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Dear Raymond

The world is coming to New Zealand; let's take New Zealand to the world

With three days to kick off, it's an exciting time for international trade in New Zealand. With over 95,000 people coming to Auckland for the Cup, many of these international visitors will be looking out for opportunities to trade with New Zealand. The Real New Zealand Showcase at The Cloud is one place where international visitors will have the opportunity to experience up close some of the amazing business innovations that New Zealand is renowned for internationally. This is our opportunity to show the world that New Zealand is an innovative and creative place to do business.

As well as showcases at The Cloud, we encourage you to attend the Chamber IP Briefing event and international Business Leaders' Forums for India and ASEAN to help you succeed internationally.

If you do require any advice on trading with overseas partners or would like to attend one of our events, please don't hesitate to give our team a call on 09 309 6100 or email int@chamber.co.nz. If you would like to attend one of our events, please register at events@chamber.co.nz.

Kind regards

Sara Reyes
International Manager
Auckland Chamber of Commerce

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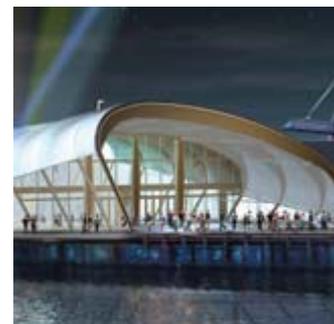
REAL New Zealand Showcase - Kiwi innovation on show at The Cloud

The REAL New Zealand Showcase will present New Zealand's forward-thinking industry sectors and the people who work in them through events up and down the country and at The Cloud.

Visitors to The Cloud can taste the quality and diversity of New Zealand food and beverages at the daily 'Taste at The Cloud', experience authentic 'Kiwi' hospitality, see up close the amazing business innovations that New Zealand is increasingly known for internationally, attend fashion and design shows and enjoy the Fanzone of music and matches on big screens on match days.

"Our investment in The Cloud is more than just an entertainment venue, it is deliberate and important. Countries participating in the Rugby World Cup include some of our biggest trading partners - Australia (largest), the USA (third largest), Japan (fourth largest) and the UK (seventh largest)," says Rugby World Cup Minister Murray McCully.

"From aviation to agribusiness and bioscience to marine - these forward-thinking business sectors are changing international perceptions of New Zealand. The showcase at The Cloud is the first step in broadening the brand story of New Zealand Inc. to encompass world-class innovation that is world-scalable."



"It is time to confidently market New Zealand as a great destination for ingenuity, knowledge, investment, talent, as well as tourism and culture."

To find out more about the REAL New Zealand Showcase, please [click here](#).

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Pacific Showcase - The Cloud, Queens Wharf Auckland

It is no coincidence that New Zealand is hosting the Pacific Islands Forum in the week that marks the opening of the Rugby World Cup. There are 85,000 fans expected to travel to New Zealand for the World Cup - 20,000 for the opening week alone. This represents a unique marketing opportunity for the Pacific, and New Zealand is committed to ensuring that Pacific businesses are able to take advantage of this unprecedented period of international attention.

The Pacific Showcase will be a central element of the 2011 Forum week, and an important vehicle for promoting greater business links and key sectors in the region. Pacific countries will be able to tell their business success stories and show their tourism attractions on a giant video screen. This is complemented by a Pacific marketplace and cuisine experience where visitors will be invited to sample innovative and unique Pacific products, from beauty treatments to exotic spices and other culinary delights. Products made and produced in the region can be purchased on site. Together with top cultural performances, cooking demonstrations and art by emerging and celebrated Pacific artists, the Showcase will demonstrate just how much this region has to offer.

In a separate section of The Cloud there will be business displays and business to business engagement. This will be supplemented by an investment summit and other activities that will showcase the contemporary Pacific, focusing on priority sectors such as energy, transport and infrastructure, agriculture and organics.

The Pacific Showcase public opening dates and times are:

Tuesday 6 September: 10.00am - 5.30pm
Wednesday 7 September: 12.00pm - 8.00pm
Thursday 8 September: 10.00am - 4.00pm

For more information on the Pacific Showcase, please [click here](#).

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**PACIFIC
SHOWCASE**
Bringing you the Best of the Pacific

News

Changes to CER Rules of Origin a boost to trans-Tasman trade

Changes to the Rules of Origin under the Australia New Zealand Closer Economic Relations Trade Agreement (CER), will reduce costs for exporters Customs Minister Maurice Williamson and Trade Minister Tim Groser say. The Rules of Origin determine which products are "New Zealand" or "Australian" goods and are able to be exported between the countries free of duty.

