

BEACHHEADS

QUICK FACTS

Beachheads is a global, public-private partnership of independent Advisors and NZTE personnel that helps businesses accelerate international growth.

Beachheads Advisors are successful private sector executives and a mix of expatriate New Zealanders and local business people. They understand the realities of doing business internationally and are committed to sharing their knowledge, experience and networks.

Beachheads Advisor networks are available in North America, South America, Southeast Asia, the Middle East, China, Japan, India, Europe and New Zealand.

HOW BEACHHEADS HELPS BUSINESSES

Beachheads gives businesses access to the advice of private sector Advisors to help develop and execute their international growth strategy. Businesses accepted into the programme are assigned an Advisor or Advisors who provide tailored mentoring.

THE BENEFITS OF BEACHHEADS

- Help with shaping a sound business strategy for international market growth.
- Tailored advice to help your business achieve your key objectives.
- Access to networks that can open doors to further international opportunities.
- A proven pathway to achieving international growth.
- Pragmatic advice and insights from private sector Advisors who know what it takes to succeed internationally.

THE BEACHHEADS PROCESS

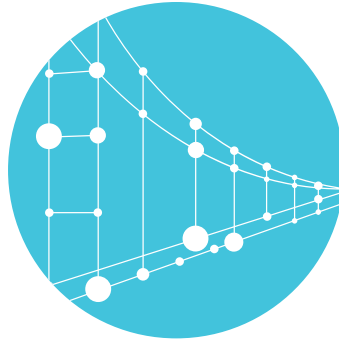
Beachheads now involves two stages – Discovery and Delivery



Discovery

The Discovery stage is designed to understand the business, its plan, and the advice and support the business is looking for from Beachheads. Discovery involves the businesses' CEO and Board, NZ and international Advisors and the global NZTE team, including Account Managers and international Business Development Managers.

At this stage, we confirm that a business is committed to the market and work out what Beachheads can contribute. At the end of Discovery, both parties agree to milestones that will form basis of the delivery phase.

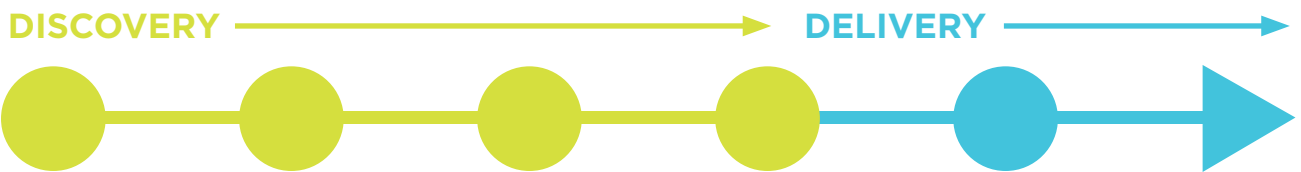


Delivery

Beachheads support is delivered through mentoring by Advisors who have expertise in a range of areas including: Global Mindset, Market Feasibility and Implementation, Customer Acquisition and Retention, Operations, Finding Resources and Government and Regulatory Guidance.

The areas covered will depend on an individual business's needs and the skills and experience of the Advisors available in the market.

A business is typically involved in the programme for 2 years.



Is Beachheads the right solution, at the right time for the customer?

Account Manager and the customer prepare the Beachhead Synopsis and Delivery Plan

DISCOVERY includes:

- rationale for Beachheads engagement
- market plan, knowledge & presence
- management capability
- cash flow forecast in market
- risks
- assistance required from Beachheads

NZTE review

Advisor review

Customer Delivery Plan meeting

Involves NZTE, Advisors and the customer

- key focus areas
- roles & responsibilities
- review periods
- expectations setting

Involves NZTE, Advisors and the customer

Beachhead Delivery Plan (Part of overall NZTE Engagement Plan)

Outcome

Advisor(s) & business CEO Sponsor develop & agree to delivery

Company issued with Contract

Delivery begins