

Trade Mission Delegates

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Aotearoa Fisheries Limited – Jason Ashford, International Sales & Development Manager

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Company overview

Up until the passing of the Māori Fisheries Act in 2004 and the creation of Aotearoa Fisheries Limited, Māori fisheries commercial assets were owned and managed by the Treaty of Waitangi Fisheries Commission for the benefit of all Māori. Now, Aotearoa Fisheries Limited (AFL) manages these seafood assets, which have a commercial value of approximately \$499 million.

Our main products are inshore fish, rock lobster, scallops, paua, and Pacific oysters and shelf stable pouch meals. We use contract fishers to catch our fish quota, but complete the value chain with processing, distribution, marketing and research and development.”

Unique value proposition

Owned by all Māori, AFL is unique in the international marketplace. This uniqueness is tied not only to how AFL was established as a business, but how a pan-iwi shareholding shapes its kaupapa. “AFL’s tikanga (values) are made up of five key elements. Kaitiakitanga (custodians for our future generations), manaakitanga (looking after people our way), whakapapa (our genealogy and where we are from), whakatipuranga (prosperity for future generations) and te tapu (sacred and special).

“Whakapapa ties us all together but each division of AFL operates their own domestic and export trading brands.

ASB – Lisa Douglas, Commercial Manager

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Company overview

At ASB, our innovative and practical banking solutions are meeting the financial needs of businesses all over New Zealand; small, medium and large.

But it's not just our banking solutions that our business customers like so much, it's our people. Located throughout the country, ASB's people take pride in building strong relationships with their customers. They're focused on providing world class service for everything from day-to-day banking through to more complex international trade solutions where specialists are brought in to provide the best possible solutions for your business.

ASB – Andrew Smith, Trade Finance Business Development Manager

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Company overview – Cottrell Law

Cottrell Law was established and registered in 2010. The principal of the firm, director and sole shareholder is Jo Cottrell. She has been an admitted Barrister and Solicitor of the High Court of New Zealand since 1999.

The company provides a full range of advice and services in relation to the following categories:

- Visitor Visas;
- Student Visas;
- Work Visas;
- Residence from Work;
- Family Categories;
- Long Term Business Visa / Entrepreneur; and
- Investor.

Unique value proposition

Cottrell Law has a strong referral network, including law firms, finance houses, accountants and private business people.

At Cottrell Law we understand cultural diversity. Our client base represents 35 nationalities from all continents. We have a significant client base from India, Vietnam, China and Indonesia and a growing client base in Cambodia, Nepal and Sri Lanka.

Our comprehensive understanding of cultural diversity and the nuances of culture are a key strength in our business model. We are not only owned and operated by New Zealand Maori but the make-up of our staff includes staff members from each of our key markets.

We specialises in attracting the best people to New Zealand. We help the best employers employ and retain specialist skills to contribute to business and economic growth in New Zealand. We have a clear understanding of the complex requirements of the New Zealand Government and are committed to assisting our clients achieve their business goals using migration as a valuable tool.

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Company overview

NZ Educate Me developed from a demand for assistance from people wishing to study in New Zealand.

We:

- undertake skills assessments; identify potential career options and develop pathways which will assist students to achieve goals; and
- receive and monitor academic performance in conjunction with institutions; and
- provide CV writing and interview coaching.

Unique value proposition

Providing education solutions: Your future, our focus

Education agencies engaging with New Zealand are predominantly based offshore and their primary focus is placement and commission.

We provide a set of services which are unique in the current export education environment. We work with institutions onshore to recruit quality students and target labour market shortages.

We place students after identifying what a student wants to achieve by studying in New Zealand.

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Company overview

DEEP SOUTH is a New Zealand owned and operated business manufacturing award-winning premium ice cream from its factory located in the largest city of the South Island of New Zealand, Christchurch.

The DEEP SOUTH brand has been trading since 1979 and the company is one of the four largest manufacturers and distributors of ice cream in New Zealand. The DEEP SOUTH brand is well recognised as a premium quality ice cream product for which it has won numerous awards with the most recent notable award being that of the 2011 NZ Supreme Award for Large Ice Cream Manufacturers Supreme Award – this award being achieved based on DEEP SOUTH’s Premium Vanilla Ice Cream.

Hugely popular in the South Island of New Zealand today’s DEEP SOUTH is no longer a family run business, but was purchased by Mike Killick and his business partner in December, 2010.

Unique value proposition

Since 1979, DEEP SOUTH Ice Cream has been providing New Zealanders with arguably the best premium ice cream that can be made. Our customers regularly say “this is how I remember ice cream tasting” which reflects the traditional and authentic nature of our award winning premium New Zealand ice cream.

