



## New Exporter Growth Programme Launched

New Zealand exporters were given a boost this week with the launch of the **Exporter Growth Programme** (EGP) by the New Zealand School of Export - including a 50% subsidy.

The Programme sees the School working one-to-one with exporters over an 8 month period to raise their export knowledge and skills, and to provide very practical assistance in a logical step-by-step process including an on-site **Export Health-Check**.

New Zealand School of Export Director, Dr Romuald Rudzki said: *"The subsidy will ensure that the maximum number of exporters can participate, but numbers are limited to 40 to ensure our quality standards and to maintain the highest level of support. I strongly urge exporters to contact us now, as a recession is the best time to train and prepare for the future."*

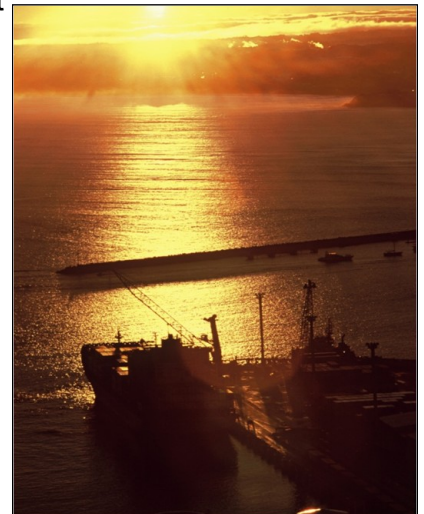
The **Exporter Growth Programme** takes companies through everything from understanding their competitors, choosing an export market, finding customers, export pricing, agency and distributor agreements, shipping goods and getting paid, to growing the business into an international operation.

*"We have been successfully growing exporters since 2007 when we were founded as an independent Charitable Trust" says Rom "and this is the next stage in raising our companies to the same level as their overseas competitors. We can achieve this because the School is New Zealand's only institution to be accredited by the global body IATTO and for the first time we have the same level of professional development for our exporters as offered in other IATTO member countries such as Australia, the USA, Canada, UK, and South Africa. We have a very long way to go to catch up but at least we are now in the same game."*

Exporters can start the programme whenever they wish. Check out our website: [www.export.ac.nz](http://www.export.ac.nz) or call us on: 06 3565656 for an information pack or to reserve your place on the **Exporter Growth Programme**, including the option to book an **Export Health Check**.

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**Exporter  
Growth  
Programme**

## Stories from our globetrotters

A few months ago Anne Chappaz visited us at the School and shared with us her experiences as a Trade Commissioner in Canada. This month, we have the privilege of talking with Ziena Jalil, a recent graduate of the New Zealand School of Export and the new NZTE Trade Commissioner in Singapore.

Born in Lautoka, Fiji, Ziena moved to New Zealand to complete a Bachelor of Communication Studies (majoring in PR) at Auckland University of Technology. After graduation, she worked as communications advisor to AUT, then as a consultant at Baldwin Boyle Group.

In 2006, Ziena joined NZTE based in Hong Kong, where she was responsible for building a profile for New Zealand as a trade and investment destination in North Asia. She oversaw all marketing communications for NZTE's seven offices across North Asia; New Zealand Central — New Zealand's business centre in Shanghai; an expansion strategy which will see the opening of up to five more offices on the Chinese mainland; the New Zealand - China FTA leveraging programme; and New Zealand's presence at the Shanghai Expo 2010. In 2008, she received the Public Relations Institute of New Zealand (PRINZ) Young Practitioner of the Year award.



Ziena graduated with her Diploma of International Trade from the New Zealand School of Export earlier this year with some of the highest grades on record.

### **Who has been the greatest influence on your career?**

*My mother. She was and continues to remain an excellent role model. Mum showed us – my sister and I – that it didn't really matter what your job title was – there were always enough hours in the day if you really wanted to make a difference.*

### **How long have you been with NZTE and what were your roles?**

*I joined NZTE in September 2005 as Senior Communications Consultant looking after Food and Beverage, Education and North Asia (based in Auckland). In October 2006 I was appointed Regional Marketing and Communications Manager – North Asia (based in Hong Kong) and in January 2010 I took up my current role as Trade Commissioner to Singapore.*

### **How can exporters work smarter with a Trade Commissioner?**

*Involve us and our teams via your New Zealand client manager - sooner rather than later. The earlier we know what you are doing or what you are looking for, the greater the impact and influence we can have towards helping secure a successful outcome.*

*If you are travelling through the market, have a short stop-over – and Singapore is just the place for that – come and visit us. You'd be amazed at how many opportunities become realities through the result of a chance meeting.*

### **What are the key opportunities for business success in Singapore?**

*There is no shortage of opportunities across a whole range of sectors in Singapore and the Singaporean Government Agencies offer all manner of incentives and support to attract international businesses. For New Zealand companies looking to "Asianise" – Singapore offers a safe, reliable platform from which to grow into the region.*

