



N E W Z E A L A N D  
SCHOOL OF EXPORT

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For immediate release

## **\$46k worth of Scholarships to help Exporters raise their game**

The New Zealand School of Export is challenging the country's exporters to raise their game, and is offering over \$46,000 worth of Scholarships to help them turn professional.

*"80% of exports come from just 350 of New Zealand's 8000 exporters" says Dr Romuald Rudzki, Director of the School. "We are aiming to get kiwi exporters to the same level as their overseas competitors through the Diploma of International Trade - a practical business development programme taking new or existing exporters through every stage of the process, from understanding global trends affecting your business, to transforming your business into an international one. Kiwi's go into the world and give it their best shot, but they are often dealing with more experienced exporters and sometimes complete rogues."*

The NZ School of Export is working in partnership with a growing number of Chambers of Commerce, EDA's and organisations such as the Pacific Business Trust to promote Scholarship opportunities throughout the country, as well as expat kiwi's wanting to learn about international trade from a New Zealand perspective – made possible as the Diploma is through distance learning.

Max Mason, CEO of Tauranga Chamber had this to say about the most recent Export Scholarship recipient: *"Trench-It and its owners are exactly the type of business New Zealand needs. They are prepared to do the hard yards and grow their knowledge and capabilities to take on the world. They deserve all the support they can get, and the Chamber and its members wish them well"*.

Exporters who have already graduated include Ian Walton, Vice-President at ATRAX Group which recently entered its 91<sup>st</sup> market, who says: *"The level of support from the School was of a very high standard and I would recommend this course to any company already in the export field or contemplating entering this highly competitive arena"*.

*"Scholarships are a very practical way of assisting those who might otherwise be unable to participate in the Diploma, to have the opportunity to do so" says Romuald Rudzki. "Kiwi exporters are wonderful people, innovative and hard-working, but if you want to play in the World Cup, then you had better train for it"*.

## **ENDS**

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