Being privately owned, DEEP SOUTH is leveraging off its long history of ice cream making and the clean and pure nature of New Zealand’s dairy products to be bring it’s great tasting premium ice cream (retail and foodservices product offerings) to the world by first focusing on the Asian markets.”

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Company overview

EverEdgeIP is the world's largest intellectual property strategy, management and monetisation firm. We employ six of the world's top 300 IP strategists and are the largest firm of our type globally with offices in the US (CA and PA), UK (London), Australia (Sydney and Melbourne) and New Zealand (Auckland). We help everyone, from the largest companies to single entrepreneurs, understand what their competitive edge is, how to protect it and how to monetise it.

Our clients include some of the hottest start-ups through to Fortune 100 and 500 companies, including;

Siemens, ComCast, General Electric, Danone, CocaCola, Hettich, Dardens, Covidien and Parmalat.

We have helped hundreds of companies create value in intangible assets and reduce the cost, risk and uncertainty associated with intellectual property.

Unqie value proposition

We help companies understand their competitive edge and intangible assets, how best to protect them and how to monetise them.

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Company overview

Filecorp NZ Limited is an innovative company that has been actively involved in the records management industry since 1976, and is part of publicly listed G3 Group Limited.

Filecorp recognise that each client is unique, with differing needs, and therefore require alternative solutions. This has resulted in an enviable reputation for Filecorp's efficient, friendly service and their focus on quality solutions. Filecorp provide the following:

- Document magazine advice
- Consumable filing products
- Print C-ezi label software
- Personalisation of filing suite
- Filing cabinetry and hardware
- Full-solution bureau advice

Unique value proposition

Filecorp are the filing experts. Filecorp's proposition to customers is around the key principles of quality, value and ease of use. Providing a full suite of premium and lower-cost products and services, customers gain from the efficient solutions in easy and manageable ways. This adds value to customers' business as they save time, space and money in their operation.

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Company overview

Glidepath specialises in airport baggage and air cargo handling systems and has completed 665+ projects in more than 67 countries. With over 40 years' experience ranging from low cost carrier terminals to major gateway hubs, Glidepath are experts in the challenging environment of airport baggage security working with many national security authorities to develop comprehensive integrated security screening systems.

Glidepath understands airport growth is on-going and plans its systems with a value engineered approach and a focus on future proofing to allow for continuous development.

Glidepath staff work face to face with clients to develop customised solutions using advanced software design platforms and modular systems. They offer consulting services, design, manufacture, project managed installation, commissioning, in-line security screening, advanced sortation, baggage reconciliation software & control systems and customer support & maintenance services

Unique value proposition

For over 40 years, Glidepath has maintained a unique global position as one of a mere handful of specialist airport baggage and cargo handling engineers, designers and installers.

Glidepath is a "one stop airport systems provider". The company controls all aspects of its contracts and deliverables from within 10 global facilities and its skilled staff resources.

Glidepath has a proud history of 667 completed projects in 65 countries, with a high percentage of repeat customers.

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Glidepath has a proud history of 667 completed projects in 65 countries, with a high percentage of repeat customers.

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Company overview

Hunter Filling Systems, established in 1963, is an engineering based, manufacturing company located in Hamilton, New Zealand, comprising of 20 highly skilled and technical staff. They specialize in the design and production of liquid filling systems and ancillary equipment for the local market, as well as exporting for over 40 years to Australia, the USA and South East Asia.

Hunter filling machines are designed to handle a wide range of liquid and semi-liquid products including foodstuffs, dairy products, cosmetics, pharmaceuticals, detergents, home care products, motor oils and a wide range of chemicals and solvents.

Unique value proposition

All filling machine components are manufactured to a very high quality, with strict hygiene standards applied to product contact parts, where stainless steels or specialty plastics are often required. The Hunter range of fillers include single and multiple head machines, capable of accurately filling from 0.5ml to 1000 Liters in an efficient and cost effective way.

Linkecu – Alan Booth, General Manager

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Company overview

Link Engine Management Ltd. is a privately owned research and development company based in Christchurch. We develop and market a range of Automotive electronic Engine Tuning products for motor sport, Power sport and street racing markets.

Unique value proposition

We are the only ECU company offering a Global Lifetime Warranty on all inhouse developed and manufactured products.

*Ministry Foreign Affairs & Trade – Tessa Sinclair, Policy Officer, FTA
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Company overview

The Ministry of Foreign Affairs and Trade acts in the world to make New Zealanders safer and more prosperous. Our purpose is to create the international conditions and connections for New Zealand and New Zealanders to thrive. We advance the Government's international priorities. It is our task to understand the changes taking place in the world, provide advice to the Government on their implications, and then act to promote and protect New Zealand's interests. The connections and influence we build in other countries, and through our wider networks, are the means by which we secure the outcomes that matter to New Zealand.

