

AMCHAM NEWS

Merry Christmas

Merry Christmas

American Chamber of Commerce in New Zealand

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Outlines of the Trans-Pacific Partnership Agreement

ENHANCING TRADE AND INVESTMENT, SUPPORTING JOBS, ECONOMIC GROWTH AND DEVELOPMENT: OUTLINES OF THE TRANS-PACIFIC PARTNERSHIP AGREEMENT

On November 12, 2011, the Leaders of the nine Trans-Pacific Partnership countries – Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore, Vietnam, and the United States – announced the achievement of the broad outlines of an ambitious, 21st-century Trans-Pacific Partnership (TPP) agreement that will enhance trade and investment among the TPP partner countries, promote innovation, economic growth and development, and support the creation and retention of jobs.

See more at <http://amcham.co.nz/node/76>

President Obama commented that the leaders have directed their teams to finalise the agreement in the coming year and welcomed the fact that Japan, Canada and Mexico have now expressed an interest in this effort.

MFAT advises that Businesses have responded positively to the announcement of the broad outlines of a TPP agreement. The Leaders from TPP economies made the [announcement](#) on the margins of the APEC meeting in Honolulu.

[Prime Minister John Key](#), who did not travel to Honolulu for the meeting, hailed the announcement as an important step towards gaining greater access for New Zealand exporters.

The [NZUS Council](#) said it was encouraged that TPP Leaders have reaffirmed the final agreement must be comprehensive, high quality and innovative as sought by a collection of business organisations from across the Asia Pacific. [Asia-Pacific Businesses urge TPP leaders to commit to conclusion of comprehensive, high-standard TPP in 2012](#)

[Beef+Lamb New Zealand and the Meat Industry Association](#) said the broad outlines were an important milestone to be celebrated as TPP had the potential to deliver significant financial benefits to sheep and beef farmers and the New Zealand economy.

[Federated Farmers New Zealand](#) also highlighted the benefits of an expanded TPP for New Zealand's agriculture sector. It said that the global economic outlook meant there was a growing realisation around the world that governments can no longer afford to subsidise farmers.

[ExportNZ](#) said it was delighted by TPP Leaders' vision for the agreement and about their views on the pace of negotiations. The organisation also welcomed the [decision by Japan](#) [external] to seek to participate in the TPP negotiation.

[The New Zealand Chambers of Commerce](#) said the commitment from world leaders to TPP at this time suggests there is recognition that free trade is necessary to lift the global economy out of its malaise.

Interest in joining TPP widens

TPP by the numbers

The current TPP membership accounts for a significant share of New Zealand's trade - and the three countries signalling their interest in joining the negotiations would boost this even further. [Read the rest....](#)

Minister reflects on TPP statements

Trade Minister Tim Groser has offered some reflections on the Trans-Pacific Partnership negotiation in the wake of recent announcements by TPP Leaders in Honolulu. [Read the rest....](#)

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Happy Anniversary Wellington Declaration Blog by Ambassador David Huebner

One year ago today, Secretary of State Hillary Clinton and Foreign Minister Murray McCully signed the Wellington Declaration, a roadmap for deepening and expanding the bilateral relationship between the United States and New Zealand. Despite extraneous challenges of various sorts, both governments have pushed forward on the resolutions contained in the Declaration. The past twelve months have been a busy and highly productive period in which the bilateral relationship has moved forward from strength to strength. In fact, in my view, relations are stronger, warmer, and closer than they have been at any time since World War II.

<http://blogs.newzealand.usembassy.gov/ambassador/page/3/>

Education USA NZ celebrates Int'l Education Week

Blog by Ambassador David Huebner -I can't think of a more valuable use of one's time than promoting educational opportunities for young people. As you know from my prior posts, we at the Embassy have made such efforts our top priority, with projects ranging from [robotics competitions](#) to [astronaut visits](#), [youth conferences](#), student adviser groups, and [walk-about visas](#).

Perhaps our most impactful step has been engaging a full-time Educational Adviser in our Auckland Consulate General. Named Andrew (Drew) Dumas, our new Educational Adviser will visit schools, give presentations about educational opportunities in the US, assist prospective students and their parents with applications, provide information about possible financial aid, and otherwise offer advice about American undergraduate and graduate programs. <http://blogs.newzealand.usembassy.gov/ambassador/2011/11/education-usa-nz-celebrates-intl-education-week/>

Passage of the Apec Business Travel Card Act

During the APEC Summit in Hawaii, President Obama signed the APEC Business Travel Card (ABTC) Act, a bill that will expedite travel in the Asia-Pacific region for qualified American travelers. Under the bill, U.S. Customs and Border Protection is authorized to issue the ABTC to U.S. citizens as part of its Global Entry program.

