



## Flexi-start has arrived!

Exporters have told us they want more flexibility in the start and completion dates of the Diploma of International Trade, so the School has introduced 'Flexi-Start' allowing participants to begin their studies with the School on the 1st day of any month - their choice.

We already provide our exporters with flexibility in terms of deadlines for assessments, so 'Flexi-Start' makes sense.

If you know of anyone who would like to get a head-start with the

## Looking for new staff?

The New Zealand School of Export website is the ideal place to advertise your export and import vacancies. The site now attracts on average 600 unique visitors each month – all people working in international trade, with strong international networks and the specialist skills and knowledge to benefit your business.

If you want to reach qualified international trade professionals quickly and easily, then consider placing an advert on [www.export.ac.nz](http://www.export.ac.nz) - it's focused, specialist and the right choice for your HR requirements.

We offer a number of job posting options: 7 days; 14 days; and 30 days, all at very reasonable rates. Each post includes your logo, Headline, direct link to your website and text (maximum 250 words).

Send details of your vacancies to: [info@export.ac.nz](mailto:info@export.ac.nz) and we can have your job online in 48 hours!

### Inside this issue:

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- ⇒ Our new graduates!
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## ..SPECIAL OFFER..SPECIAL OFFER..

### Recruit and Train Package

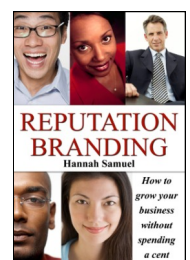
Recruit through our site and we'll give you a 5% discount off our course fees - so you can put your new recruit through the Diploma of International Trade.

## Be in to win!

We have recently introduced a Straw Poll to our website: <http://www.export.ac.nz>

This month's question is: *What could government do right now to help exporters?*

Add your comments today and go in the draw to win Hannah Samuel's fabulous book on Reputation Branding - it's a great read and Hannah has kindly offered the winner a free copy!



# CONGRATULATIONS

## Sam starts work for Yovitha

Congratulations Yovitha Ramkolowan-Dale on being awarded the New Zealand School of Export Diploma of International Trade!

You might recall reading about Yovi in our June issue. Formerly of Auckland based RMSD Ltd, Yovi is now working in the Marketing and Communications division of HSBC Bank International Ltd in Jersey.

She joined the School in July 2007 and somehow kept on studying hard during her move to the Channel Islands, a couple of job changes and her recent marriage to Matthew. According to Yovi, the best time of the day for studying is 5am! Clearly it works (for Yovi anyway) as she achieved an awesome 90% in her capstone paper - International Trade Management.

Well done Yovi - it's a shame we can't get to Jersey to help you celebrate!



## Greg is moving on up

Congratulations also go to Greg Canty, Technical Officer within the Global Inventory Team at Fonterra's Whareroa site. Greg began the Diploma in July 2007 and also changed jobs mid-programme - not surprising as study often makes us realise our capabilities.

After leaving school, Greg joined the Air force and then spent nine years in the banking industry, before joining Fonterra where he spent six years in the factory doing shift-work and gaining a good grounding in Fonterra's day-to-day operations. He has been in his current role since March 2008 and loves the variety, dealing with warehousing, transportation, manufacturing and laboratories, as well as reporting to other departments and management.

Fonterra exports approximately 95% of its milk supply to over 140 countries, so it is no wonder that Greg's interest in international trade grew. He chose to study for the Diploma of International Trade *"because it's an area that holds great interest to me and I thought it would be good to finally get a qualification. It is an internationally recognised qualification and will enable me to embark on a career, not just having a job."*

According to Greg, the key benefit of the programme *"has been a real understanding of processes and a good insight into all aspects of exporting, which is a good grounding for my future endeavours"*.

And the downside? *"The course is extensive (as it should be) and has been a steep learning curve, although, the effort put in has been worth it."*



Greg's advice to others starting out in international trade is *"to make sure you have everything organised at home first, that is manufacturing processes are in order and suppliers locked in. If you are just starting out, target a similar market like Australia."* He also suggests using the services of customs clearance companies to ensure the smooth transition of product, and *"do your homework on the target market to reduce the likelihood of expensive mistakes and analyse the competition."*

We're not sure what Greg's secret for successful studying is, but during the course, his marks went up and up, finally achieving 93% in his last paper, which is a wonderful way to finish all that hard work. Congratulations Greg, we're looking forward to your visit to Palmy so we can celebrate with you.



## More Congratulations

### Well done Jamie!



Congratulations to Jamie Laird, of NZTE who recently passed the half-way mark to the Diploma by achieving the Certificate of International Trade.

