

Dear Raymond

New Zealand businesses trade with overseas partners the world over. Where many fail, however, is through failing to recognise or appreciate the unique differences that exist in each country.

These differences in cultural norms, negotiating styles, market structure or ways of doing business may seem minor at first glance, but can be the difference between success or failure internationally.

The Auckland Chamber has a variety of different business leaders forums and market intelligence advisory services that you can take advantage of to get local market knowledge from those with experience.

For more information about any of our different trading partners and how you can make the most of New Zealand's strong international trade reputation, call us on 09 309 6100 or email int@chamber.co.nz.

Kind Regards,

Sara Reyes,
International Manager
Auckland Chamber of Commerce



News

Tim Groser Address to third Japan-New Zealand Partnership Forum: Japan and New Zealand - Overcoming Adversity, Building the Future

Minister of Trade, Tim Groser addressed political and business leaders from Japan and New Zealand at the third Japan-New Zealand Partnership Forum in Tokyo, on the 11th of July, 2011. During his keynote speech, Minister Groser commented on the importance of regional integration and the economic, strategic and geo-political importance of trade rules and domestic legislation around doing global business.

Minister Groser acknowledged Japan's central role in the global supply chain trading system and attributed Japan with championing the 'just-in-time' low inventory approach, which has come under immense strain since the devastating events of March 11th.

To read more, please [click here](#).



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Events

New Zealand Tonga Business Council Breakfast

The Council's first breakfast event will be held on Thursday 4th August from 7.30am - 9.00am at Mollies in St Mary's Bay.

Enjoy breakfast whilst hearing from our guest speaker, Jennifer Boggiss from Heilala Vanilla who will give an insight into the beginnings of Heilala Vanilla and how the company has reached its success in entering the prestigious US market.

Bookings will be essential for this event.

Date: Thursday 4th August

Time: 7.30am - 9.00am

Venue: Mollies, 6 Tweed Street, St Mary's Bay, Auckland City

Tickets: Members \$25.00 incl. GST, Non-members \$35.00 incl. GST

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



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China IP: taming the dragon

This unique seminar will aim to cover all of the practical issues a New Zealand exporter may face when doing business in China. Use this seminar to navigate the legal complexities in IP and ensure your business is safe from counterfeiters and, perhaps more importantly, your own business partners or distributors in China.

The course will be run by Paul Davies of EverEdge IP. Paul is a registered Patent Attorney with significant experience in intellectual property law and commercialisation, both in New Zealand and in Hong Kong.

Paul will cover:

- Is there value in IP protection in China?
- IP considerations specific to China
- Practical do's and don't's
- Strategies for China: filing, protection, and enforcement of your IP rights
- Case Studies

All attendees also receive an hour's free consulting time with EverEdge IP.

Date: Friday 19th August

Time: 8.00am - 10.30am (registration starts at 7.45am)

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

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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Prime Minister to meet President Obama on US visit

Prime Minister John Key today announced he will be visiting the United States later this month and will meet President Barack Obama in Washington DC.

The visit will take place from 18 to 22 July, and will include a full two-day programme in Washington DC as well as time in San Francisco and Los Angeles.

The meeting with President Obama is scheduled for Friday 22nd July local time (Saturday NZ time). "The bilateral relationship with the United States is one of New Zealand's most important," says Mr Key. "The relationship has improved over recent years, and I hope the visit will further strengthen ties."



"Issues that I anticipate will be canvassed in Washington DC include the global and US economic outlook, the bilateral relationship, trade, and other Asia-Pacific regional issues," says Mr Key.

The visit to Washington DC will also include a range of other meetings with US Government agencies, a speech to the United States Chamber of Commerce, and other events.

The full schedules for the Washington DC and the West Coast legs of the visit are still being finalised.

Source: www.beehive.govt.nz.

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Call for feedback: services trade with India

The Ministry of Foreign Affairs and Trade (MFAT) has made a call for feedback from New Zealand businesses exporting services to India.

In order to negotiate the best results from the New Zealand - India Free Trade Agreement (FTA) MFAT would like to hear about any barriers you have encountered in doing business in India. Examples of the common sorts of barriers New Zealand services suppliers face include:

- restrictions on individuals (e.g. difficulties in recognition of qualifications or obtaining business visas, requirements to obtain local licences)
- restrictions on investors (e.g. requirements to operate in joint ventures with local partners, requirements to employ locals or restrictions on the ability of New Zealanders to be transferred to work in subsidiaries or affiliates in India, local representation requirements for boards of directors, restrictions on the ability to invest in a new enterprise or invest equity in an Indian company)
- financial or business restrictions (e.g. restrictions on supplying services from New Zealand including via the internet, difficulties competing with local firms who benefit from government preferences, complex and discriminatory local regulations).

For more information please [click here](#).



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Increase in overseas merchandise trade

The values of export and import goods both increased in May 2011 compared with May 2010, Statistics New Zealand said today.

"The \$429 million increase in exports was led by pleasure boats; milk powder, butter, and cheese; and meat and edible offal," business, financial, and trade manager Neil Kelly said. "China was the country with the largest increase."

The \$594 million increase in imports was mainly due to petroleum and products (crude oil and automotive diesel), and aircraft and parts (mainly the one-off importation of aircraft parts). Imports in both these categories are irregular by nature.

The trend in the value of exports has increased 30% since its most recent low point in September 2009, and continues to reach new highs. The trend in import values has mainly increased (up 22%) since the most recent low point, also in September 2009, but is still 8.6% below its overall peak in September 2008.



In May 2011, the trade surplus was \$605 million, or 13% of the value of exports. Excluding the one-off import of aircraft parts in May 2011, the surplus would be \$819 million (18% of the value of exports). This compares with an average surplus of 6.7% of exports over the May months from 2006 and 2010.

Source: Statistics NZ.

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