The White House Fact Sheet on the ABTC can be found at:

<http://www.whitehouse.gov/the-press-office/2011/11/12/fact-sheet-apec-travel-facilitation>.

An article on passage of the legislation can be found at:

http://www.google.com/hostednews/ap/article/ALeqM5jt0_vP_uAqzFTx3q3o9ckS8lieAA?docId=0da4dfa3d1dd42d7aa2590d98d10c625.

The APEC Business Travel Card was a priority of APCAC in 2011 and we played a critical role in lending a sense of urgency in getting the bill passed and signed into law.

Starting with our Washington Door Knock in June, APCAC members delivered direct messages to decision-makers in Washington based on their first-hand experience about how US businesspeople were missing export opportunities due to not having full access to the travel cards. With Members of Congress focused on finding ways to create jobs and stimulate economic activity, APCAC's message was well received and catalyzed action.

During meetings with the bill sponsors, Senators Maria Cantwell (D-WA) and Ron Johnson (R-WI) as well as Congressmen Kevin Brady (R-TX) and Rick Larsen (D-WA), as well as dozens of other members of Congress, APCAC encouraged Congress to set a deadline for passing the ABTC legislation prior to the APEC Leader's summit in Hawaii as a means to send a clear message that the United States is committed to bolstering its commercial presence in Asia.

Over the past several months, APCAC worked closely with the bill sponsors and the House and Senate leadership. To spur action, APCAC sent letters in September urging action to the Congressional Homeland Security Committees that had to endorse the legislation before the full House and Senate could vote on the measures.

Leadership change at US NZ Council

John Mullen, President of the US NZ Council since 2004, has stepped down and William (Bill) Maroni has been elected the new Council President. Both John and Bill were recently in New Zealand to attend the NZ US Council AGM.

For over 20 years Bill has been involved in international business, trade, and work force issues for a range of industries, companies and countries. He has worked for USTR, US Dept of Labour, The White House as well as Levi Strauss, Powell Tate & the Society of Human Resources Management.

AmCham would like to formally recognise the significant contribution made by John Mullen. His contribution was recognised by the NZ government in 2010 in awarding him with an ONZM. John was instrumental in hosting the 2006 & 2009 US NZ Partnership Forums in Washington and bringing delegations to the 2007 & 2011 Forums in New Zealand.

We look forward to working with Bill who will be hosting the 5th US NZ Partnership Forum in Washington, DC in 2013.

Logistics for
the future NOW



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Government boosts trade finance support for exporters

The Government is supporting exporters through two changes that widen the scope and accessibility of the New Zealand Export Credit Office's (NZECO) trade guarantees, Finance Minister Bill English and Trade Minister Tim Groser say.

"The Government is focused on lifting New Zealand's exports, so we can build a faster growing economy with higher incomes and more real jobs," Mr English said in a statement.

"In an uncertain global environment, exporters still face difficulty getting the trade credit and financial guarantees they need to maintain existing overseas markets and establish new ones.

"These changes widen the scope and accessibility of NZECO's trade guarantees, supporting more New Zealand companies to trade abroad."

NZECO's guarantees facilitate trade by providing a guarantee to exporters or banks against defaults on contracts.

The changes will:

- Allow NZECO to underwrite its trade guarantees in a broader range of currencies, including China's Renminbi.

- Give NZECO more flexibility to support transactions with benefits to New Zealand over and above the level of local value-added content.

Mr Groser says the changes reflect the shifting nature of New Zealand's export trade.

American travel writers experience Auckland

More than 100 North American travel writers and PR professionals explored the Auckland region this month as part of a visit to New Zealand by the Society of American Travel Writers (SATW).

ATEED worked with Tourism New Zealand to host the board members in Auckland, as well as six famils for SATW members. The tours were designed to show the fun and accessible nature of New Zealand's tourism offerings and included famils focused on golf, Maori culture, diving, sailing, film and Auckland highlights.

During the Maori cultural famil Mother Nature played her role with aplomb as the group saw a pod of orca close in to the shore on Waiheke Island.

ATEED Manager Tourism Operations Jason Hill says the famils were a great opportunity to showcase Auckland to this group of influential media.

"North America is a key visitor market for Auckland and through these visits we're set to enjoy positive exposure in a diverse range of media across Canada and the United States," he says.