### Awesome result Richard!



Congratulations to Richard Smart, of Mathias Meats (NZ) Ltd who also recently passed the Certificate of International Trade.



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

# Be a better Exporter

## Diploma of International Trade

The professional qualification

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## Want a promotional video about your business? Read on...

Do you remember the TV ad with the silver fern dug out of a Santa Monica beach last Waitangi Day? Well the team behind that ad have established 'Made From New Zealand', a growing online community for exporters and importers to network and share their experiences.



Now, the New Zealand School of Export is working with 'Made from New Zealand' to help more kiwis learn from each other. and take some of the risk out of doing business overseas. As the School is already leading the way in export training, it makes sense to align with an existing online community where businesses can connect and collaborate.

To encourage other members of the 'Made from New Zealand' community to raise their game, the School is offering 'Made from New Zealand' members a \$1200 Scholarship to enrol in the Diploma of International Trade.

You might also be interested to know that a 'New Zealand School of Export Network' has been established on the site and we encourage you to add your business profile and join our network - who knows, you could soon be making some new deals: <http://www.madefromnewzealand.com/businesses/new-zealand-school-of-export>

**And the Promo video?** The 'Made from New Zealand' mobile video production team have offered **special rates** for those enrolled in the Diploma of International Trade and are interested in a having a professional 90 second video profile made.

The process is very simple, you complete an online video request which helps the two-camera plus director crew focus on your story and ensure that all the relevant messages are covered. The actual interview takes no more than an hour and the footage is then sent back to the studio in Wellington, edited down to 90 seconds and can be live on YouTube, on your Made from New Zealand Profile and anywhere else you want to see it on the web (or in your trade show presentation, PowerPoint sales pitches etc.,) within a few days.



The School is taking up this opportunity as soon as the crew can fit us in, because nothing beats the power of moving pictures. If you want to know more, just contact Alison at the School and we'll take it from there - this is an excellent opportunity for you to promote your business internationally without spending a lot of money.

## Getting sociable!

The School is making use of a range of social and business networking opportunities. Please join our networks and help spread the word about what we're all doing to grow exports! And don't forget our exporter's blog: <http://exportersblog.blogspot.com/>



<http://twitter.com/NZSchoolExport>



## Quote of the month:

**"If at first you don't succeed, skydiving is not for you".**



## Stories from our globetrotters

At the time of writing, we had several interviews with exporters lined up, but everyone is so busy right now - which has got to be good news! One of those exporters suggested we feature some of the globe-trotting adventures of School staff so, in the next issue we'll include news from our Director who is currently attending the IATTO conference in Cannes (poor thing).

For the rest of us, there aren't a lot of exciting travel opportunities, although a few months ago Graeme, our Head of Library and Information Services took a trip to Japan, Germany, France and the UK. He was asked to wear his New Zealand School of Export in as many places as possible as you can see here.



If you are willing to share some of your globe-trotting stories with our readers, or can pass on some useful tips, we would love to hear from you so please, do get in touch: [info@export.ac.nz](mailto:info@export.ac.nz)

At the end of October, Graeme and Alison attended the EEO Trust Work and Life Awards 2009.



We were there because the School was a finalist for the "Tomorrow's Workforce Award". We didn't win, but we weren't too disappointed as we had an amazing evening and it was an absolute privilege to be among so many inspirational individuals and organisations who appreciate diversity in the workplace.

Instead of seeing disability as an obstacle, they see the strength of each person and the contribution they can make in the workplace. Instead of seeing a new migrant as someone who will have difficulty settling in to a kiwi workplace, they see qualified and talented people who just need the chance to gain some experience working in a New Zealand company.

In short, they see the value in people, rather than viewing them as a cost and a hindrance.

A book featuring all the finalists and winners, is available from the EEO Trust, or contact the School for a copy.

## We welcome contributions

If you have news to share, please let us know: [info@export.ac.nz](mailto:info@export.ac.nz)

## Pass it on!

If you know someone who would be interested in receiving this newsletter — please pass this on!