The changes were agreed to by the New Zealand and Australian Trade Ministers in June 2010 and took effect from the 1st of September. Now material from third countries is permitted in textiles and clothing, headgear, glass jewellery, copper, tools, machinery and appliances, vehicles, boats, furniture and toys.

"The new Rules of Origin enhances the competitiveness of our manufacturers and reduces compliance costs," Mr Williamson says. Mr Groser says the agreement shows the CER continues to deliver benefits for New Zealand.

"CER is widely recognised as one of the world's benchmark free trade



agreements. These changes will bring CER up to date with the realities of the global supply chain. Today, some 60% of global merchandise trade is made up of inputs from a wide range of countries which make up highly competitive components, rather than finished products in every case. If New Zealand wants to prosper it must compete in this global supply chain."

Since it was signed in 1983, total trade between New Zealand and Australia has grown at an average of almost 7.5% per year.

To view the Rules of Origin please [click here](#).

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Events

India Business Leaders Forum

The India Business Leaders Forum is an Auckland Chamber-led initiative supporting New Zealand traders in their business with India.

New Zealand Trade Minister Hon Tim Groser has commented that "A free trade agreement with India offers great promise for New Zealand businesses. India is already one of our fastest growing markets, with New Zealand exports having tripled over the last decade".

At our September Forum, you will hear from Peter Baker, member of NZTE's Beachheads Advisory Board and a frequent advisor to New Zealand companies on international trade and market penetration strategies. Peter was CEO of Future Group (Health and Beauty Division) as well as CEO of Dabur (H & B Stores), both retail initiatives for some of India's largest FMCG companies.

We will also have a case study from Sameer Handa, CEO of Patton Refrigeration, who has been trading in India since 2007.

To join the India Business Leaders Forum please email forum@chamber.co.nz.

Date: Friday 9th of September

Time: 7.30am - 8.45am (light breakfast served at 7.15am)

Venue: Auckland Chamber of Commerce, Level 1, 100 Mayoral Drive, Auckland City

Tickets: Members \$30.00 + GST, Non-members \$45.00 + GST

To register for this event please [click here](#) or email events@chamber.co.nz.



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IP Briefing: Make creativity pay

New Zealand is famous for its inventive and innovative spirit. The key to business success is turning that inventiveness in to real income. Join the Auckland Chamber at our Intellectual Property seminar as we show you how you can take your valuable ideas and turn them in to a commercially viable and protected business asset.

You will learn:

- Key definitions and models of commercialisation: manufacture and licence
- How to access international markets by leveraging intellectual property
- IP protection cost control and IP attorney management
- Negotiating licences to valuable technology in to or out of your business
- Identifying and commercialising valuable ideas

This session will be facilitated by Paul Adams of EverEdge IP. EverEdge IP has assisted hundreds of companies to convert innovation into income.

This seminar entitles attendees to a one hour consultation with an EverEdge IP Senior Associate free of charge.



Date: Thursday 22nd September
Time: 8.00am - 11.00am (registration starts at 7.45am)
Venue: Auckland Chamber of Commerce, level 1, 100 Mayoral Drive, Auckland City
Tickets: Members \$30.00 + GST, Non-members \$45.00 + GST

To register for this event please [click here](#) or email events@chamber.co.nz.

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ASEAN Business Leaders Forum

The ASEAN Business Leaders Forum is an Auckland Chamber of Commerce platform established to help you capitalise on the preferential access that New Zealand traders have to countries in the ASEAN region. Major ASEAN markets include Thailand, Philippines, Singapore, Malaysia, Viet Nam and Indonesia.

With a combined population of 600 million people and a shared GDP in excess of US 2.7 trillion, the AANZFTA - or ASEAN Australia New Zealand Free Trade Area - is one of our most lucrative free trade agreements and covers trade between twelve countries.

For New Zealand exporters to be successful in the ASEAN market, it is important to choose the right local partner, understand the local business culture and customer needs. The ASEAN Business Leaders Forum is an excellent way for new and emerging traders to establish networks and relationships and gain this local knowledge that will increase their chances of business success in South East Asia.

To join the ASEAN Business Leaders Forum please email forum@chamber.co.nz.

Date: Wednesday 28th September
Time: 7.30am - 8.45am (light breakfast served at 7.15am)
Venue: Auckland Chamber of Commerce, Level 1, 100 Mayoral Drive, Auckland City
Tickets: Members \$30.00 + GST, Non-members \$45.00 + GST

To register for this event please [click here](#) or email events@chamber.co.nz.



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