Employers in New Zealand Rely on Talent from UK, South Africa and India to Fill Vacancies

ManpowerGroup Offers Borderless Workforce Solutions to World's Talent Mismatch Dilemma

ManpowerGroup New Zealand's new 2011 Borderless Workforce research has found that 39 per cent of employers in New Zealand look outside the country's borders to address skills shortages, with foreign talent most important in 'engineers', 'technicians' and 'skilled manual trade' job categories, and primarily coming from the UK, South Africa and India.

The research findings were released in tandem with ManpowerGroup's new insight paper, "Borderless Solutions to Today's Talent Mismatch," advising employers worldwide on how to source the right talent across borders, and specifying the types of policies, public-private strategies and migration patterns that are driving greater sourcing opportunities across the world's talent corridors.

Other key findings from the Borderless Workforce research include:

- 43% of employers are concerned about the impact on the labour market from talent leaving New Zealand to work in another country.

- Further, 68% of employers believe government and business are not doing enough to slow the outward migration of talent and attract these people back to New Zealand.

- Employers from New Zealand who look abroad to help solve talent shortages indicate the biggest obstacles they encounter when recruiting foreign workers are visa and legal requirements (25%).

- New Zealand employers named Australia (39%) and the United Kingdom (16%) as the countries they believe provide the biggest threat to New Zealand's ability to compete economically.

According to ManpowerGroup Australia & New Zealand's Managing Director, Lincoln Crawley, the world's borderless workforce - the

(Continued on page 4)



Pernod Ricard New Zealand proud supporter of AmCham.

(Continued from page 3)

migration of talent across and within national boundaries - is growing rapidly in size. "Employers need to take a sophisticated approach to managing their talent supply and demand challenges, in order to win the escalating war for talent. This means including a talent mobility strategy in their overall plan to combat skills shortages," said Mr. Crawley.

Mr. Crawley said employers today must collaborate with governments and educators in creating more dynamic sourcing opportunities, at least regionally. More work opportunities are surfacing across more global markets, but labour laws have traditionally been local. As a result, workers with the same shared skills tend to congregate in regional "talent corridors." Employers target these regional pools when seeking specific skill sets.

ManpowerGroup's new Insight paper, "Borderless Solutions to Today's Talent Mismatch," is available at www.manpowergroup.co.nz/research.cfm along with "The Borderless Workforce 2011 - Research Results Global and Australia and New Zealand

NZ payment terms shrink to pre-GFC levels

Payment terms improve by four days since 2008

New Zealand businesses took on average 44 days during the September quarter 2011 to pay their bills, representing an improvement of more than four days since the onset of the Global Financial Crisis.

According to Dun & Bradstreet's Trade Payments Analysis – which examines the ability of firms to pay their bills, and pay them on time – payment terms have improved by nearly two days since a spike at the beginning of the year following the devastating Christchurch earth quake.

According to Dun & Bradstreet New Zealand, General Manager, John Scott, payment terms are now on par with pre-crisis levels of 2007 and this can be credited to improved business confidence and activity driven by key events like the Rugby World Cup.

http://dnb.co.nz/Header/News/NZ_payment_terms_shrink_to_pre-GFC_levels/indexdl_7877.aspx

APCAC 2012 U.S.-Asia Business Summit: Tokyo, March 1-2

The American Chamber of Commerce in Japan is excited to host the APCAC 2012 U.S.-Asia Business Summit in Tokyo, March 1 and 2. APCAC covers the most dynamic region for American businesses and the 2012 Summit will provide an excellent opportunity to find out more about the opportunities and challenges our member companies face in Asia.

This two-day Summit will bring senior business executives and high-level U.S. Embassy officials to Tokyo from countries across the Asia Pacific Region. Together with senior Japanese business and government officials, we will discuss how to make progress on major issues affecting business and the trade and investment architecture in the Asia-Pacific region. High-level keynote speakers and distinguished panels will discuss issues vital to the success of business in the region.

The Summit will also be a great chance to network with other AmCham members. Make sure you mark your calendar now and plan to join us in March in Tokyo.

