

**HOW NZTE CAN HELP YOUR BUSINESS
GROW AND COMPETE INTERNATIONALLY.**

**A JOURNEY OF A
THOUSAND MILES
BEGINS WITH A
SINGLE STEP.**

New Zealand Trade and Enterprise (NZTE) is here to help New Zealand businesses take the next step, that leap across oceans, continents and cultures, to become successful international businesses.

We can open doors to new markets, new knowledge and new opportunities around the world.

Start your journey here...

THIS IS
A DOOR

YOUR JOURNEY

Whatever stage your business is at – be it starting up, growing, exporting, or operating internationally – we coordinate a range of business support and advice to help you on your journey.

Building partnerships is an essential part of our approach to help you succeed. Our support becomes increasingly focused as you gain confidence and experience in international markets.

If you are looking to grow your business, you can tap into our network of Regional Business Partners around the country. They are a natural first point of contact for information and advice aimed at helping businesses develop, innovate and grow.

If you want to move your exporting plans up a gear, talk to our Business Services Team. They can help you understand how NZTE can assist.

If you are achieving significant international growth, an NZTE Account Manager can coordinate access to a range of NZTE programmes and services to advance your capabilities and increase your international connections.

We can help you develop knowledge and expertise, access global networks, explore new export markets and gain access to investment capital. We can put you in touch with like-minded business mentors, new contacts in key overseas markets, and just as crucially, potential customers or partners.

By working closely with you, we'll help you move beyond 'business as usual', to think differently about, and invest in your growth within global markets.

We'd learnt to crawl, we'd learnt to walk, but we couldn't run that marathon and that's what NZTE helped us do. It definitely took us to a new level.

Philip Vian, Europe, Middle East and North Africa CEO, **WINSCRIBE**

YOU
ARE
HERE



We cannot speak highly enough of the help NZTE has given us over the past six years in particular. Put simply, our expansion and diversification programmes would not be as extensive without their help.

Mike Callagher, NEW ZEALAND PHARMACEUTICAL

ABOUT NEW ZEALAND TRADE AND ENTERPRISE

New Zealand Trade and Enterprise (NZTE) is the Government's economic development agency. Our role is to lift New Zealand's economic performance by helping businesses to grow and compete internationally.

NZTE's services are tailored to business need. They include programmes to improve productivity and customer focus, build competitive advantage, develop international contacts, and provide access to capital and investment.

We are a global organisation and our networks provide the international connections businesses need to grow internationally and to attract investment into New Zealand. Our unique blend of government and business skills enables us to open doors to influential contacts in the public and private sectors.

Our team of trade and business advisors can help you improve your knowledge of potential markets and grow your exporting expertise. We

can also help you gain entry to new markets and can assist with access to the investment capital you need to realise your export potential. We assist both individual businesses and industries where New Zealand has a competitive advantage, helping them identify new opportunities.

Some of our services are provided directly by NZTE staff, around New Zealand and overseas. Others are funded by NZTE and provided through external organisations – such as regional business development organisations and expert advisors.

We work closely with the Ministry of Economic Development and the Ministry of Foreign Affairs and Trade on the development and delivery of economic and trade policy.

We also work alongside the Ministry of Science and Innovation to support firms undertaking research and development and commercialisation of intellectual property (IP), and collaborate with organisations like Business New Zealand, the Chambers of Commerce and the Economic Development Agencies of New Zealand on events and activities in support of New Zealand exporters.

THE PEOPLE BEHIND THE SUCCESS

NZTE Account Managers are located throughout New Zealand and have commercial acumen and real experience to help your company succeed. Each account manager works closely with a number of companies that are actively developing new export opportunities, and have the necessary resources to grow in a sustained way.

Having an NZTE Account Manager is like having a mentor and advisor by your side. They can offer you guidance and sound business advice, help you access business research and the latest information from overseas markets, and can also put you in touch with NZTE contacts both locally and around the globe.

Would your business benefit from one-on-one advice?

Many of our programmes and services need to be accessed through an NZTE Account Manager. We consider several factors before connecting a business with an Account Manager, including: your company's track record, detailed current capability and strategic aims; the likelihood that use of our resources will result in significant and ongoing net returns to New Zealand's economy; and the degree to which our work is likely to add value (and whether or not it can be substituted by other organisations or means).

We have many services that you can access without an account manager, including online resources and training tools for business planning and growth. For more information on this and the criteria for having an account manager visit www.nzte.govt.nz

THIS WAY →



Our account manager is outstanding. He brings to the relationship real world experience which provides a deeper appreciation of the challenges that we face in our global markets.

NZTE CUSTOMER EXPERIENCE SURVEY JULY 2010

Coming from New Zealand you have to go global very quickly. You don't have a large domestic market to rely on so you gain an international perspective very quickly.