## Satisfaction Survey Results

During October, the School undertook another Satisfaction Survey. The complete results are available on our website, but we include a selection of comments here:

### How has studying for the Diploma of Trade benefited you personally?

- ⇒ It helped me better understand the various aspects of international trade.
- ⇒ I have continued with my business and believe in the fact that the business is a viable option. I have learnt a great deal in relation to my business and how I need to be thinking on an international scale.
- ⇒ Opened a whole new area of career opportunities to me.
- ⇒ It has helped me personally get the skills and thought process to advance in the world of trade.
- ⇒ It has opened my eyes to the modus operandi of the different countries, why they trade what they do, and the vast spectrum of international trade; the effects of world and country economies; and broadened my skill base when dealing with new and existing customers in a trade situation.
- ⇒ It has increased my knowledge and the confidence I have, which is even more important.
- ⇒ It helped me to better understand the various aspects of international trade. It also proved to be very useful to get a better understanding of how to better compete on a global stage.

### How has studying for the Diploma of International Trade benefited your business?

- ⇒ It helped me get a better understanding and appreciation of the challenges the company I'm working for faces on a daily basis.
- ⇒ It kept me focused and kept me going. Learnt a great deal about the international environment which I am now trying to put into practice.
- ⇒ It has given me very practical information which enhances my discussions with exporters.
- ⇒ It has helped my current work in a shipping line by giving me knowledge inside and outside the scope of my job, so as to understand the full process and requirements for the Import and Export customers, hence improving my value to the company. It will also undoubtedly help me, should I wish to pursue future business ventures in international dealings.

### What does the School do well and why is this important to you?

- ⇒ The support during my studies has been outstanding. The staff has been very supportive and pro-active at all times. This is important because it ensures I get the best out of my studies.
- ⇒ The School always provides me with help and assistance when asked. This was in the form of research, access to material and help in locating it. They also provided good service via email assistance with questions and thoughts.
- ⇒ Very supportive staff – this is incredibly helpful when you are miles away and also working full-time.
- ⇒ Personal assistance, motivation and understanding.
- ⇒ I found the staff at NZ School of Export to be very helpful & friendly.
- ⇒ Support you in your studies and show the flexibility that allows career and study to cohabit. This allowed me to study whilst working and will allow me to increase the rate of study when I am not.

### What does the School do badly and why does this cause you problems?

- ⇒ Can't think of anything that I'd say was "badly done". One area that certainly could be strengthened is the promotion of the Diploma as THE qualification for trade professionals.

### In terms of value for money, is the Diploma of International Trade is:

Under-priced: 0%

About right: 100%

Over-priced: 0%

**Thank you very much to all exporters who took the time to respond !**



The School has chosen to partner with EMA Learning to deliver eight stand-alone, two-day modules, which build on the new Export Fundamentals courses recently introduced by EMA Learning.

As a feature solely under this partnership, participants can attend classroom learning at the EMA Learning training centre in Auckland and if they wish, go on to complete assessments with the New Zealand School of Export in order to obtain either the Certificate and/or the Diploma of International Trade.

Courses start in January 2010. For further information visit:

[www.ema.co.nz](http://www.ema.co.nz) or contact: [alison@export.ac.nz](mailto:alison@export.ac.nz)

## Ask the Doc

### Dear Doc, what is the NZ dollar really worth?

Dear reader, I answer your question, by posing another - is New Zealand the Bulgaria of the South?

It may not have dawned on anybody (and John Key should have picked this up as he is a former currency dealer), but the currency closest to our own is the Bulgarian Leva (BGN) which one New Zealand dollar will buy 0.9755 of. After that comes the Singapore Dollar (SGD) at 1.0284. These are all a long way from the Australian dollar which stands at 0.8250.

Perhaps it is a sign of the times that such global realities have nothing to do with the 'real value' of our currency or what it can buy. Anybody with the desire to do so should have a quick look and compare prices in Bulgaria and Singapore to see how we compare. Perhaps something a journalist might want to attempt after a liquid lunch? Lets have a look at average wages, house prices, petrol, tax rates and a loaf of bread for starters.

Rom.

*Dr Romuald Rudzki, Director of the School wants to hear from you. If you have a question or comment, please send this to: [info@export.ac.nz](mailto:info@export.ac.nz) with 'Ask the Doc' in the subject line.*

## New Resources in ELIS - Samoa and American Samoa

ELIS has two new fact-sheets, the first for those interested in doing business with Samoa and the second which focuses on American Samoa.

Since the devastation of the recent tsunami, it is particularly important that trade with these Pacific nations continues, so if either of these are potential markets for your business, check out these new resources: [www.export.ac.nz](http://www.export.ac.nz)



## Off Topic

Thanks to Greg Canty for this:

*I couldn't find my luggage at the airport baggage area and went to the lost luggage office to report the loss. The woman there smiled and told me not to worry because she was a trained professional and said I was in good hands. 'Now,' she asked me, 'Has your plane arrived yet?'*...