ISSUES & SUCCESS STORIES WITH USA

Issues

[US Stop Online Piracy Act: 101](#)

Success stories with the USA

[Kiwis say Kia Ora USA](#)

[Giant US investment company discloses 5% Telecom stake](#)

[K9 Natural hunts \\$2.5m - US private equity is flowing into the petfood industry, says K9 CEO Calvin Smith.](#)

[Solo Cycle Clothing Bound For the USA](#)

[KiwiNet and Texas A&M strike commercialisation agreement](#)

[Fisher & Paykel focuses on Auckland plant - capital put into Auckland plant as F&P backs out of big US retail stores.](#)

[2degrees shareholders dip into their pockets again](#)

[P&G announces first ever NZ corporate brand campaign](#)

[International business incubation conference comes to NZ](#)

[Ford gets behind Kiwi businesses](#)

[New Zealand set for major profile boost in North America](#)

[Investment Challenge finalist takes Student Entrepreneur prize](#)

[Expats keen to invest in NZ - survey](#)

[IRL to become high-tech HQ for New Zealand](#)

[Software entrepreneur turns hand to all-terrain walker](#)

[2011 CEOs Uncovered: the Collective takes on the world](#)

[NZ gaming industry boosts employment numbers](#)

[25 New Zealand artists will show in New York City in 2012](#)

[Kiwi Provoke takes flight](#)

[US 'super angel' to headline NZ summit](#)

[Kathmandu eyes web shoppers in US, Japan and Canada](#)

[Magic Memories expands in the US](#)

[Flash idea just the start for photo business](#)

[Kiwi tech firms pitch to VC billionaire](#)

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TRAVEL

BUSINESS TRAVEL

News, views and information for Amcham business travellers from **Grant Bevin**, Managing Director Business World Travel.

Business World Travel is a member of GlobalStar Travel Management

American Airlines has filed for Chapter 11 protection whilst it embarks on a business reorganisation. There is no change to AA's operations or membership and reward programmes, and this includes code-share arrangements with OneWorld partner Qantas. AA also has an upcoming code-share arrangement between Fiji and Los Angeles on board Air Pacific's 747s, and this will proceed as planned.

Virgin America (VX) has commenced a useful flight between San Francisco and Puerto Vallarta, the reasonably smart resort area in Mexico. Your usual BWT Consultant can arrange a weekend battery recharge at the end of your next business trip to the US.

Congratulations to Air New Zealand's team from the Koru Club Lounge at LAX, who have won the airline's employee customer service award for 2011. Our regular visitors to the Lounge really appreciate the very welcoming team of people who work there.

Welcome to the **Las Vegas Sevens!** Between 10-12 February 2012 Las Vegas becomes the latest Sevens Rugby destination and we have the packages. This will be enormous fun and a great reason to head to Vegas. Our Executive Leisure Consultants have hotel and admission ticket packages available from NZ\$335 per person for the basic programme (twin share). You can add levels of admission up to Premier Lounge status.

Qantas has launched a new Frequent Flyer status level 'Platinum One' for their busiest flyers. This is a level above Platinum and allows these top flyers even easier access to frequent flyer rewards and access to waitlist clearance on full flights.

US airlines would be required to allow passengers one free checked and one free carry-on bag each under new legislation proposed by US Senator Mary Landrieu. "Passengers have been nickled and dimed for far too long and something has to be done about it. Air carriers should be required to provide a minimum standard of service to their passengers" says Landrieu. Airline baggage fees have contributed to increased security screening costs of US\$260 million a year, largely caused by the increased volume of carry-on bags and resulting in longer slower checkpoint lines.

Air New Zealand has just launched a charge for check-in luggage on domestic flights for airfare categories K/X/G/P, which is offset by a \$10 reduction in the fare.

Novotel, a division of Accor Hotels has launched the concept room of the future with Microsoft, available now at the Novotel Paris Vaugirard Montparnasse. For those who crave more than a working TV remote, iron, kettle and a bit of wi-fi, then the new room will please – the room features voice recognition, a surface multi-media table and a fitness interface. Kick back and enjoy the Xbox 360 console with Kinect to name a few of the features. There is also a bed and shower we understand!

US Service Security Update

US sites to see for updated information visit www.dhs.gov and www.safetravel.govt.nz or <http://www.tsa.gov/travelers/index.shtm>

Check out our website at www.bwt.co.nz

Reviewing your Corporate Travel? Call our Team:

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TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

Commercial News USA

The November/December issue of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at <http://cnusa.thinkglobal.us/issue/44444>

Trade Events in the USA <http://www.buyusa.gov/newzealand/en/usevents.html>

See also www.exportyellowpages.com

Seeking apparel & footwear importers

Nazila Khaloghli representing Division Six Sports, Inc. of California is planning to visit New Zealand to meet her two existing local buyers from January 21-28th Division Six is the largest distributor of name brand, off-price apparel, athletic shoes and accessories in the United States for men, women and children. Division Six is located in the Los Angeles area and warehouses over 50 brands. Division Six purchases all its products direly from the brand owners or licensees and does not purchase from contractors or middlemen. Brands include Levis, Polo, Adidas, K Swiss, Sketchers and 45 others!