Ian McCrae, CEO, ORION HEALTH

If your business is ready to begin exporting, our range of online resources at www.nzte.govt.nz/get-ready-to-export offers a wealth of information and advice to make your next step.

GETTING READY TO EXPORT?



STARTING TO EXPORT

If you're not sure whether you're ready to begin exporting, start by taking our online Export Readiness Questionnaire.

It'll help you determine your level of export readiness, and offer recommendations for the next course of action and suitable NZTE programmes and services. If you make the decision to begin exporting, our range of online and printed guides include information on all the essentials such as marketing, IP and cultural differences. Our Sustainability Guide and Investment Ready Guide offers specific information relating to sustainability opportunities and helping to decide whether or not your business requires investment funding.

LANE



If your business is up and running and you're looking for new opportunities, NZTE can help you take the next step with a range of programmes designed to help your business grow and improve its competitiveness. If you are working with an NZTE Account Manager, these programmes will be considered as part of a tailored package of services they develop for you.

**READY TO DEVELOP
KNOWLEDGE AND EXPERTISE?**



BUSINESS MENTORING

A successful, growing business brings new challenges. An experienced, empathetic business mentor can guide, advise and help steer you in the right direction.

Business mentors are experienced business people who've successfully built up their own businesses, so they've been down the same road you're travelling. They offer guidance and advice to help you achieve your business goals and can help connect you with key people and customers. They can also help you step back from your business and look at the 'big picture', act as a sounding board for your ideas and help you develop those ideas. Above all, they can help give you the confidence to make decisions and grow your business.

NZTE partly funds an affordable mentoring programme delivered by a nationwide network of volunteers, or you can find other mentoring organisations at www.nzte.govt.nz/mentoring

BETTER BY DESIGN

Better by Design helps New Zealand exporters increase growth and gain a competitive advantage in international markets through the better use of design.

Design in business means integrating design across all aspects of a business, including leadership and company culture, production processes, as well as branding and communications to significantly grow revenues and increase productivity.

The benefits of this smart, design-led thinking have already been seen by participating companies. These benefits include the faster uptake of new products, increased export revenues, access into new markets and a refreshed sense of purpose and direction.


The Better by Design website can link you with potential design partners, and it features news, case studies, resources and programme information for businesses looking for that competitive edge.

www.betterbydesign.org.nz

INFORMATION

What Better by Design does is help you to understand what you are good at and more importantly, what you can be world-class at.

Rick Fala, CEO, METHVEN



Lean Business is a culture and it's a belief. It has made a huge impact on what we do – improved staff relations, improved efficiencies. We had a very good six months so it's also improved productivity.

Malcolm Horne, General Manager, KEA MANUFACTURING

LEAN BUSINESS

Lean Business helps businesses to improve productivity, reduce inefficiencies, become more competitive, grow sales and increase profits.

Lean Business provides access to specialist consultants who can help you develop a plan to put more efficient systems in place. They can help you:

- identify and eliminate inefficient processes
- improve production flow, reduce lead times
- create a culture of continuous improvement.

The programme includes up to \$20,000 (which needs to be matched by the company) to train staff and develop lean business systems. Once implemented, changes may increase your company's value, customer satisfaction, staff morale and above all, your international competitiveness.

To find out more, visit www.nzte.govt.nz/leanbusiness

MANUFACTURING+

Manufacturing+ is designed to provide the thinking, processes and tools for companies to understand how they can create greater value within their businesses.

NZTE offers selected high-growth companies the opportunity to participate in Manufacturing+ workshops delivered by experienced business consultants. These provide clarity on the company's vision and its value creation model.

Selected companies may also be eligible for more intensive in-house training sessions to help them embed Manufacturing+ principles into their business.

To find out more, visit www.nzte.govt.nz/manufacturing

REGIONAL BUSINESS PARTNERS

NZTE and MSI fund 14 Regional Business Partners to employ staff with business development skills and research and development (R&D) expertise.

The partners work with local businesses seeking government assistance and provide a range of support which includes:

- an assessment of business needs, which helps Regional Business Partners direct businesses to appropriate information, advice and support that is available from the public and private sectors
- NZTE Capability Development Vouchers, which the managers of eligible small businesses can use as partial payment for the cost of management capability building services
- R&D funding via the MSI programme of funds and services.

To find out more, visit the Business Training Services section of www.nzte.govt.nz/rbp

If your next step is to find and learn about new overseas markets, NZTE can help. From our offices around the world, we can advise you on global business trends and growth industries, and also provide information and support to assist with your international development plans.

NEED ACCESS TO INTERNATIONAL NETWORKS AND OPPORTUNITIES?