*NZTE is specifically focusing on the food and beverage, ICT, specialised manufacturing and education (CIG) sectors. This doesn't mean that we won't support companies working in other sectors – but it does mean that there have been several developments in Singapore over the last few years which clearly indicate that these are the sectors which offer greatest opportunities for New Zealand companies.*

### **Why did you do the Diploma of International Trade and how has it helped you?**

*I didn't study international trade as part of my university education so I wanted to validate experience with formal learning. I also wanted to know what our exporters were studying.*

## **Congratulations to Dan Taylor and Forrest Wines!**

Congratulations to Forrest Wines for a clutch of awards recently. The John Forrest Collection Chardonnay 2004 scored a massive result in the UK's premier wine magazine Decanter, when an extensive NZ Chardonnay tasting resulted in only three 5 star wines, and the John Forrest Collection 2004 Chardonnay topped the list with 19.33 points out of 20, scooping a Decanter Award. Furthermore, the 2006 Forrest Chardonnay scored 4 stars and highly recommended, one of only six in the category with this score.

These results added to the 90 points for Forrest Pinot Noir 2008 in the Wine Spectator, and the Doctors Riesling 2009 being named open champion white wine at the Air New Zealand Wine Awards.

And now Dan Taylor, Sales and Marketing Manager at Forrest Wines has just been awarded the Certificate of International Trade - well done Dan! We are very proud of you, no doubt you're spoilt for choice when it comes to finding a little tippie to celebrate your success...

## **Rom's Rant**

### **What is all this about the Emissions Trading Scheme?**

The scheme is part of the push to get the world to pay more for energy - whether it be electricity, gas, fuel or whatever else — by imposing what is nothing less than more energy taxes. It will do nothing to reduce carbon emissions and everything to develop a new market in carbon trading which is good for Wall Street but very bad for Main Street. Not surprisingly, the largest polluters — China and the US — are less than enthusiastic about it as they would have to pay the most. Instead we again see what the economists call 'externalisation of costs', in other words let somebody else (the rest of us) clean up the mess other people in other countries have made. It doesn't matter whether the mess is caused by capitalism or by communism, ordinary people who are not the cause of the problem have to pay for the solution rather than the more just principle of 'polluter pays'. But, as taxpayers have got so used to the big lie of believing that global warming or climate change is everybody's problem, it seems logical that everybody should pay, whereas this is the very opposite of the truth and we have forgotten that they who bust it should pay to fix it.

And here's another thing, why has nobody noticed the amount of New Zealand business closing recently? Here in Palmerston North, the city has increasing numbers of vacant factory units and office space and yet I don't hear anything in the media about how deep and how wide the recession is biting. Instead we see the escape from reality known as 'talking up the economy'. Perhaps it's just me, but I always thought that basing decisions on reality is a far better approach than basing them on wishful-thinking, folly, delusion or lies.

And finally, while I'm on the subject of delusional behaviour, did anyone notice how Murray McCulley suggested that New Zealand should support a deal that would see a few whales killed in order to save whales? Kill whales to save them? That's a wonderful logical principle, I wonder (tongue deeply embedded in my cheek) whether the same principle should apply to the inhabitants of the Beehive?

**Until next time, remember, don't be afraid to ask the stupid questions—yo umihht learn something!**



## The Quiz - Argentina

Time for our regular quiz - try doing this with colleagues during a break and test your knowledge of this very profitable export market.

1. What is the population of Argentina (to the nearest million)?
2. What is the name of the capital city?
3. Name three of the five countries which border Argentina.
4. What is the large mountain range which borders the west of the country?
5. What is the meaning of the Indian word from which The Pampas derive their name?
6. What are the names of the two airlines which fly from Auckland to Argentina?
7. One of the northern provinces of Argentina has the same name as one of the regions of the Ancient Middle East, and a high country station in the South Island of New Zealand. What is its name?
8. Argentina belongs to Mercosur or Southern Common Market. What country has applied to join Argentina, Brazil, Paraguay and Uruguay in Mercosur?
9. There is a huge trade imbalance between New Zealand and Argentina. Which country does this favour in terms of value?
10. Which Argentinian beer company is a sponsor of the Argentina rugby team?
11. Which political issue should you avoid in conversation with an Argentinian rugby fan?
12. To which two European countries do the majority of Argentines claim descent?
13. What is the national sport?
14. If you were visiting an Argentinian family, what time would you expect to be served your dinner: between 5 p.m. and 7 p.m., between 6 p.m. and 9 p.m. or between 9 p.m. and 11 p.m.?
15. What language would you expect the dinner-table conversation to be in?