Website: www.division6.com . If you are interested in meeting with Nazila contact Janet Coulthart at the US Foreign Commercial Service Janet.Coulthart@trade.gov

From NZTE - www.nzte.govt.nz

Lunch with Meg

By Rod Drury

While many of the entrepreneurs at the United States Beachheads Forum were balancing attending events with getting around San Francisco and the Valley doing deals, a few had lunch with new Hewlett Packard CEO Meg Whitman. [Read more](#)

Forum caps excellent week for NZ companies in the US

by Hans Frauenlob

An all-star assortment of US business leaders providing advice to New Zealand companies was the highlight of the North America Beachheads Forum, attended by 50 New Zealand companies recently in San Francisco. [Read and discuss](#)

NZ Animal Health Equipment for the USA

This Kiwi based in the USA is an agent for animal health equipment and is currently importing from Europe. He is now looking for NZ manufactured equipment to add to his portfolio which covers all of America and Canada. [READ MORE....](#)

MEMBER NEWS

Pullman Hotel Auckland hosts annual New Member Reception

Following the last board meeting for the year AmCham members were hosted by the Pullman Hotel at a reception where new members were introduced to other members and presented with the membership certificates.

AmCham would like to thank **Georgina Grey**, Director of Sales & Marketing and the whole team at the Pullman or their support of this event. This was the 14th year that this event has been held at this venue.



Lockheed Martin Global Inc. (New Zealand) | to r Randy Berry US Consul General, Pete Coker General Manager & Susan Maraghy, VP
 Inicial Participation Lockheed Martin Global Inc, Stephen Titter AmCham President

New Members

The Boeing Company, Sydney - **Ian Q.R. Thomas**, President, Boeing Australia & South Pacific - Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defence systems, missiles, satellites, launch vehicles and advanced information and communication systems. www.boeing.com

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Supporting
AmCham

NEW MEMBERS (Continued from page 6)

Sally Anderson International Ltd & Freefall International Ltd, Auckland – **Sally Anderson**, Founder – Sally is passionate about the advancement of human performance and is pioneering new ways of being in human consciousness through providing revolutionary education focused on sustainable transformation. Services include: Leadership Coaching, Leadership Retreats, Inspirational Keynote Speaking, Public & Corporate Seminars & Coach Certification. Sally's first book "Freefall – Living Life Beyond The Edge" is being launched here in December and in the US from Jan onwards.

www.sally-anderson.com & www.freefallexperience.com

World Wide Access, Auckland – **Paul Grey**, Managing Director - New Zealand company exporting and selling international products in America, the United Kingdom and Europe. The new way of exporting with World Wide Access slashes the cost and time to market compared with conventional export market entry. For manufacturers this means export revenue in hand sooner and with dramatically lower business risk. Brands represented Access include: ◦Merino Kids baby sleep bags, ◦Solo cyclewear ◦Wood Mallets premium croquet sets ◦Womama lingerie and maternity-wear ◦Nooski mouse traps and rat traps ◦Real Nappies reusable modern cloth diapers ◦Cariboo baby bassinets ◦Dominion sheepskin footwear, coats and jackets ◦Mumi&Bubi baby food freezer kits ◦River Veda organic ayurvedic skincare ◦The Organic Skin Co. skincare ◦Poppet silk christening gowns, merino babywear and baby bedding ◦Safe T Sleep sleepwraps for swaddling newborn babies ◦Nature Baby organic merino and cotton babywear. www.world-wide-access.com

Congratulations to:

Two Degrees Mobile Ltd T/a 2 Degrees – 2nd in the Deloitte Fast 50 Awards with growth of 3,761.77%

Brolly Sheets – 24th in the Deloitte Fast 50 Awards with growth of 289.63%

Lowndes Associates has been successful in the 2011 New Zealand Law Awards. Winning both the SLS Litigation & Dispute Resolution Award & the Hays Employment Law Award

At the annual conference of **SPADA (Screen Production and Development Association)**, **Greenstone** founder and managing director **John Harris** was named 2011 Industry Champion for his "outstanding contribution to the New Zealand screen production industry".

