



Scholarships available to exporters

The School has reinvested some of the proceeds from its income-generating activities into scholarships, as befits its status as a Charitable Trust.

"We are delighted to be able to lend our support to New Zealand exporters in such a practical way and hope that in providing these scholarships,



those who might otherwise be unable to participate in the Diploma of International Trade will be given the opportunity to do so" said the

School's Director Dr Romuald Rudzki.

Scholarships, each to the value of \$1200 are available to those enrolling in the Diploma of International Trade for the fifth cohort which starts on 1st February 2009.

Exporters within the following categories are encouraged to apply: sole trader exporter; start-up exporter; SME exporter; rural exporter; Maori export business; and Pacific export business.

In addition, there is one scholarship available for members of each of the following Chambers of Commerce: Northland, Te Awamutu, Waikato, Manawatu, Wellington, Queenstown, Wanaka and Southland Chambers of Commerce; as well as one scholarship for a member of the New Zealand Pacific Business Council.

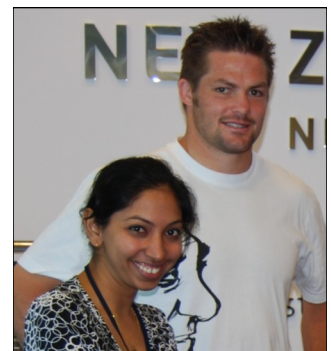
Details of the scholarships and an application form are available from info@export.ac.nz or click on <http://www.export.ac.nz>

The closing date for applications is Wednesday 31st December 2008 - so get those exporters you know to apply before the closing date!

Go the All Blacks!

Ziena Jalil, who has recently started the Diploma of International Trade got a bit of a surprise last month when she had the opportunity to meet New Zealand's most famous export — the All Blacks!

Ziena - who is NZTE Marketing and Communications Manager for North Asia and based in Hong Kong, met Richie and the boys when they dropped into the NZTE offices in order to vote in the recent General Election.



Enrolments open for February 2009

Enrolments for the Diploma of International Trade starting 1st February 2009 are **NOW OPEN** — if you, or someone you know is interested in finding out more, either give Alison a call on 06 356 5656/027 387 3137, or click on www.export.ac.nz/courses.html for more information - don't forget - places are limited to the first 30 in order to maintain our service standards.

Welcome to new Adjunct Faculty

The School is delighted to announce the appointment of new Adjunct Faculty - individuals who are recognized as experts in their chosen field and 'want to give something back' to New Zealand through a sharing of their experience. Having Adjunct Faculty allows the School to draw on the wisdom of leading figures in order to ensure that what we teach is based on real-life and the practical aspects of exporting. Of course, this also allows our enrolled exporters to tap into a wider network of expertise!

We welcome on board Bob Walters, former CEO of Export New Zealand; Murray Gregg who has over 40 years experience with Air New Zealand Cargo; Reinhold Goeschl who brings over 30 years experience in international logistics; Ian Reid, former Chief Executive of Vision Manawatu who is an economic development expert; and David Whyte who has considerable experience in the financial industry. Interviews with our Adjunct Faculty will appear in future newsletters.

Exporters accelerate their way to success

The first five companies 'graduated' from the New Zealand School of Export "*Export Accelerator Programme*" on 2nd December, receiving their completion certificates at a dinner held in Palmerston North. Five Manawatu based companies — Fieldair Engineering Ltd; Metalform Dannevirke; R & R Performance Engineering; Spidertracks; and Xenos participated in this ten week pilot course which was fully-funded by NZTE and delivered by the School in conjunction with Vision Manawatu.

"The Export Accelerator Programme, which includes follow-up coaching and support is aimed at being the stepping stone between half- and one-day exporter courses and our Diploma of International Trade" said Romuald Rudzki, Director of the New Zealand School of Export.

Stories from our globetrotters

This month we focus on Heather Donachie, Export and Administration Manager at Spy Valley Wines in Blenheim - a 380 acre family estate owned by Bryan and Jan Johnson of Wellington.



Heather moved into exporting by accident, starting out when Spy Valley was a much smaller company. Over time the business has grown, export markets have doubled and Heather is now responsible for administration, export logistics and management of Cellar Door, with the greatest portion of her time spent liaising with international distributors, logistics and exporting compliance.

Spy Valley exports 80% of its production and Marlborough's bountiful harvest this year (30% up on 2007) was the biggest production year for Spy Valley since its inception, producing 170 000 cases of wine which it exports to 25 countries. Heather took up the challenge of the Diploma of International Trade *"mainly, so I can have a much better understanding of how international trade works, and the mechanics of different countries, their culture, needs and business trading."*

Now almost half way through the programme, she has *“learnt a lot about the modus operandi of different countries/cultures, and the history of trade. It has also helped immensely with my geography! The downside has been finding the dedicated time for study”*.