## Off Topic

### The Clever Fox Hunt...

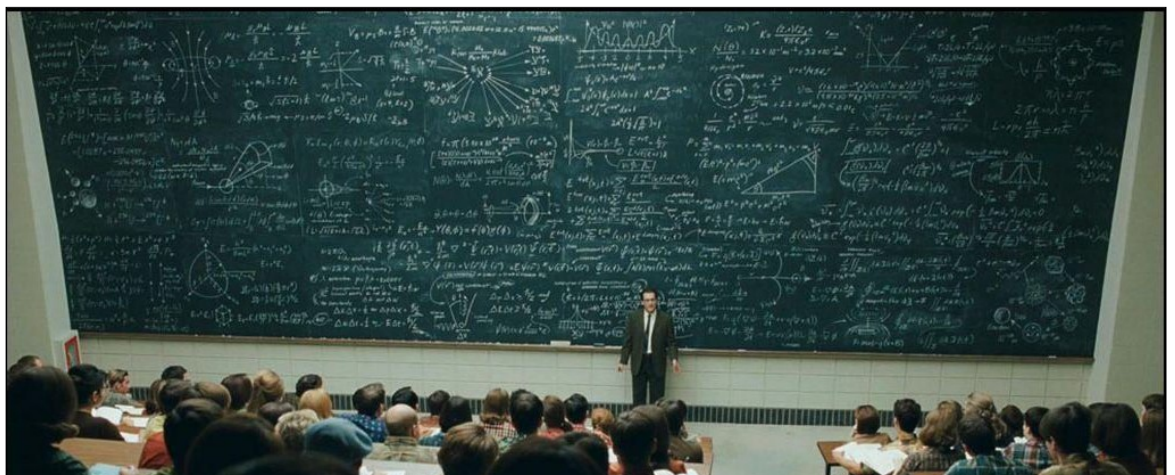
### Definition of an organizational hierarchy:

When top level guys look down, they see only sh\*t;

When bottom level guys look up, they see only a\*\*holes...



At last, the formula for understanding women!



## Milestone for ELIS

The New Zealand School of Export reached a milestone on 6 July 2010. The total number of catalogued items in the ELIS catalogue topped 1000! This is a significant achievement for a number of reasons:

- ⇒ Each item catalogued has been selected for the contribution it can make to the work of the School in assisting New Zealand exporters.
- ⇒ Each item is given headings or tags that are appropriate to it, using mainly the Thesaurus of International Trade Terms from the International Trade Center UNCTAD/WTO. With some items a Maori subject heading has been used.
- ⇒ Many of these items are not catalogued by other libraries in New Zealand so they make up a unique resource.
- ⇒ Each item has been manually described which means that we can use the most appropriate headings and tags for it.

Over 10% of all the items in ELIScat are digital resources: pdfs, html, php or websites which are immediately available to the users' desktop. It is our aim to increase this proportion. These are in addition to the many more web resources which can be accessed through the ELIS information portal.

Files from the School's File Management System make up one fifth of the total number of items. We make available these files, such as news clippings, compiled by the School because they can add significantly to the success of researching a market and product. Copies of files can be requested by users.

The remainder (and largest group) are books and magazines in our Exporters Collection and the Trade History Collection. Those who are enrolled in the Diploma of International Trade are able to borrow from these collections.

**Graeme Siddle - Head of Library and Information Services**

## Library Week - 16th - 22nd August

The theme of this year's Library Week is: ***"Ask me – you might be surprised ! He Taonga Te Patai".***

The Te Reo translation is: "to ask is precious".

If readers would like to pose a question for Graeme - please email him on Graeme@export.ac.nz and he will answer your question and put it up on the New Zealand School of Export website.



### **Don't take it so seriously!**

If you need a good laugh (and who doesn't?), check out these very funny videos about business:

[http://www.marketoracle.co.uk/financial\\_markets\\_analysis\\_videos\\_7.htm#vid4](http://www.marketoracle.co.uk/financial_markets_analysis_videos_7.htm#vid4)

<http://www.youtube.com/watch?v=lpvgfmEU2Ck>

## Quiz answers

1. 40,913,584 (Source: CIA World Factbook 2009)
2. Buenos Aires
3. Any three of the following: Chile, Bolivia, Paraguay, Brazil, Uruguay
4. The Andes Mountains (and no the Andes are not at the bottom of your sleeves)
5. The meaning of the Indian word from which The Pampas is derived is: flat surface
6. LAN Airlines and Aerolineas Argentinas
7. Mesopotamia
8. Venezuela
9. Argentina
10. Quilmes
11. The ownership of the Malvinas or Falkland Islands. They are currently part of the United Kingdom but are claimed by Argentina
12. Spain and Italy
13. The national and most popular sport is football
14. 9 p.m. and 11 p.m.
15. Spanish



This quiz has been produced by the New Zealand School of Export. For more quizzes, or information on target markets go to [www.export.ac.nz](http://www.export.ac.nz) for our free export library and information service (ELIS).



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