

AMCHAM NEWS

American Chamber of Commerce in New Zealand

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Volume 10 Issue 2

February 2011

US NZ Partnership Forum rocked by Christchurch earthquake

The 4th US NZ Partnership Forum was in full session in Christchurch when the devastating earthquake happened on 22 February. Over 120 delegates representing an impressive cross section of politicians, senior officials, business and community leaders, senior representatives from the US Administration and Congress were spread throughout the city. The NZ US Council has confirmed that all delegates and staff attending were safe. As John Mullen, President of the US NZ Council put it "Let me simply thank Kurt Campbell, David Huebner and his team, MFAT and the NZ Embassy in Washington for their competence and leadership under pressure – and for getting us all quickly to safety. An amazing job, well done."

Statement by President Obama on the Earthquake in New Zealand

On behalf of the American people, Michelle and I extend our deepest condolences to the people of New Zealand and to the families and friends of the victims in Christchurch, which has suffered its second major earthquake in just six months. Our thoughts and prayers are with all those whose lives have been touched by this tragedy, especially as they search for their loved ones and work to recover from this disaster. The United States is a close friend and partner of New Zealand, as evidenced by the meeting of the U.S.-New Zealand Partnership Forum that was underway in Christchurch when the earthquake struck. To assist in the rescue and recovery efforts, we have agreed to deploy a U.S. Agency for International Development Disaster Assistance Response Team, including an Urban Search and Rescue Team, and we stand ready to provide more assistance as needed. As our New Zealand friends move forward, may they find some comfort and strength in knowing that they will have the enduring friendship and support of many partners around the world, including the United States.

We have heard from a number of our members in the region many of whom have been significantly affected, businesswise and/or personally. Our thoughts are with them during this difficult time and whilst there are many organisations collecting money for the Christchurch earthquake, AmCham is working with the US NZ Council, ANZA in the US and the US Embassy on strategies to raise funds from the US business community and US citizens to assist with the rebuilding of Christchurch. Further details will follow.

Speeches given at the Forum

[Prime Minister: Opening address at US-NZ Partnership Forum](#)

[Murray McCully presentation to US NZ Partnership Forum 2011](#)

[Tim Groser address to US-NZ 2011 Partnership Forum](#)

[Ambassador Huebner opening remarks at the United States-New Zealand 2011 Partnership Forum](#)

At the Forum Ernie Bower from CSIS in the US and Brian Lynch from NZIIA presented a study "Pacific Partners – the Future of US NZ Relations". The joint Councils will be releasing the study in due course.

Continued Progress at Fifth Trans-Pacific Partnership (TPP) Round

From USTR

The United States and its TPP partners – Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore, and Vietnam – concluded the fifth round of Trans-Pacific Partnership (TPP) negotiations in Santiago, Chile today, marking continued progress toward the goal of developing a high-standard, 21st-century trade agreement.

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Having exchanged initial tariff offers in January, the teams from the nine TPP countries began goods negotiations in Santiago, agreeing to exchange lists of requests for improvements in these initial offers next month ahead of the sixth round. The partners also agreed to exchange initial offers on services and investment and initial offers on government procurement before the next round. In addition, the teams began consideration of how best to develop a TPP rule of origin, which will help support development of a regional trade agreement, and agreed to exchange proposed product-specific rules of origin in March.

TPP countries made further progress in developing the agreement's legal texts, which will spell out the rights and obligations each country will take on and that will cover all aspects of trade and investment relationships. The teams carefully reviewed the text proposals made by each country, ensuring understanding of each other's proposals so negotiations could advance. With consolidated negotiating texts in most areas, partners began seeking to narrow differences and to consider the interests and concerns of each country.

TPP partners also further developed approaches addressing the new cross-cutting issues that will be incorporated into the agreement, including a proposal for promoting competitiveness and facilitating business; how to promote the participation of small- and medium-sized businesses in international trade; deepening the production and supply chain linkages between TPP countries; enhancing the coherence of the regulatory systems of TPP countries to facilitate trade; and promoting development.

As in previous rounds, the teams received input from a wide range of representatives of business, civil society and other stakeholder groups on a variety of issues. The labor delegations attended a seminar on Chilean labor law and practice, with presentations by government officials, trade unions, and industry. The sanitary and phyto-sanitary group participated in a seminar on electronic certification and risk-based inspection programs, with presentations by Australian, Chilean, and U.S. officials. In addition, the technical barriers to trade team participated in a seminar on non-tariff barriers, including in the organic sector.

Reflecting the direction of the nine TPP Leaders for the TPP negotiators to conclude as expeditiously as possible, the teams agreed to intensify their work, planning an ambitious agenda ahead of the next negotiating round in Singapore in late March and agreeing to extend the length of the round so negotiators would have more time to make progress in each group. As it prepares for the sixth round, the U.S. team will continue its close and detailed consultations with Congress and stakeholders in order to ensure that the TPP Agreement deals with the issues U.S. businesses and workers are facing in the 21st century and reflects U.S. values.