Now that she has spent some years in the role, Heather believes the key skills and knowledge to succeed in International Trade require *“a task-oriented person with an ability to work with every level of person from the truckies to the Managing Directors, an ability to see the bigger picture when dealing with international customers, a logical brain, having systems in place and lastly a head for acronyms!”*

Heather enjoys dealing with people from all backgrounds, *“Every country is different, and it keeps the brain stimulated. I also mostly enjoy the pressure of the job in getting product out the door and meeting the customer’s expectations ... but being a reasonably isolated island nation, the challenge can be in making our distributors aware of the challenges we face at this end in meeting their deadlines and expectations.”* Her advice to someone starting out in International Trade would be to find someone you can form a good working relationship with that really understands the business, and *“bug the hell out of them to learn about it!”* Also, *“I think the Diploma would be very helpful for someone starting out or looking at a career in International Trade. But perhaps not until you have some understanding of International Trade.”*

Does Heather have any regrets? *“Not going on to Higher Education at an earlier age. I think this would have increased my confidence and given me grounding for, shall we say a more solidified career.”* With Heather set to get her qualifications in the not too distant future, what are her future ambitions? *“Still learning and living a balanced happy life. Oh, and laughing a lot”*- and who wouldn't be with a job like hers.



Contributions welcome!

We welcome your feedback and contributions. Please submit your comments, tips and advice to info@export.ac.nz

Checkout - International Calendars and Info on Asia

A useful site for comparing countries is <http://www.geohive.com> which details for example, the exports and imports of different countries, but also has lists on all sorts of things like, wealth and poverty graphs and population projections right up to 2050.

Also worth checking out:: <http://coombs.anu.edu.au/WWWVL-AsianStudies.html> offering a wealth of information about Asian countries. Each country has a separate portal, with information about the country's history, culture, religion, government, economy, political life, current events, geography, and much more.

Of course, we are always adding to our specialist Export Library and Information Service: ELIS - so if you haven't visited www.export.ac.nz/library.html for a while - have a look!



Christmas reminds us of the blessings that come with the birth of each and every child. It is the sign of new life, a new creation and a future very different from the past (parents will know what I mean!). Christmas also reminds us of the role that Jesus Christ has played in human history to both believers and non-believers.

When asked what the two greatest commandments were, Jesus replied "To love God with all your heart, all your mind and all your will and to love your neighbour as yourself." In a world where hatred seems to have a greater influence, it is good to be reminded of the possibility of a different approach to human existence. On behalf of everybody at the School may I wish you a Peaceful and Blessed Christmas. Rom.

Christmas all over the world...



Christmas and the way in which it is celebrated across the globe, serves as a useful reminder that as exporters, we need to be aware of different customs and traditions. In many countries of course, Christmas isn't celebrated at all, whilst in others, there are some interesting cultural differences. In Poland for example, Christmas Eve is the most special time of all and 'Wigilja' (Christmas Eve supper) begins with the appearance of the first star in the sky and the breaking of bread wafers (Oplatek), followed by a meal comprising 12 dishes to represent the 12 apostles. In the Ukraine, an extra place is always reserved during this meal for absent family and friends; and in Sweden, 'Julafton' is celebrated by tucking into pickled pigs feet, cod fish and sweets.

A sign of the times is that for many, Christmas simply means gift-giving, a tradition which hails back to the Magi or three wise men, and in Spain and many Latin American countries, children fill their shoes with straw and carrots for the horses of the Magi who bring gifts on the feast of the Epiphany. Elsewhere, such as the Czech and Slovak Republics and in Greece, it is St Nicholas who brings gifts; in Switzerland he is accompanied by the Schumtzli, a fearsome man with a switch to punish naughty children; in Luxembourg, Schumtzli is replaced by Black Peter; and in Germany he is known as Krampus. St Nicholas is especially popular in Russia, along with Babouschka (old woman) who failed to give food and shelter to the Magi during their journey, she is said to still roam the countryside searching for the Christ Child.

In Scandinavian countries, Christmas trees are festooned with candles, apples and flags, whilst Christians in India decorate mango or banana trees. In China, Christians light their houses with paper lanterns and decorate 'Trees of Light' with paper chains and flowers; they also hang up stockings for Dun Che Lao Ren which means 'Christmas Old Man'.



