



NEW ZEALAND

CENTRAL Shanghai 新西兰之窗

**Your New Zealand
oasis in the world of
China business**



New Zealand Central is a fantastic springboard for launching or extending your business into China.

New Zealand Central (NZC) is a custom-designed business resource prominently situated in Shanghai's upbeat Xintiandi district. This is a unique offering from New Zealand Trade and Enterprise (NZTE), created to provide support for Kiwi companies entering or operating in China.

XINTIANDI

Xintiandi, the heart of Shanghai, is an affluent district filled with international luxury brands, sleek modern architecture, prestigious offices, and the excitement of downtown cosmopolitan life.



COMPETITIVE EDGE

Enter the China market with a clear advantage over the competition

NZC aims to assist New Zealand companies to establish greater brand visibility, stronger connections, and capability to grow business in China.

This custom-designed business resource provides New Zealand companies with a practical, affordable and professional platform from which to showcase the best New Zealand brands, and assist companies in building a long-term presence in China.

Take advantage of NZC both as a temporary office location and / or as an event venue from which to develop and expand New Zealand business opportunities.

Educate Chinese business people on your company, and let them bask in trademark Kiwi warmth, professional hospitality, and creative innovation.

CORE ELEMENTS

NZC provides businesses with the functional, formal infrastructure they need

NZC puts the essential business tools at your fingertips. As a temporary office location for your business needs, NZC provides a venue in which business, trade and investment opportunities can be leveraged and supported on an on-going basis.

Join as a client, and you will receive numerous benefits including the use of a convenient short-term office location for your business requirements including hot desks, internet access, business facilities and a business lounge.

NZC has packages to suit both frequent and casual visitors.





KIWI HOSPITALITY

NZC welcomes guests with Kiwi warmth they won't forget

Sidestep the inconveniences of doing business in a foreign country, and enter into a streamlined world where you can educate, inform, and entertain your clients in an environment built for convenience, comfort, and calm.

From the moment guests walk through the door, they are enveloped in an atmosphere of Kiwi care, hospitality, and professionalism.

As an events centre, NZC boasts a large event room and meeting rooms with quality multi media options, a fully equipped professional

demonstration kitchen and a New Zealand themed terrace and garden area for outdoor hospitality.

The large event room caters for up to 180 guests cocktail-style, 70 guests banquet-style or 100 guests theatre style. Potential events can include product launches, seminars, wine tastings, chef demonstrations, meetings, conferences and networking initiatives from barbeques to cocktails.

The private meeting rooms are ideal for boardroom style meetings, small seminars, training and tastings.

CREATIVITY

NZC is an imaginative, beautifully crafted microcosm of Kiwi hospitality, style, and ingenuity

New Zealand is internationally admired not only for its awe-inspiring natural landscape, but also its strengths in the fields of creativity, innovation, and hospitality.

NZC provides an excellent base for businesses wishing to put their brands, products and services on show in a uniquely New Zealand atmosphere.

The custom-built interiors feature premium Kiwi-made and designed products, from leading New Zealand talent. They include furnishings, artwork, imagery and technology. The impressive

wooden garden terrace designed by the award-winning New Zealand landscape architect Xanthe White uniquely showcases New Zealand's landscape in central Shanghai.

Companies who have benefitted from this functional, energetic space include Glidepath, Air New Zealand, Fonterra, Boffa Miskell, KEA, NZ Winegrowers, Aotearoa Fisheries just to name a few.

With space to think, in a place that inspires, you'll find plenty of room to grow.





CHINA CENTRAL

NZC is the frontier of Kiwi business in China

A fertile meeting point for two great trading nations, New Zealand Central pays tribute to New Zealand's confidence in this promising bilateral trade. It is a potent symbol of our future as one of the world's great trading partnerships.

THE NEW ZEALAND - CHINA FREE TRADE AGREEMENT

Benefiting from the comprehensive Free Trade Agreement, China is

now NZ's second largest trading partner. Business between the two is forecasted to increase at an accelerated rate.

For New Zealand's businesses, China represents both opportunities and fresh challenges. To gain further insight on how New Zealand businesses navigate China, including market intelligence and success stories, visit www.nzte.govt.nz

Join us now

Client Packages are at a fixed RMB or NZD price inclusive of tax where applicable.