Remarks by President Obama to the US Chamber of Commerce

By Tom Donohue, President and CEO, U.S. Chamber of Commerce

President Obama made the short trek across Lafayette Park from the White House last week to address the U.S. Chamber. Referring to what's often described in the press as a contentious relationship between the administration and the Chamber, the president quipped, "... maybe if we had brought over a fruitcake when I first moved in, we would have gotten off to a better start."

We've never put much stock in the sensationalized—and often inaccurate—media portrayal of a huge rift between the White House and the Chamber. There are times when we agree. For instance, we vigorously support the administration's Race to the Top education initiative. There are also times when we disagree. We believe that the U.S. health care system needs an overhaul, but we couldn't support the flawed health care law. But even when we do disagree, it's never personal. We're just doing our job.

Our most fundamental responsibility is to represent the interests of our members. Sometimes that puts us in sync with the White House—other times it doesn't. Regardless of who sits in the Oval Office, our mission is the same: to advance policies that will grow the economy, create jobs, and expand opportunity.

We were honored that the president came to speak to our members, and we welcome his renewed commitment to working with the business community. The agenda that he outlined—encouraging innovation, strengthening our education system, and rebuilding our infrastructure—is one that we can support in principle.

Our concern, however, is that the administration's actions have not always matched its rhetoric. From the outset, for example, the administration has talked a good game about free trade, but it wasn't until a few months ago that it got behind the U.S.-Korea trade agreement. Equally vital deals with Colombia and Panama remain in limbo, and there has been no movement on negotiating new ones.

Or take infrastructure, where the president has consistently underscored the need for major improvements. He's on the right track, but the administration must outline a comprehensive, multiyear plan for highways and transit and how to pay for it. The president has also missed the boat by not addressing the navigation needs of our ports and waterways, which are critical to increasing exports.

In my introduction of the president, I reaffirmed our absolute commitment to work with his administration to advance our shared objectives. And no objective is more compelling than the need to strengthen our free enterprise economy, create jobs, and put America back to work. We'll even bring the fruitcake.

For a full text of President Obama's speech see

<http://www.whitehouse.gov/the-press-office/2011/02/07/remarks-president-chamber-commerce>

(Continued on page 3)

Logistics for
the future NOW



SCHENKER

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US NZ Health Innovation Symposium

Responding to the science, technology and innovation agenda of the US-NZ Partnership Forum in Washington DC, October 2009, **The University of Auckland** partnered with the **Ministry of Science and Innovation** to identify strategic areas for intensified collaboration to benefit both economies. Health innovation was the first priority area. Over 200 participants from tech transfer companies, research institutions, business and government attended the **US-NZ Health Innovation Symposium** held immediately before the Christchurch US-NZ Partnership Forum in February 2011.

Events: **Showcase of Medical and Industrial Biotech**
Opened by **Hon Tim Groser**, Minister of Trade

Public Lecture: 'Understanding What Works and What Patients Want'
Dr John Wennberg, Peggy Y Thomson Professor Emeritus in the Evaluative Clinical Sciences, and Founder and Director Emeritus, The Dartmouth Institute for Health Policy and Clinical Practice

Symposium: Opened by: **Hon Dr Wayne Mapp**, Minister of Science and Innovation; **Mr Randy W Berry**, United States Consul General

Agenda:

Priority Areas for US-NZ Scientific Cooperation

- **Health Service Innovation** - *Enabling and enhancing outpatient care through technology*
- **Food, Nutrition and Health** - *Foods for personal wellbeing*
- **Medical devices** - *Disruptive technologies, devices and interventions*
- **Biopharma** - *Diagnostics and therapeutics to reduce the burden of disease*

Plenary: Building research collaboration between the US and NZ in health innovation

Concluding remarks: John Mullen, President, US-NZ Council, Washington D C

Outcomes:

1. Agreed on key areas for US-NZ collaboration in health innovation where New Zealand has **global expertise**;
2. Identified ways of leveraging **venture capital, the US market and commercialization expertise and New Zealand as a laboratory platform**;
3. Called for **active government promotion of scientific collaboration** as a major component of the US-NZ relationship along with trade, foreign policy and security;
4. Stressed the need for more **targeted and effective funding schemes** to facilitate research and innovation including joint research, joint commercialization and personnel exchange.

Looking for info on China – AmCham South China reports available.

The American Chamber of Commerce in South China has launched the 2011 "White Paper" on the Business Environment in China and 2011 Special Report on the State of Business in South China on March 1st, 2011. Both are available to download at no cost.

<http://www.amcham-southchina.org/amcham/static/publications/specialreport.jsp>

<http://www.amcham-southchina.org/amcham/static/publications/whitepaper.jsp>

OTHER NEWS BRIEFS & SUCCESS STORIES WITH USA

[Hertz Enters Low Cost Market in Australasia by Acquiring Ace Rental Cars](#)

[Award-winning NZ tech company sells to US partner](#)

[Auckland software company sells to US giant](#)

[Kea Petroleum testing new prospects](#)

[Hyperfactory US Scholarship applications open – even to the aged](#)

[Kiwi corporates eye potential NZ\\$1 billion worth of bond issues in US private placement market](#)

[US to drive wine growth for 20 years](#)

[US food companies vow healthier school lunches](#)

[Media Design School joins Laureate International Universities network](#)

[NZ company offers cheap surgery to Americans](#)



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Seeking support - Rugby World Cup – the US is coming

The U.S. Embassy is planning American-style tailgates before each of the Eagles games during the Rugby World Cup, with a large Texas Barbecue at the embassy before the U.S.-Australia game on Sept. 23. We've invited military bands and U.S. tribute bands to take part in these events. In New Plymouth there will be Classic American vehicles and a parade. There will be food, fun and distinguished guests at these events.