Of course, this is merely the tip of the iceberg and we haven't even got to festive food! But aren't we fortunate to live in such a diverse world? If you want more information on how Christmas and other important religious and cultural festivals are celebrated in your target market check out: <http://www.world-calendar.com> - a great website containing perpetual calendars of the key holidays for over 75 countries and four religions: Western Christianity, Islam, Judaism, and Eastern Orthodox Christianity.

China's beef industry—a personal view

By Dean Pan, Business Development Manager, Mathias International

Having just returned from a business trip to China, I would like to share some observations on the country's beef industry. China is now the third largest economy by GDP— over US\$6.9 trillion in 2007, and second on a PPP basis. Although domestic production has led to a surplus of beef production, recently China's beef price has soared considerably due to increased feeding costs; long product life cycles of cattle farming and comparable low margins; high operational risks; and lack of governmental subsidies.



These factors are driving a decrease in the number of big-scale cattle farms and investment in the private sector. In addition, soaring pork prices is another contributor to the increase of domestic beef prices. However, the slowdown in the global economy has urged the government to shift focus to boosting domestic demand and certainly, farming system reform is key, because this will involve 800 million peasants - the last group within the Chinese population that has yet to benefit from China's economic success.

Climate change and pollution remain key battlefields. China has about 120 million hectares of arable land - 13% of its land area, but needs to serve 24% of the world's population and it is estimated that each year, 12 million tons of grain are contaminated by heavy metals in soil, causing direct economic losses of more than 20 billion Yuan or around 2.5 b USD. However, low labour costs continue to allow processors to add value in product customisation and innovation for example, the beef packaging I saw in the supermarket was far better than most NZ's counterparts.

“Climate change and pollution remain key battle - fields”

The need to improve productivity and quality, and reduce risk has prompted the Chinese government to develop synergy among industrial, governmental parties and farmers. Of course, this will not succeed without boosting domestic demand (which may offer some incentive on the policy front for imported beef) and providing support to leading producers to further industrialise the meat process; as well as providing knowledge and technical support in food safety, quality control and higher fertilisation rates which could provide opportunities to sell New Zealand's agricultural technology and know-how .

“opportunities for agricultural technology and know-how”

From a marketing perspective, the distribution channel has diversified from fast food franchise chains to online delivery. Chinese business people are becoming more professional and visionary when it comes to team management, culture building, new business development and negotiation with foreign partners. Also, the media is becoming more influential in stimulating consumption, for example a regular TV programme about successful franchising businesses has a multiple marketing function, which includes educating young prospective entrepreneurs, promoting products, advertising the franchiser's business etc.

The Chinese are also embracing new technology for example, restaurants across the major cities now utilise wireless ordering systems with hand-held PDAs, ensuring the speed and accuracy of order taking and billing.

Just for a bit of fun - here are some different ways to say "Merry Christmas" around the world

Christmas Crackers

Afrikaans: Geseënde Kersfees

Bosnian: (BOSANSKI) Cestit Bozic i Sretna Nova godina

Chile: Feliz Navidad

Danish: Glædelig Jul

Eskimo: (inupik) Jutdlime pivdluarit ukiortame pivd-luaritlo!

Finnish: Hyvaa joulua

Gaelic: Nollaig chridheil agus Bliadhna mhath ùr!

Hawaiian: Mele Kalikimaka

Icelandic: Gledileg Jol

Japanese: Shinnen omedeto. Kurisumasu Omedeto

Korean: Sung Tan Chuk Ha

Lithuanian: Linksmu Kaledu

Maltese: IL-Milied It-tajjeb

Navajo: Merry Keshmish

Occitan: Pulit nadal e bona annado

Russian: Pozdrevlyayu s prazdnikom Rozhdestva is Novim Godom

Spanish: Feliz Navidad

Turkish: Noeliniz Ve Yeni Yiliniz Kutlu Olsun

Ukrainian: Srozhdestvom Kristovym

Urdu: Naya Saal Mubarak Ho (good New Year not Merry Christmas)

Vietnamese: Chuc Mung Giang Sinh

Welsh: Nadolig Llawen

Yoruba: E ku odun, e ku iye'dun

Q: What's the most popular wine (whine) at Christmas?

A: "I don't like sprouts" !



Q: Why was Santa's little helper depressed?

A: Because he had low elf esteem (self-esteem).

Q: Where do polar bears vote?

A: The North Poll.

Q: What kind of bird can write?

A: A PENguin.

Q: What do you call a cat on the beach at Christmas time?

A: Sandy Claus!

Q: What do snowmen eat for breakfast?

A: Snowflakes.

Q: What goes Ho, Ho, Swoosh, Ho, Ho, Swoosh?

A: Santa caught in a revolving door!



Q: What do you call people who are afraid of Santa Claus?

A: Claustrophobic.



Wishing you all a safe and happy holiday!