BEACHHEADS

Beachheads is a worldwide network of successful, internationally-based executives who are willing to share their experience, skills and networks to help New Zealand businesses establish and expand their offshore presence.

Beachheads advisors are a mix of successful private-sector executives and a mix of expatriate New Zealanders and local business-people. They are committed to sharing their knowledge and experience to help New Zealand businesses succeed internationally.

Beachheads advisory boards have been set up in eight international regions China, Europe, India, Japan, the Middle East, North America, South America and South-East Asia.

New Zealand companies seeking to improve their international connections may be eligible for this two-year programme. We also encourage smaller companies with exceptional export opportunities to apply.

To find out more, contact your NZTE Account Manager or call our Business Team on 0800 55 58 88 or visit www.nzte.govt.nz/beachheads

BRAND PARTNER PROGRAMME

Companies today need every edge they can get to succeed internationally. For successful New Zealand companies, the Brand New Zealand Masterbrand (the 'fernmark') is a powerful marketing asset.

The Masterbrand is a unique, strong and easily identifiable marketing tool. It tells the world that the products and services are of the highest quality and come from New Zealand companies aligned with the values of the New Zealand brand.

If you've been successfully exporting for at least two years and have a sustainable business that demonstrates good business practice, you may be able to apply to become a brand partner.

To find out more, download our Brand Partner e-book at www.nzte.govt.nz/brandpartner

Beachheads has given us guidance on the best way to enter the market, how to structure our company and sort out local compliance, and most importantly, access connections through their networks – which has helped us sell quicker. There's no downside.

Alex Morcom, Marketing Manager, FRAMECAD SOLUTIONS

ICN gave us the ‘leg in’ to win the contract. They have excellent contacts – without them, we wouldn’t have got the job. I make sure we stay close to ICN and keep them in the loop.

Don Blue, Business Development Manager, AGP

INDUSTRY CAPABILITY NETWORK (ICN)

If your business has products or services that could be used in major public and private projects in New Zealand and Australia, ICN can help you connect to those opportunities.

ICN encourages capable local companies to participate in major projects in New Zealand and Australia, providing companies with a route to engagement in globally competitive supply opportunities. These industries include (but are not limited to) defence, health, energy, transportation, together with information and communications technology.

To find out more, call the ICN New Zealand team on +64 (04) 816 8398 or visit www.nzte.govt.nz/icn

INTERNATIONAL CONNECTIONS



PATH TO MARKET

Path to Market helps successful New Zealand businesses fast-track their entry into the Australian market.

An invitation-only programme, Path to Market, bundles a range of services from NZTE with expertise from the private sector to help businesses develop a smart, robust export strategy for the Australian market. It's targeted at forward-thinking businesses that are either new to exporting or have export experience but wish to enter the Australian market. The programme includes export training and advice, assessment of each company's sales pitch and presentations (with feedback) and market entry strategy, as well as specific networking opportunities.

To see whether Path to Market could assist for your business, call our Business Services Team on **0800 55 58 88** or visit www.nzte.govt.nz/pathtomarket

PROJECTLINK

In the past 10 years, ProjectLink has helped New Zealand contractors, consultants, suppliers and manufacturers win more than NZ\$250 million worth of business in Australia.

ProjectLink is an online subscription service that can give your company early access to business opportunities in Australia, sometimes before they go to tender. The ProjectLink team finds business leads in Australia by connecting with the decision-makers at key companies in a range of industries, including engineering, construction, shipbuilding and marine, production and processing, infrastructure, as well as utilities and services.

You can find out more about upcoming projects by calling our Business Services Team on 0800 55 58 88 or visit www.nzte.govt.nz/projectlink

NZTE INTERNATIONAL SERVICES

Through our network of international offices, NZTE helps businesses grow by building alliances and developing strategic commercial relationships overseas.

We offer a variety of services and information to further assist New Zealand businesses reach offshore markets, ranging from generic market intelligence through to more specific customised research. Through the services of an Account Manager we can help you to explore opportunities in growth industries and have access to new global trends.

To find out more, call our Business Services Team on 0800 55 58 88 or visit www.nzte.govt.nz/internationalservices

Your company is already exporting successfully and now you're ready to launch into new markets in new countries. We can help you decide which markets will be viable based on the latest research and market information, and also help you to connect with people and opportunities in those countries.



**READY TO EXPLORE
NEW MARKETS?**

MARKET INFORMATION

Stay up to date with new developments and vital information about doing business in countries around the world with our free online resource.

From Chile to China, from India to Indianapolis, we can assist you with the latest industry and market trends, reports and statistics from just about every country around the globe. You can find the information you need by country using our interactive online map, or by industry, simply by visiting www.nzte.govt.nz/explore-export-markets

EXPORT INTELLIGENCE

The latest intelligence from around the world, delivered to your inbox every week.

