



**NEW ZEALAND
TRADE & ENTERPRISE**

Kiwis flying with dragons

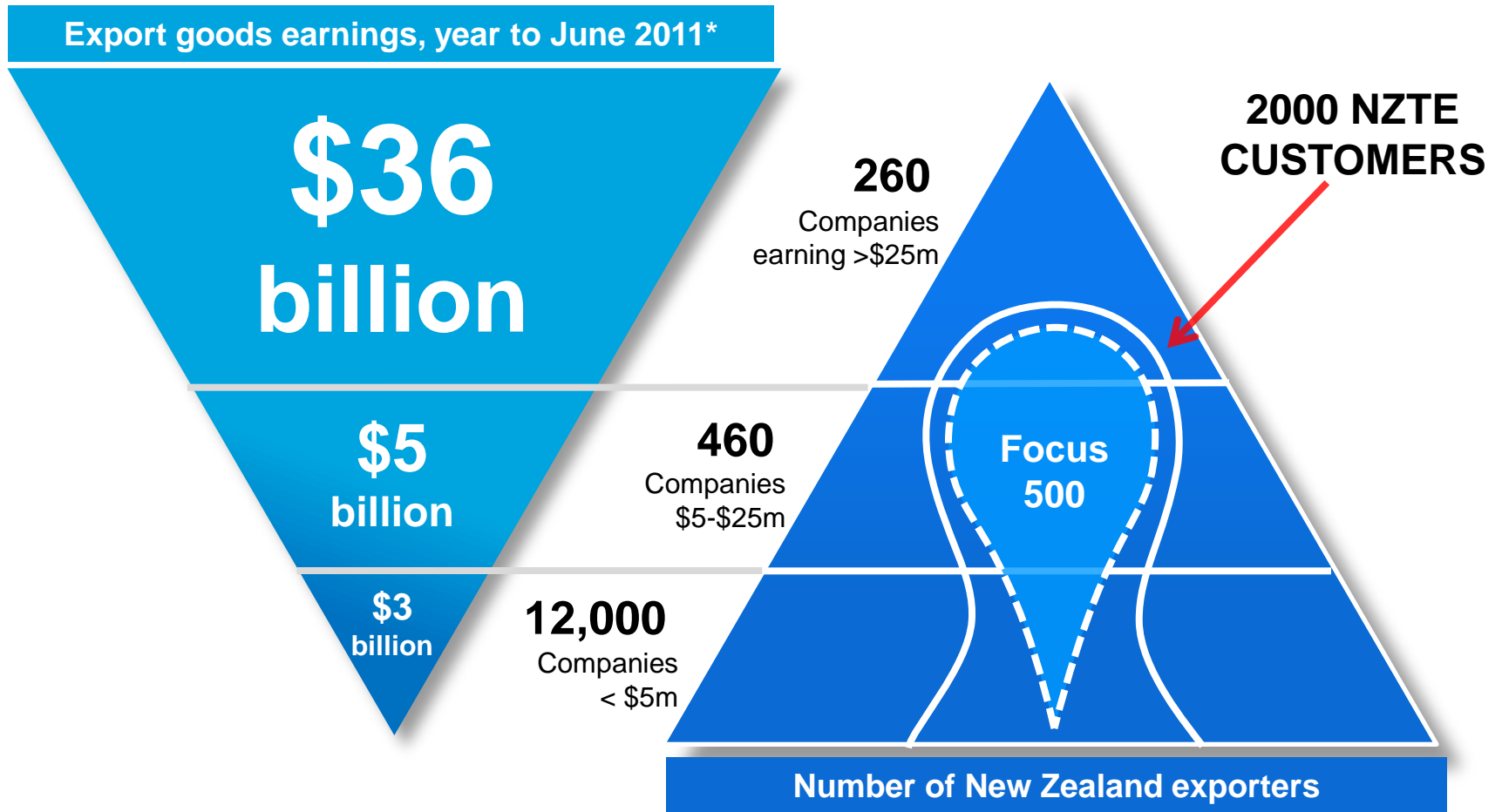
Sharon-May McCrostie

May 2012

NZTE: key facts

- 2000 customers ('Focus 500')
- Crown entity, private Board
- 550 people (50% offshore)
- 36 international offices
- \$150 million investment
- Our purpose...
 - Grow New Zealand companies internationally
 - Build capability in NZ
 - Partner in market

We are sharpening our focus... strategy is about choice



NZTE in Hong Kong

- Hong Kong is the regional hub for North Asia
- Hong Kong team:
 - Trade Commissioner
 - Business Development Manager – F&B
 - Business Development Manager – Health
 - Business Development Manager – ICT
- Regional team – investment, communications, admin

Sector focus

- Core focus on food & beverage and health (supplements, skincare, IT and equipment)
- Other collaborative activity in ICT (software, telco solutions), hotel fit-out goods, consumer goods

NZ companies in Hong Kong



VILLA MARIA
ESTATE
NEW ZEALAND



Strategic relevance of HK

- Induction market
- Showcase
- Test market
- Collaboration
- Supply chain
- Regional office

New Zealand Inc strategies are getting us organised: ...China, India, Australia, USA, Middle East , ASEAN



NZ Inc China Strategy – 2015

2015 vision: NZ and China have strong resilient economic, political and people-to-people relationships which have stimulated New Zealand's innovation, learning and economic growth

1

Retain and build a strong and resilient political relationship with China

2

Double two way goods trade with China to NZ\$20 billion by 2015

3

Grow services trade with China (education/tourism/other)

4

Increase bilateral investment to levels that reflect the growing commercial relationship with China

5

Grow high quality science and technology collaborations with China to generate commercial opportunities

NZTE as a lead agency for Goals 2 and 4



Research findings: NZ health supplements

- When asked to describe NZ:
 - Clean – no pollution, clean water
 - Natural – green/organic, pure
 - Farming – lots of sheep, cows, farms, grass
 - Space – lots of open space
 - Way of life – down to earth
 - Products – honey, dairy, infant formula, organic products, kiwifruit, wool, skincare

Research findings: NZ brand equity

- Key reasons for choosing a NZ brand:
 - High quality
 - Trustworthy/credible – confidence, no fakes
 - Reputation
 - Clean, no pollution, no additives
- Head to head with other ‘good countries’ many consumers would choose the NZ brand and pay up to 25% more on average

The opportunity for Maori business

- Exporters layer thin, productive layer rich
- Creating cultural pathways to commerce
- Maori can take a lead role in sustainability
- Move up the value chain
- Good role models for primary sector business
- Investment required to develop assets

NZTE Maori Business Strategy

- Focus on Key Customers (80% of our effort)
- Macro level Maori Economic Development Strategy & Panel
- Significant projects (China)
- Investment
- Access to capability services: Central leadership + many service points

Contacts

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NZTE Pouārahi – Maori Business

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