### Lexophiles - thanks to Lyall Jones for these!

- ⇒ A bicycle can't stand alone; it is two tired.
- ⇒ A will is a dead giveaway.
- ⇒ In a democracy it's your vote that counts; in feudalism, it's your Count that votes.
- ⇒ A chicken crossing the road: poultry in motion.
- ⇒ A lot of money is tainted: 'Taint yours, and 'taint mine.
- ⇒ When you've seen one shopping centre you've seen a mall.
- ⇒ Santa's helpers are subordinate clauses.
- ⇒ Acupuncture: a jab well done.



**Buses in Japan and India. Where do you call when you have a problem with your computer?**

Oops.....





## Focus on Japan

Earlier this month, School colleagues visited the 'Sakura Festival' at our local International Pacific College. We were fortunate to be able to participate in a traditional tea ceremony and see examples of some stunningly beautiful pieces of art and kimono.



If Japan is one of your current or prospective markets, download the [free factsheet](http://www.export.ac.nz/freedownloads.html) from our website: <http://www.export.ac.nz/freedownloads.html> to find statistics, market reports, case studies and news.



## The Quiz Japan



Now its time to get yourself a coffee and test your knowledge of all things Japanese.

1. What is the capital of Japan?
2. Is the approximate population of Japan: 27 million; 100 million; or 127 million?
3. Is Japan New Zealand's 2nd, 4th, or 8th largest trading partner?
4. What is Japan's percentage contribution to global GDP?
5. How many New Zealand cities have active sister-city relations with Japan?
6. Does Japan favour or disagree with the abolition of chemical and biological weapons?
7. What did former Prime Minister Helen Clark gift to the Toshogu Shrine in 2005?
8. Name the major imports from Japan to New Zealand
9. Which of the following cities has the largest population: Nagoya, Fukuoka or Yokohama?
10. Is Japan a Republic or a Monarchy?
11. Is a Japanese business person more likely to believe a more 'emotive' promotional brochure, or a more 'factual' brochure with graphs, facts and figures?
12. When receiving a business card in Japan, should you accept this with the right hand, left hand or both hands?
13. In what year was the disastrous Kobe Earthquake?
14. What is Kabuki?
15. Which is the highest mountain in Japan?
16. Which ocean lies to the east of Japan?
17. How many prefectures (states) are there in Japan?
18. What is the Japanese name for Japan?
19. What is the name for a traditional Japanese flower arrangement?
20. On what Japanese film was Hollywood western 'The Magnificent Seven' based?

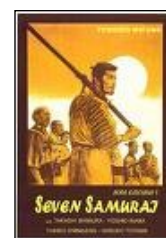
## Don't forget - Scholarships available

# RICOH

We still have a number of Scholarships available, including the Ricoh NZ Sustainable Export Scholarship valued at \$1200. Contact the School for details: [info@export.ac.nz](mailto:info@export.ac.nz)

## Quiz answers

1. Tokyo
2. Between 127 and 128 million
3. 4th, after Australia, United States and China
4. Japan is the 2nd largest economy, accounting for almost 10% of global GDP
5. 46
6. Japan is in favour of the abolition of chemical and biological weapons
7. A sacred white horse
8. vehicles, machinery and appliances, computers, chemicals, iron and steel, telephone and broadcasting equipment
9. Yokohama (pop. 2.6 million).
10. Japan is a monarchy with an Emperor and a royal family. After World War 2, the emperor lost his divine status and is now a figurehead with no political power, much like Queen Elizabeth II.
11. When it comes to promotional collateral it is more common to present 'factual information' rather than 'emotive information'. Try to avoid vague, emotive, and 'flowery' language and explain the facts in detail, using photos, diagrams, graphs, etc,
12. When presenting your business card to a Japanese person, do so standing up, holding your card with both hands, and with the text facing the recipient. When receiving a business card, accept it with both hands, and 'study' it. In a meeting situation, it is recommended that you leave it in front of you on the table, and to put it away upon conclusion of the meeting
13. January 2005
14. Kabuki is a form of classical theatre
15. Mt. Fuji
16. Pacific
17. 47
18. Nippon or Nihon
19. Ikebana
20. Akira Kurosawa's classic "The Seven Samurai"



## Alumni can you help spread the word?

Please consider adding a link to the School from your website. In return, we will include your organisational logo and a brief bio of your company on the School's up and coming Alumni page.

**Contact:** [alison@export.ac.nz](mailto:alison@export.ac.nz)

## Contact details

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