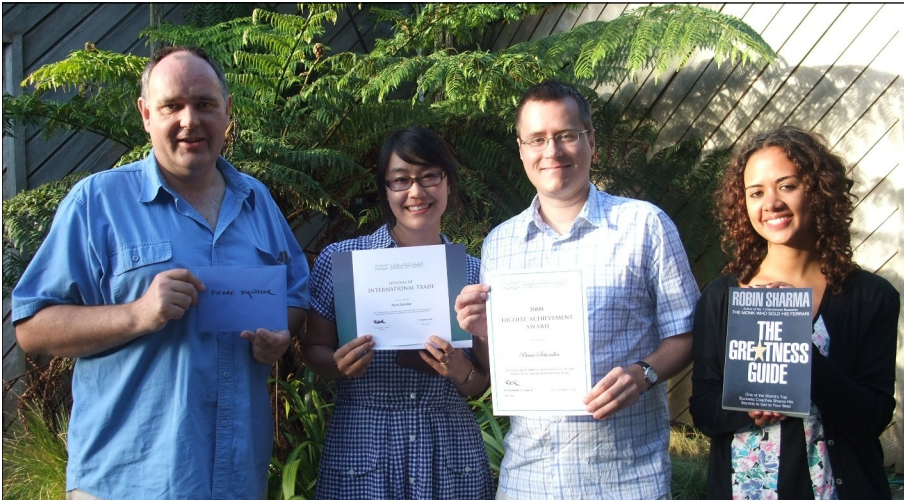




## Scholarship Recipient Graduates with Top Scores!



L-R  
Rom,  
Irene,  
Pierre  
and  
Talei

### Inside this issue:

- ⇒ Celebrating Pierre
- ⇒ Stories from our globe-trotters
- ⇒ Expo 2010
- ⇒ Scholarship reminder
- ⇒ Ask the Doc
- ⇒ Off-Topic
- ⇒ New short courses
- ⇒ The Quiz: China
- ⇒ Quotes of the month

It was a very special day when Pierre Schindler graduated. Not only was Pierre the first recipient of the Dr. Robin W.N. Smith Memorial Scholarship, he also graduated with the highest grade point average since the Diploma of International Trade was launched in New Zealand during 2007.

Pictured here with his partner Irene, Pierre made the trip to Palmerston North from his home in Auckland to receive his Diploma from Dr. Romuald Rudzki, Director of the New Zealand School of Export.

*"Pierre has shown an extremely high level of commitment and capability throughout his studies" said Rom "he has been truly deserving of this very special Scholarship and Robin would have been immensely proud of his achievements."*

Pierre was also presented with the New Zealand School of Export 2009 'Highest Achievement Award' by Ms Talei Smith, daughter of Dr. Robin Smith, before celebrating with a graduation dinner.



Evidently Pierre - who works in the customer services team servicing Europe at Fonterra - has not rested on his laurels because he has just been given the "Most valuable player of the month award" by his department for monitoring key milestones, ideas for long term improvements, driving for results and demonstrating that he is able to step up.

*"I was pleased to see that unlike courses offered at universities - I have studied economics, commerce and international business - the knowledge gained is practical and immediately applicable in the work-place" says Pierre. "The one-on-one support I got during my studies has been outstanding. The staff have been very supportive and proactive at all times and didn't spare efforts to ensure that I get the best out of my studies."*

Sincere congratulations from the team at New Zealand School of Export Pierre, it has been a pleasure working with you and we wish you the very best in all you do.

## Stories from our globetrotters

As all eyes are on the Shanghai expo, we go back to November for an exhibitor's view at the Food & Hotel China expo in Shanghai which was attended by Business Development Manager Dehua Pan of Mathias Meats NZ - the only New Zealand meat trading company to have its own stand at the show.

Dehua reports that the show was very successful in providing new leads and in gathering some critical information for the company's strategic adjustment. It also provided the opportunity for Mathias' plant manager, sales people and customers to meet in person.

However, the disadvantages of operating in China came to the surface and the company was able to fully recognize that the lack of reliable supply sources in terms of quality and volume is a big challenge.

As in any market - but especially China - Dehua recommends that in-depth research is undertaken beforehand, followed by continuous monitoring once in-market, and never pass up the opportunity to meet face to face with your customers and competitors.