[Icehouse secures global incubation award](#)

[DLA Phillips Fox Wins Prestigious Insurance Brokers' Award](#)

[Cooney Lees Morgan awarded Mid-Size Law Firm of the Year](#)

[Third Law Awards win for James & Wells Intellectual Property](#)

[Westpac crowned 2011 NZI Sustainable Business of the Year](#)

US service medal for Massey soldier

Massey staff member Oiroa Kaihau has been presented with a United States Meritorious Service Medal for his work in Afghanistan with the New Zealand Defence Force in 2009. Mr Kaihau was the New Zealand Army's the senior officer co-ordinating logistics for the New Zealand forces in Afghanistan, United States Marine Corps General Peter Talleri presented the medal at Defence House, the force headquarters, during a recent visit to Wellington.

Organic kiwifruit sales remain firm in US

From Organics NZ

Sales of Zespri's organic kiwifruit in the United States are remaining strong despite the economic downturn. Apart from New Zealand, only some areas of Italy and California can market organic kiwifruit in the US. David Posner, president and chief executive officer of Awe Sum Organics, a growers' sales agent based in Capitola, California, sees a bright future for organic kiwifruit, as well as organics as a whole.

Mr Posner says, "Organic produce has seen strong growth since it first began, and that growth has continued, even throughout the current recession, and we only expect it to continue growing in the future."

About 300 New Zealand growers produce organic kiwifruit for the Zespri brand. Zespri spokeswoman Liz Moody says the organic fruit is blemish free, perfectly round and looks and taste as good as non-organic kiwifruit.

Mako Networks Adds Five New Staff, Bolsters R&D and Support Staff grows more than 15 percent, spurred by Technology Development Grant

Mako Networks, a cloud-based network management and security company, has hired five additional employees to further bolster its research and development programme and customer support. The hires follow a \$4.3 million Technology Development Grant from the Ministry of Science and Innovation awarded earlier this year to accelerate Mako's R&D programme.

The new hires include:

- Tina Bartels, User Experience Manager
- Robert James, Junior Software Developer
- Alan Yang, Junior Software Developer

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MEMBER NEWS (Continued from page 7)

- Andrew Wood, Testing Manager
- Bobby Sadaram, Customer Support Specialist

Mako Networks has also appointed Jason Neil as Senior Systems Administrator, responsible for the day-to-day operations of Mako's technical systems

People on the move

Thomas Pippos has been appointed as Chief Executive of **Deloitte** with **Murray Jack** taking over as Chairman.

Stephen Dee has been appointed as **World Class New Zealand** Director, replacing **Sue Sinclair** who left Kea at the end of September.

New Zealand Business Roundtable has appointed economist **Dr Bryce Wilkinson** acting Executive Director following the death of **Roger Kerr**.

Carlson Wagonlit Travel has appointed **Vanessa Moore** as Director of Sales for Australia and New Zealand.

Professor Theodore (Ted) Zorn has been appointed Head of the College of Business at **Massey University** in Albany.

ATEED's tourism team has welcomed **Jason Hill** as Manager Tourism Operations; **Dzin Alekzander** as Manager Destination Marketing and Communications; and **Rena Murphy** as International Marketing Executive.

Alister Gates has stepped down as CEO of the New Zealand Trade Centre to join their marketing partner Plus 64 Marketing. **Wendy Mo** and **Frank Li** have taken full control of the NZTC.

EMC Corporation has appointed **Phillip Patton** country manager for New Zealand. Until recently Mr Patton was general manager of sales for IBM New Zealand.

Research & Education Advanced Network NZ has appointed **Steve Cotter** as Chief Executive, he was previously Google's network deployment manager for Europe, the Middle East and Africa.

Effective 1 December 2011 **American Home Assurance Company (New Zealand Branch)**, trading in New Zealand as **Chartis** has transferred its business and assets to **Chartis Insurance New Zealand Limited**.

FOR YOUR DIARY

17th February – AmCham Ambrose Golf Tournament at the Grange Golf Club, Auckland

23rd February – Class of 2011 with Exceltium Ltd – Opportunity for business to meet the 23 new MP's recently elected to parliament.

8th March – AmCham Wellington reception.

MARKETING OPPORTUNITY FOR MEMBERS**New look for AmCham – member to member online networking**

Over the last six months we have been working with Renaissance/Yoobee to develop a new online membership platform that will allow members to:

- Network online with other members in sector forums
- Search for members and those trading with the USA
- Register and pay online for events

We will also have a new look newsletter and there will be new opportunities for members to advertise through the website. If you are interested in this please email me: mike@amcham.co.nz

We would like to thank the Renaissance/Yoobee team for their assistance with this project.