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Company overview

Power Technology ASEAN Ltd is New Zealand's foremost Renewable Energy company having provided innovative turnkey renewable energy solutions for over 30 years to both Government and private sectors globally. The company has its world headquarters in Auckland New Zealand and offices in Jakarta, Indonesia and Toronto, Canada.

Every system we develop utilises the highest quality equipment and the most advanced technology. All our systems are built to withstand the harshest environments and have a designed operating life of at least 25 years. We future proof all our designs and upgrades and equipment replacement is factored into all of our proposals.

We are a preferred supplier to the New Zealand Government, both with the Department of Conservation and Ministry of Education, having installed over 70 solar projects into New Zealand schools and numerous government projects across New Zealand and the Pacific. Power technology has also successfully designed and installed the largest off grid system in New Zealand.

Unique value proposition

Power Technology is a full service company providing consultancy, design engineering, procurement, on site build and project management, commissioning and ongoing maintenance programs covering a systems entire life cycle. Our focus is on and off grid utility scale commercial solar power generation to industry and industrial clusters, residential communities, tourism sites and schools.

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Company overview

Southern Packers is a company that packs onions for both export and domestic markets. The company is owned by four large agricultural growers in the Mid – South Canterbury area of New Zealand. The company exports around 18,000 tonnes of onions a year to all parts of the world but with Europe and Asian being the main markets

Unique value proposition

For the past 14 years Southern Packers Limited has been exporting onions worldwide and has become known as a supplier of high quality onions. The company has also developed a very good reputation with its customers as a company that is prepared to stand behind its product, be flexible with customer requirements, and has very good controls over product quality.

Southern Packers Limited is proud of its achievements and is continually striving to maintain and enhance its capabilities to open up business opportunities.

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Company overview

The grand rounded gables of The Wine Portfolio's Cellar Door are a distinctive feature of the lush green pastures of Katikati, New Zealand. Since 1978 the estate has been a place where wine making is seen as an art, not just a business.

Privately owned and independent, The Wine Portfolio is home to distinct brands which have achieved outstanding accolades in NZ and overseas. These brands include; Coniglio, Leveret, Falconhead, Mimi, IQ, Nikau Point, Mill Road, Southern Dawn, Penny Lane, Southern Cross and Cathedral Cove. Our team is committed to their craft, and new styles and flavours are always just around the corner.

We currently distribute these brands to overseas markets including China, Japan, Australia, United Kingdom and Vanuatu.

Unique value proposition

New Zealand's temperate, maritime climate and rich, free-draining volcanic soils have brought new intense flavours and styles to the world wine market. With vineyards in prime locations such as Hawkes Bay and Marlborough, The Wine Portfolio combines the finest grapes with the best winemaking techniques, as well as passion from our dedicated winemakers. We have taken the boutique winery approach to winemaking by controlling the entire process – from grafting our own cuttings, developing our own vineyards and viticultural techniques, and investing in the best technology possible. Owing 503 planted hectares of vineyards, The Wine Portfolio has a secure supply of grapes that are grown specifically to match our wine styles.

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Company overview

Wintec, one of New Zealand’s leading institutes of technology, helps drive the development of a skilled workforce not only in New Zealand, but around the world.

We are a modern institute of technology with a reputation for providing quality education. Our graduates are work-ready and in-demand by employers. We have grown from a small technical college in Hamilton, established in 1924 to one of New Zealand’s largest tertiary education institutes with more than 20,000 students educated by us each year. We offer 10 degree programmes, 35 diplomas and 12 postgraduate qualifications and we have 1,000 international students from 52 countries.

Unique value proposition

Wintec has successfully expanded its internationalisation business from the early student attraction focus. Now, in 2015, its involvement in international activity spans student attraction, articulated pathways, offshore delivery, campus management and increasingly a range of business activity that has its genesis in core consultancy. This latter activity has developed through the identification of knowledge and knowhow that is either unique to, or well developed in Wintec, and the matching of this to specific targeted private sector markets.

These targeted markets have arisen as global manufacturing capacity has moved to lower cost-structure countries. A subsequent recognition of the paucity of “trade skills” and VET structures in these countries has prompted a focus on filling this gap - both from companies, as they seek to secure their production, and increasingly from governments and finance agencies (both aid and private) as they seek to solve complex structural and social challenges.

The development of the private sector markets has, in turn, lead to the identification of additional opportunities with in-market institutions, and with governments to address underlying issues.