CHECK OUT OUR  
CHINA QUIZ  
OVER THE PAGE

## EXPO 2010

The World Expo to be held in Shanghai, China will be the biggest in world history. During the six months the expo will be open - 1 May to 31 October 2010 - it is expected to draw 70 million visitors, which presents a huge opportunity for New Zealand to impress one of the world's fastest growing economies and the world's leading export nation.

As always, our professional librarian Graeme has come up trumps and provided a new Pathfinder to help you make the most of the Expo so check it out at: <http://www.export.ac.nz/findinginformation.html#Conferences>

If you are attending the Expo - we would love to hear about your experiences there and will be glad to print any interesting photographs you care to send us.

## Scholarships still available

New Zealand School of Export Scholarships for studying in 2010 are available, ranging in value from NZ \$1200 to NZ\$5000 - check them out at: [www.export.ac.nz](http://www.export.ac.nz) or call the New Zealand School of Export on: 06 356 56 56

**And remember - we no longer have set intake dates - you can start your studies when it's convenient for you - so what are you waiting for?**



## Ask the Doc



### Is New Zealand an Export Nation?

No it isn't. One of the great myths of the New Zealand psyche is that we are an exporting nation, whereas the truth is we are fourth from bottom on the OECD tables. Since the war (1939 — 1945) many nations have hauled themselves up by their agricultural gumboots, such as Italy, Taiwan, Ireland and Brazil. They have achieved this through a mix of commitment from Government and a range of goods and services which have become world-class.

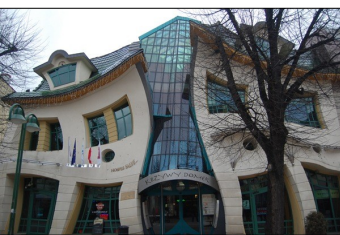
In contrast both the previous and present New Zealand government have shown little, or no understanding of how countries become wealthy. Presently, we are faced with the folly of a government who believes that the best way to get out of a hole is to start mining it (because that's what the Aussies do).

What are neighbours across the ditch get up to is a matter of complete indifference to me. I am less concerned with catching up with the Aussies than I am with getting New Zealand business into a shape where it can not only catch up, but also overtake the rest of the world and then take the lead. Many virtually unheard of companies such as Mathias Meats NZ or Trench It Industries have shown how good-old kiwi ingenuity can beat the overseas competition. What we lack is a government with the vision to support kiwi exporters instead of Japanese whalers, Australian banks and drinks parties for their mates.

Oh well, they say we get the politicians we deserve! Herein endeth this month's rant.

Rom

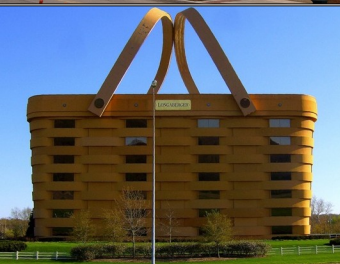
## Off Topic - Amazing buildings of the world



The Crooked House ( Sopot, Poland )

Kansas City Public Library ( Missouri, USA)

The Basket Building ( Ohio, USA )



## Why men shouldn't write advice columns

Dear John,

I hope you can help me. The other day, I set off for work, leaving my husband in the house watching TV. My car stalled, and then it broke down about a mile down the road, and I had to walk back to get my husband's help. When I got home, I couldn't believe my eyes. He was in our bedroom with the neighbor's daughter!

I am 32, my husband is 34 and the neighbor's daughter is 19. We have been married for 10 years. When I confronted him, he broke down and admitted they had been having an affair for the past six months. He won't go to counseling, and I'm afraid I am a wreck and need advice urgently. Can you please help?

Sincerely, Sheila

Dear Sheila,

A car stalling after being driven a short distance can be caused by a variety of faults with the engine. Start by checking that there is no debris in the fuel line. If it is clear, check the vacuum pipes and hoses on the intake manifold and also check all grounding wires. If none of these approaches solves the problem, it could be that the fuel pump itself is faulty, causing low delivery pressure to the injectors.

I hope this helps,  
John

— Forwarded by Steve Sanderson,  
Gilbert, S.C.

## The Quiz - China

Now it's time for our regular quiz - try doing this with your colleagues during the lunch break and test your knowledge of this very profitable export market - answers at the back.