Don't forget your Membership gives you access to:

- ◆ Key advisors on tax, immigration, setting up a company and doing business in the USA
- ◆ Possible sources of equity.
- ◆ A network of several thousand companies who are trading with the USA
- ◆ The **U.S. Chamber of Commerce** which is the world's largest business federation representing 3 million businesses with over 8,000 Chambers of Commerce throughout the USA.
- ◆ 112 **AmChams** in 99 countries including 27 in the **Asia-Pacific region**.



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Business Travel Insurance

aceinsurance.co.nz

US NZ CONNECTIONS IN NEW ZEALAND

Kiwi Expat Association – www.keanewzealand.com
 American Club – Auckland <http://www.americanclub.org.nz/>
 American Women’s Club – Auckland www.awcauckland.com
 NZ/American Association, Wellington www.nzaa.org.nz

Wanganui New Zealand American Association donnarush@clear.net.nz
 American Women’s Network – Wellington www.awn.co.nz
 American Club of Christchurch – www.american-club-chch.org
 Kiwi Club of New York Inc - www.kiwiclubny.org

Serious Golfers AmCham Auckland Golf Tournament

As we had changed the format of our February tournament to the ambrose we were left with three 3 magnificent trophies that were for stapleford competition. We put it to a vote and many were keen to challenge for these so we ran a second tournament for these trophies at the Manukau Golf Club.

The winners were:

US Embassy Trophy – Senior Grade – John Scollum

AIG Trophy – Intermediate Grade – Greg Smale

3M Trophy – Junior Grade – Tony Verner

Best Score by a Non Handicap – Andrew Clayton

Best Team Score - Teltherm team comprising of: Mark Evans, Tony Verner, Mark O’Connell, Simon Wall

Nearest the Pin – Tomas Ribeiro

Our thanks to the hole sponsors and prize donors:

Avis Rent A Car – Kathryn O’Neill

Eagle Technology – Gary Langford

Hilton Auckland – Gaye Wood

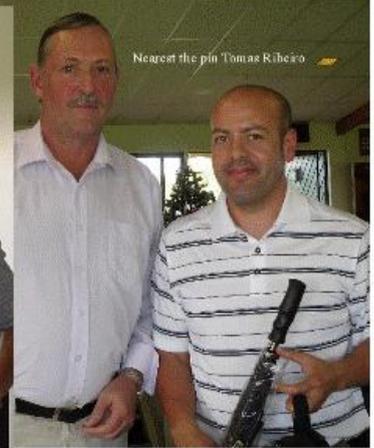
Langham Hotel – Rachel Broadmore

Pernod Ricard – Sonia Donnelly

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Also our thanks to the team at Manukau Golf Club for making us so welcome.



THE AMCHAM OFFICE WILL BE CLOSED FOR THE CHRISTMAS HOLIDAYS FROM FRIDAY 16TH DECEMBER UNTIL MONDAY 16TH JANUARY 2012.

WE WOULD LIKE TO THANK ALL OUR MEMBERS FOR THEIR SUPPORT DURING 2011 AND WISH YOU ALL A VERY MERRY AND SAFE CHRISTMAS HOLIDAYS.



Prime Minister Launches New High Tech Academy For South Auckland Youth

The Computer Clubhouse Trust (CCT) continues to ramp up their mission to provide access to high-technology skills and experiences that result in jobs in the ICT sector for young people in Auckland and across New Zealand with the launch of the High Tech Youth Academy.

Prime Minister John Key launches the High Tech Youth Academy at Clubhouse 274 in Otago today. The High Tech Youth Academy (HTYA) is targeted at young people aged 16-24 from decile 1 – 3 schools and underserved communities with interests in high tech industries such as animation, digital production, 3D gaming, visual design and robotics. Participants are identified by schools or community organisations as having above average capabilities and emergent high tech skills.

The HTYA concept originated from a successful pilot with the Clubhouse Digital Media Unit funded by Microsoft New Zealand in 2011. The members of the unit developed remarkable skills in digital production and film making resulting in a commercial contract with Crown Fibre Holdings as part of the Ultra Fast Broadband (UFB) roll out.

Paul Muckleston, Managing Director of Microsoft NZ says, "Microsoft believes in working with Kiwi communities to foster digital inclusion and to provide access to technologies and skills that stimulate local economic growth. The graduates of the High Tech Youth Academy will be the future, highly skilled employees of not only Microsoft, but of many other leading New Zealand organisations."

