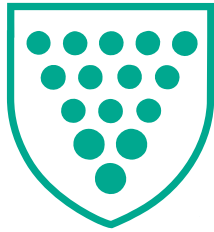
We will champion the economic potential within Cornwall to the UK government, seeking meetings, offering to host ministerial visits, applying for funding and responding to consultations. Through successful use of our

devolution powers, we will continue to show that Cornwall can be a trusted partner of the UK government.

We will demonstrate to Westminster that investing in Cornwall will benefit the UK more widely. Cornwall represents an opportunity to back the industries of the future at a pivotal time of growth: we have critical minerals, potential for floating offshore wind, geothermal energy, advanced marine engineering and sustainable food systems. These themes align directly with the government’s Industrial Strategy, net-zero commitments, supply-chain security and geopolitical resilience.

Cornwall has long been an outward-looking, trading nation. But too often, Cornwall is overlooked in UK government-level trade policies. We will lobby the UK government to ensure UK trade policies align with our deliverables and that future UK trade strategies align with what rural places have to offer. In trade negotiations involving Cornwall’s economic sectors, Cornwall should be consulted so that we can feed into the process before any agreements are formally concluded. Our voice must be heard.

Through internal coordination of activity, messaging and outcomes, we will ensure that all appropriate Cornwall Council directorates include international engagement in their work. The International Strategy provides a common message and set of priorities to ensure that policies across the Council are pulling in the same direction, and that we take a unified and consistent approach to working with partners.



Conclusion

Determinants

Flora Day, Helston

Cornwall is a profoundly special place. It is shaped by centuries of history, our proud cultural identity, and our stunning natural environment.

We are a resilient and creative people, and we celebrate our traditions, festivals and strong sense of community. In so much of what we do, we draw on our ancient Celtic roots, our Cornish language and heritage in industries like mining and fishing.

But we are also firmly focused on the future. Cornwall has a unique geological environment and extensive natural capital. Critical minerals, mining and clean energy have been putting our original industries back on the map. Our universities are growing their capabilities, producing a pipeline of skilled talent and applied research.

We hold generations of innovation and enterprise in mining, maritime, agriculture and fishing, and have burgeoning expertise in digital skills, data and technology. In-demand skills have seen Cornish people move far and wide, but connections to Cornwall do not end with geographical distance. We build and value partnerships.

We are a proud Celtic nation with strategic assets, clear sectoral advantages, and a global community ready to support its rise. In this International Strategy, we have set out our ambitions to raise Cornwall's profile, grow our economy and provide a welcoming international student experience. We are ready to take our place. We are ready to be heard. And we are ready to shape our future.



The Man Engine cultural heritage project

If you would like this information in another format or language please contact us:

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