



Departing High Commissioner talks up 10:10 campaign

In his last act as British High Commissioner to New Zealand, George Fergusson spoke about the new British Government's confirmed support of the 10:10 Campaign.



This campaign aims to reduce CO₂ emissions by 10% in 2010 and was a manifesto pledge by both the Conservative and Liberal Democrat parties. In his last speech to the British New Zealand

Business Association in Auckland on May 19 George Fergusson said the decision to extend 10:10 across the whole of the British Government was a bold move.

'The new coalition has announced that it is committed to reduce the carbon footprint of central Government by 10% in a year. It has joined this global 10:10 campaign like many other organisations and individuals around the world. But in the British Government's case, it means the equivalent of taking 200,000 cars off British roads.'

The High Commissioner left the meeting for Auckland Airport and his journey home to Britain.

Agriculture Minister Backs Discerning Markets



Hon David Carter addressed a BNZBA luncheon at the Northern Club on 29 April. He emphasised, that with a world population that will grow by over 25% during the next fifty years, demand for food will intensify. The food production capacity of emerging economies will also grow providing competition for New Zealand's primary industry. In this environment New Zealand will thrive by focusing on the top end;

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sophisticated, developed markets including Britain and the rest of the EU. He believes that the assets essential to management of New Zealand's future food are integrity, water and environmental responsibility. Government policy recognises this and evolving consumer preferences in mature export markets reflect its validity.

Existing business relationships and ongoing dialogue with traditional markets will nurture appreciation of these important values and support New Zealand's development and maintenance of a defined, sustaining market niche. BNZBA's role in support of bilateral business relationships is valuable support for New Zealand's future export success. A vote of thanks was proposed by BNZBA Patron, John Collinge.

BNZBA 2010 AGM and Election of Officers

The AGM was held at the Northern Club on 29 April, prior to the luncheon address by Hon David Carter.

Officers elected were:
President, Damon Butler
Vice-President, Don Walker
Hon Treasurer, Charles Lloyd.
Branch members nominated to the national board are:

Auckland: Phil Wood, Joy Lamb and Brian Stocking.

Wellington: Don Walker, Ian Holland and Andrew Criglington.

Cath Henry represents Gold Sponsor, HSBC on the national board.

BNZBA Presence at NZ Textiles Sector Annual Conference

BNZBA was invited to represent UK interests at the Textiles Sector Conference in Wellington on 27 May. National Director, Tony Andrew addressed delegates including Chair, Dame Cheryl Sotheran and was joined by Don Walker and Peter Isaac in moderating a well attended workshop.

The address validated the British market for New Zealand exporters and encouraged BNZBA membership as a means of networking. An extract from the address is reproduced here.



Peter Isaac, Tony Andrew, Elizabeth Tennet (Textile Sector CEO), Don Walker.

'World population is projected to grow by a billion over the next twenty five years.

China and India now have significant proportions of their populations that enjoy incomes significantly in excess of the New Zealand median. These numbers

have emerged over the last generation and a half, are significant and growing. Alongside the emergence of this massive consumption capacity is the development of production and manufacturing capability to meet demand. Inevitably essential commodities dominate newly emerging production infrastructure and logistics systems. These new and growing consuming societies are developing supply, demand and competition dynamics. We've long been familiar with those. Not many successful Chinese or Indian producers are satisfied by their domestic markets only and we see spikes of intrusion into world markets. They'll become sharper and broader. Perhaps the most defining characteristic of these large, high volume markets is the predominance of price as a differentiator. Market forces tend to focus consumer priority and producer effort on price to the exclusion of other attributes and values. By virtue of the location of their registered office, New Zealand companies, even before they extract, develop, massage and promote the points of uniqueness of their own brands have an underlying foundation of values.

Quality – a hundred year heritage

Integrity – no sweat shops, no mulesing

Competence – America's Cup, hosting the Rugby World Cup

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Environmental Sustainability – an early commitment to the ETS
Innovation and Creativity – Weta Workshop, LOTR and leading edge, internationally recognised scientific research findings. Those values count for little on the ground in highly competitive, commodity oriented, price preoccupied markets.

But they have relevance in a sophisticated, mature market where creativity, innovation and quality are base expectations. They are planks of the platform of 'New Zealand Inc' and they are highly relevant in UK and European markets where a well defined niche or a single distribution agreement with a London based, pan European retail chain means significant potential.

In this context, Britain delivers important opportunities for New Zealand producers: Historical and cultural ties

- A commercial infrastructure and legal system that we know
- A gateway to the European free market
- Fond familiarity . . . and of course, immense challenge from every other producer/marketer that wants a piece of it.'

Upcoming Events

August 28 - Winter Yuletide Dinner at AUT's 'Four Seasons' featuring a Tudor Game Bird Roast prepared by renown chef and raconteur, Richard Cox. The event will also be the BNZBA welcome to British High Commissioner, Vicki Treadell. It promises to be a memorable experience with Richard delivering an entertaining exploration of British festive fare as we partake of the best of it.



September 1- Meet UK Trade and Investment CEO, Sir Andrew Cahn at a luncheon presented in association with HSBC.



Sir Andrew Cahn, CEO UKTI

Watch for your emailed invitations and for details at bnzba.co.nz.

Event ideas that you wish to be considered by BNZBA are welcomed by Auckland Branch Secretary, Vanessa Winning at vanessawinning@gmail.com

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