1. What was Beijing previously known as?
2. What is a Chinese gooseberry better known as?
3. How many official 'dialects' are there in China?
4. In what year were the Summer Olympic Games held in China?
5. What is the Chinese currency called?
6. In what year was the Tiananmen Square massacre?
7. Who was the Last Emperor of China and in what year did he die?
8. What common household object does the word 'China' refer to?
9. What was the name of Fonterra's partner company in China which was the subject of the contaminated milk powder scandal?
10. What is China's national sport?



The photograph's below were taken by one of the School's first graduates - Dehua Pan - who celebrated the first Lunar New Year with his family in Shanghai since coming to Aotearoa in 2002. Thanks Dehua, these are beautiful!



Cheng Huang Temple

## Quotes of the Month - all anonymous

*"There is no Planet B"*

*"42.7 percent of all statistics are made up on the spot".*

*"Just remember — if the world didn't suck, we would all fall off".*

*"Support bacteria. They're the only culture some people have".*



## **SHORT COURSE PROGRAMME**

### **Autumn 2010 (May – June)**

#### **EXPORTING**

Exporting for non-exporters - Tuesday 4<sup>th</sup> May

Finding overseas customers – Thursday 6<sup>th</sup> May

Cross-cultural selling – Tuesday 11<sup>th</sup> May

Getting paid – Thursday 13<sup>th</sup> May

Becoming an export professional – Tuesday 18<sup>th</sup> May

Incoterms 2000 – Thursday 20<sup>th</sup> May

#### **MANAGEMENT SKILLS**

Creating your own business strategy – Tuesday 25<sup>th</sup> May

Global trends affecting your organisation – Thursday 27<sup>th</sup> May

Dealing with the impact of terrorism – Tuesday 1<sup>st</sup> June

Managing meetings for beginners – Thursday 3<sup>rd</sup> June

Stress management – Tuesday 8<sup>th</sup> June

Time management – Thursday 10<sup>th</sup> June

Project planning for beginners – Tuesday 15<sup>th</sup> June

Entrepreneurship for beginners – Thursday 17<sup>th</sup> June

Improving your thinking skills - Tuesday 22<sup>nd</sup> June

Problem-solving skills for managers – Thursday 24<sup>th</sup> June

Making better management decisions - Tuesday 29<sup>th</sup> June

All scheduled courses take place at the School of Export in Palmerston North. Starting at 09.30 with a 12.30 pm finish, numbers are limited to a maximum of four to ensure participants get the chance to ask lots of questions and really apply the knowledge to their business.

**Cost:** \$80 plus GST per person per course (price includes morning tea and all materials).

**Book a place:** For more information or to book a place, please contact: [info@export.ac.nz](mailto:info@export.ac.nz) or call Graeme on 06 356 56 56 ext. 701.

**All courses can be run at your premises on a date  
that suits you better - just give us a call!**

## Quiz answers

1. Peking.
2. Kiwifruit.
3. Eight dialects with Mandarin Chinese (the Beijing form spoken in Northern China) the most common. Cantonese is spoken in the South. The 'dialects' can be so far apart linguistically that two Chinese people speaking different dialects are unable to understand each other.
4. 2008 Beijing (and were marked by the severe atmospheric pollution).
5. Yuan (Renminbi is also acceptable).
6. 1989 where thousands were killed. No official figures were ever released.
7. Puyi, lived 1906-1967, married five times. His life was the subject of a 1987 film called 'The Last Emperor'. However, Yuan Shikai, the first President of the Republic of China later claimed the title 'Emperor'.
8. Porcelain (crookery).
9. Sanlu was 43% owned by Fonterra with an investment of some NZD210 million. In 2008 six babies died and a further 294,000 were affected by the melamine which was found in the powder. Sanlu received a bankruptcy order in 2008 and four of its senior staff were given prison sentences, one of life imprisonment. Two managers from the supplier who had introduced the melamine were sentenced to death.
10. Table tennis.



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

**Be a better exporter**  
**Diploma of International Trade**  
The professional qualification

 + 6 356 5656 or  [info@export.ac.nz](mailto:info@export.ac.nz)  [www.export.ac.nz](http://www.export.ac.nz)

### Contact details

New Zealand School of Export, Aokautere Park, 75 Staces Road RD1, Palmerston North 4471

 06 356 5656  [info@export.ac.nz](mailto:info@export.ac.nz) <http://www.export.ac.nz>