Visit www.nzte.govt.nz to sign up to receive weekly Export News updates and get the latest information about trends, commercial opportunities and company movements in key international markets, gathered by NZTE staff based in offices around the world.

INDUSTRY RESEARCH

Whichever industry your business is in, we can keep you up to date with the latest industry facts, data and trends.

NZTE has detailed market research for a range of industries in a variety of international markets online. We can also provide customised research for New Zealand businesses that are at an advanced stage in their export planning and have the ability to operate internationally.

To find out more, visit www.nzte.govt.nz/industryresearch

We've worked with NZTE since starting our business. They helped us develop our brand offshore and their staff on the ground in international markets provide really useful information and advice. Partnering with NZTE has given us the confidence to grow.

Gerard Hickey, FIRSTLIGHT FOODS



NZTE has been assisting us since we started with Export Development Grants and Market Development funding. These have been very valuable – there were sales we would have missed if we had not been able to be sitting there in the office with customers. You can't do that if you don't have the money to get there.

Peter Selwyn, General Manager, NAVICOM

NZTE offers a range of programmes and services to help New Zealand businesses develop and succeed globally. Some may include a funding component to help eligible businesses make changes recommended as a result of the programme. Please note that we don't fund establishment or set up costs for businesses.



NEED ACCESS TO FUNDING?

ESCALATOR

Escalator offers specialist skills and assistance to help businesses raise equity funding or complete a strategic relationship to expand, diversify or commercialise a product or service.

If you have a business opportunity with potential for growth and a return to the investor, Escalator can provide you with the right tools and assistance to make a deal happen. The Escalator team and a consortium of leading private sector advisors can assess and give feedback on your company's financing growth needs and potential for investment. We also run workshops to help businesses get ready for investment, and we can assist with deal brokering, raising capital (up to NZ\$5 million), and negotiating strategic partnerships, licensing and joint ventures.

To find out more or register online, visit www.nzte.govt.nz/escalator or phone 0800 82 27 48

INTERNATIONAL GROWTH FUND

If you have an NZTE Account Manager and your business is working on an activity with the potential to deliver benefits to New Zealand's economy, you may be eligible for funding through the International Growth Fund.

This funding is part of the tailored package of services NZTE offers to the businesses we work with most intensively: businesses that we assess as being the most likely to contribute to New Zealand's long-term growth, including through international success in the short to medium term.

Businesses that receive this funding need to at least match the level of investment that NZTE makes through the fund. To find out more about the International Growth Fund, speak to your NZTE Account Manager.

INVESTMENT NZ

A team of investment specialists within NZTE works to link high growth New Zealand businesses to international investors across a range of sectors.

This team also supports New Zealand companies to invest in overseas markets.

If you're experiencing high growth and are seeking international investment, talk with your NZTE Account Manager, call our Business Service Team on 0800 55 58 88 or visit www.investmentnz.govt.nz

ARE YOU READY TO TAKE THE NEXT STEP?

We're always on the lookout for smart, forward-thinking businesses with excellent potential for export growth; growth that will provide real and lasting benefits for our country.

The size of your business now isn't the most important factor. What also matters is a commitment to creating a successful export-led business, together with the ability to build relationships, execute ideas and attract capital. And just as crucially, a real commitment to growth, creating jobs and retaining the wealth created in New Zealand.

If that sounds like your business, we may be able to help you on your journey towards global success. Along the way, we can help open doors, smooth paths and avoid pitfalls.

As with many successful exporters, the journey may not be easy. Nor quick. However with NZTE's guidance you'll have the best chance for export success.

Countries and customers all over the world look to this part of the world for new things, new applications.

Ian McCrae, CEO, ORION HEALTH

NZTE LOCATIONS AND CONTACTS

For more information about our services, visit our website at www.nzte.govt.nz or call our Business Services Team on 0800 55 58 88



Hamburg

London
Paris
Madrid
Milan
Ankara
Dubai
Karachi

Singapore

Jakarta
Kuala Lumpur
Mumbai
New Delhi
Bangkok
Ho Chi Minh City
Manila

Hong Kong

Beijing
Shanghai
Guangzhou
Shenzhen
Qingdao
Seoul
Tokyo
Taipei

Sydney

Melbourne
Noumea

Los Angeles

Vancouver
New York
Washington DC
Mexico City
Sao Paulo
Buenos Aires
Santiago

Auckland

Tauranga
Hamilton
Napier
Palmerston North
Wellington
Nelson
Christchurch
Dunedin

We undertake the work to grow our markets strategically, NZTE assists with the execution – opening doors, networking, providing expertise on areas that might trip us up, reviewing business plans for a specific region, providing general advice and support.

Frank Owen, TAIT RADIO COMMUNICATIONS