CLIENT PACKAGES		FEE (NZD)	FEE (RMB)
Corporate Client	Annual Client Package for 5 employees	\$2,300	11,500
Gold Client	Individual Annual Client Package (Suited to frequent visitors)	\$550	2,750
Silver Client	Individual Annual Client Package -10 visits (Suited to less frequent visitors)	\$300	1,500
Day Pass Client	(Suited to infrequent visitors)	\$35	175
Additional Guest Passes		\$5	25

Corporate and Gold clients (and Silver and Day Pass clients for their selected days), have access to the business lounge, hot desks, internet access, free tea, coffee, water and free local calls.

Corporate, Gold and Silver clients can bring in two guests with ID per day. Additional guest passes can be purchased.

Day Pass clients who bring in guests will need to pay RMB 25 per guest.

To make an application to join as an NZC client please refer to the NZC Application form and Terms and Conditions form.

Charges apply for room hire and other consumables.

Corporate, Gold and Silver clients are eligible for a 10% discount on New Zealand Central's event/function/meeting room hire fees.

Credit card charges apply.

Make a booking

New Zealand Central has a range of rooms for hire to suit your needs. New Zealand themed menus and catering are available to provide a truly New Zealand experience. High quality presentation facilities are included and our team will help you plan and deliver your event or meeting.

Charges apply for room hire, catering and consumables.

BOOK AHEAD

To enjoy the best service and avoid disappointment we encourage clients to book facilities as far in advance as possible.

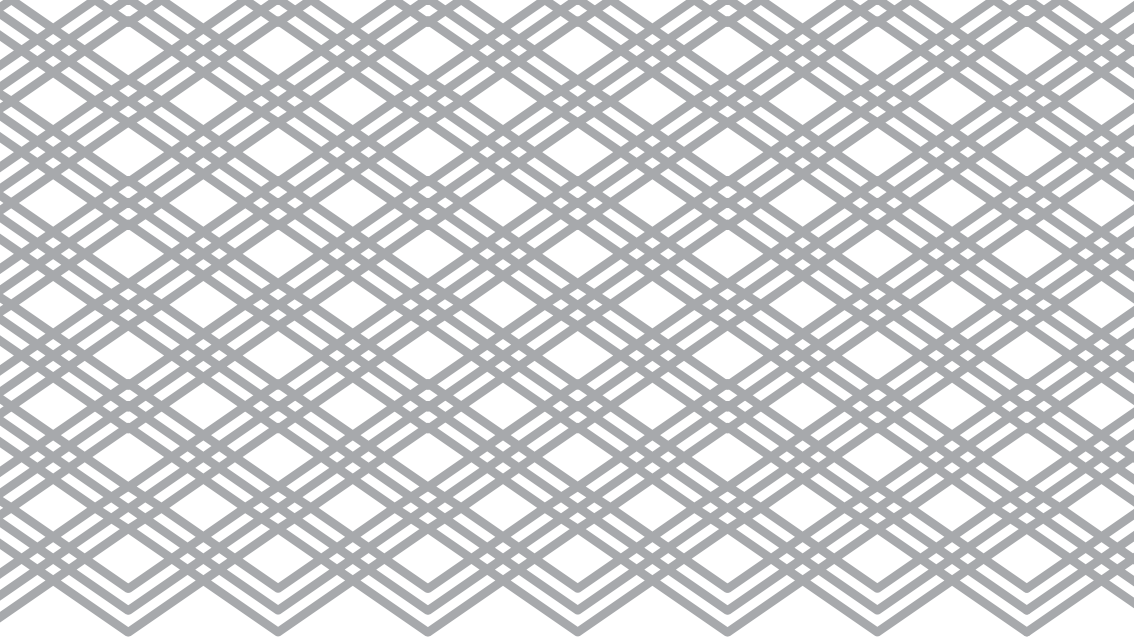
ROOM	RMB		
Function / Event Area / Demonstration Kitchen		Half Day - 1,250	Full Day - 2,500
Meeting Room 1 (Up to 6 people)	Hourly - 150	Half Day - 350	Full Day - 700
Meeting Room 2 (Up to 6 people)	Hourly - 150	Half Day - 350	Full Day - 700
Combined Boardroom (Up to 12 people)	Hourly - 300	Half Day - 700	Full Day - 1,400

The Lounge and Terrace Garden may also be available for special events subject to availability. Please call New Zealand Central to discuss your needs.

All room hire and additional service charges are subject to local business taxes, currently about 6%. Payment for room hire is required at the time of booking. Room hire, catering, transport, office support, event management, telecommunications, consumables and other services are

payable by the client either in cash (RMB), bank transfer (RMB) or by credit card upon receipt of an invoice detailing all charges. Payment must be made prior to leaving New Zealand Central.

For information, bookings or enquiries call New Zealand Central +86 21 6386 8028 or Email nzcentral@nzte.govt.nz



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