The ASB Community Trust has provided three years of funding to help establish and operate the HTYA. Ken Whitney, Chair of the ASB Community Trust says, "This is exactly the game changer we were looking for. We saw this initiative as fitting well within our Maori and Pacific Education Initiative criteria because the Clubhouse has already proven that they are making a difference within underserved communities such as the one here in Otago."

Acting Chair of the Computer Clubhouse Trust Sam Chapman remarks that "ASB Community Trust makes a point of understanding what our communities need, and then gets on with funding great things to happen."

The academy's points of difference are connection and engagement with the ICT sector through partners such as the New Zealand Information Communications Technology Group (NZICT), Oktobor Animation and others. These partners work alongside Computer Clubhouse Trust, schools and communities to help create a direct talent pipeline from school to work or tertiary studies.

Mike Usmar, CEO of the Computer Clubhouse Trust says, "The HTYA is about seeing creativity becoming the premium qualification in New Zealand's emergent digital economy. This initiative takes highly motivated Computer Clubhouse youth from underserved communities and connects them directly with the ICT industry, and along the way they gain credentials that could potentially land them a job at one of country's top technology companies or digital content studios"

Lolesio Lolesio, a Clubhouse alumni currently studying Digital Design at AUT University says of the academy, "A great opportunity for youth at school to get recognised skills in what they want to do."

"Being part of the Clubhouse Digital Media Unit has let me realise my passion for media. It's given me the skills to actually create my own media. An academy would be great", adds Masiu Filihia, a Kia Aroha College student and senior Clubhouse member.

In June this year, Auckland Mayor Len Brown said, "Young people empowered with high-tech skills such as those developed in Computer Clubhouses will ensure Auckland has the present and future workforce necessary to fill the high-tech jobs that will help drive the city's and the nation's productivity"

The HTYA is the most recent addition to services Computer Clubhouse is delivering across New Zealand. There are currently five Clubhouses in New Zealand: Wellington, Hamilton, Whakatane, Wanganui and the flagship Clubhouse 274 in Otago. A new Clubhouse is under construction in West Auckland. The plan is for 12 Clubhouses opened or opening in New Zealand by the end of 2012.

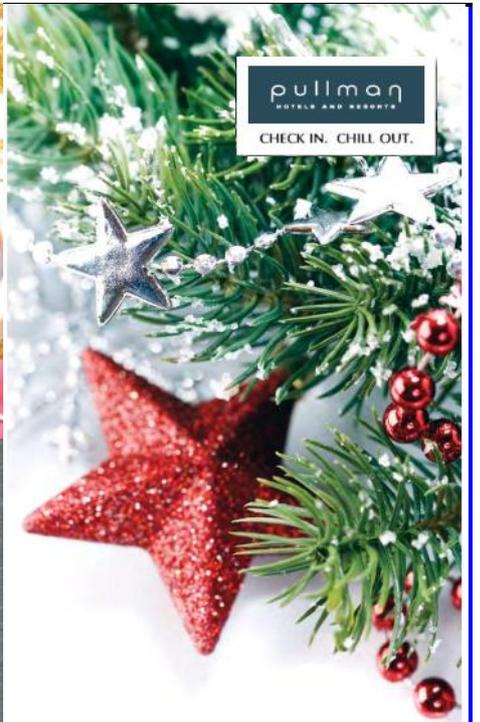
According to Mr.Usmar, "This HTYA will help ensure the success of our plans to reproduce and advance the Clubhouse learning model which provides access to high-tech infrastructure and training to young people in underserved communities across the country, and prepares them for jobs and careers in the sector." **About the High Tech Youth Academy**

The HTYA is a creative learning studio that harnesses and encourages creativity, innovation, exploration, and connectedness to provide young learners with:

- ◇ internationally recognized high-tech industry qualifications and skills including: Microsoft, Adobe and Autodesk
- ◇ practical experience in the high tech industry through shadow programs and internships with partner companies
- ◇ opportunities to produce commercial and community projects
- ◇ the ability to earn and secure opportunities for employment
- ◇ the opportunity to develop business operations and entrepreneurship skills.

The Computer Clubhouse Trust is a member of the Intel Computer Clubhouse Network. The Intel Computer Clubhouse Network is a program of the Museum of Science, Boston with support from MIT Media Laboratory .





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www.curekids.org