The dates of the U.S. games are: Sept. 11 (vs. Ireland in New Plymouth), Sept. 15 (vs. Russia in New Plymouth), Sept. 23 (vs. Australia in Wellington) and Sept. 28 (vs. Italy in Nelson).

The Embassy is looking for U.S. businesses who would like to partner in this venture. We believe the events will generate a lot of good will, fun and will showcase the shared values between U.S. and New Zealand.

If you are interested in supporting any of these events please contact: Adrian Pratt at the US Embassy PrattAJ@state.gov

TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

Commercial News USA

The March/April issue of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at http://thinkglobal.us/pdf/2011_03_mar_apr.pdf

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

See also www.exportyellowpages.com

International Buyer Program – Trade Show Schedule 11 Jan to 31 Dec 2011

The US Embassy has provided us with copies of this publication. If you would like a copy email: mike@amcham.co.nz

NZTE US & Canada events

New Zealand Trade and Enterprise will be holding two linked events in May and June to support NZ business objectives in the US and Canadian public sector markets. NZTE Washington is hosting its third Annual **Immersion and Innovation Programme 10-12 May, 2011** in collaboration with Austrade. Event activities will be held at both the New Zealand and Australian Embassies in Washington, DC and offer NZ company representatives a chance to learn firsthand from in-market experts and key contacts, showcase leading edge technologies to procurement leaders, and network with end-users and commercial partners. Similarly, NZTE's Vancouver Office is putting together a Canadian Defence/Security/First Responder Programme in Ottawa, Ontario from 31 May to 2 June 2011. For further information on the Washington programme, contact: Robert.Cunningham.Jr@nzte.govt.nz and for the Ottawa event, please reach out to Rod.McDonald@nzte.govt.nz.

NZVCA - www.nzvca.co.nz



From NZBio – www.nzbio.org.nz

NZBIO has confirmed US-based Quality Risk Management Consultant, **Robert Chew** will be flying into Auckland to exclusively present at our scale-up manufacturing workshop taking place in Auckland at the end of this month. Robert has provided quality risk management consulting to some of the largest pharmaceutical and biotechnology companies in the world. He has worked for organisations including Johnson & Johnson, Merck & Co, Immunex, Bayer and Genentech. He was ISPE's (International Society for Pharmaceutical Engineering) 2008 Member of the Year.

An American study lead Associate Professor Alan Davidson, from the **University of Auckland** has identified stem cells in adult zebra fish kidneys that can be transplanted from one fish to another could potentially revolutionise the lives those facing a kidney transplant or life-long dialysis. [Read more at NZBIO.](#)

Two international charitable foundations, New Zealand-based Cure Kids and U.S.-based Children with Diabetes Foundation, have each pledged to provide US\$140,000 to fund the final two patients in a Phase II clinical trial in New Zealand that has the potential to transform the treatment of Type 1 diabetes, Living Cell Technologies announced this week. [Read more at NZBIO.](#)

US-based One Week Course for FREE!

The Commercialisation Centre for Innovative Technologies (CCIT) in New Jersey, USA is offering a one week course in May 2011 for free. This invitation only course normally costs \$5000 to attend. This is a fantastic opportunity to take advantage of a course that focuses on fostering the development of new global bioscience businesses with a US-base. To find out more about the course please follow this link and if you are interested in attending the course please contact Andrew Hamilton, ICEHOUSE Chief Executive Officer on A.Hamilton@theicehouse.co.nz

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bulletPR
PUBLIC RELATIONS

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USA New Zealand Trade Show - IndyCar with Ron Dixon

From NZ Trade Centre

We have some great companies showing early interest in the US Trade Show. This is your chance to show off your products at 12 different venues across the USA. Not only that, you will be represented by Ron Dixon, Scott's dad who is so passionate about Kiwi products. He has already identified some of his contacts for the early adopters. Even if you are just curious about what this Trade Show could mean for you, contact me so that we can talk about your business. Also, maybe I didn't make it clear, but you don't have to be there! Part of the deal is Ron will get skilled up on your product and make the contacts for you. Of course if you can make it to some of the events, then all the better! Contact me alister@newzealandtradecentre.com

Abalone, Green-lip mussels

We have a hot contact for those of you growing Abalone and Green-lip mussels. Our visitor already has a well established business in the US moving fish around the US. Interested in finding a supplier or suppliers for Abalone, Green-lip mussels or any other NZ fish species that can supply to the bigger markets in the South West, United States. For more information please contact us. alister@newzealandtradecentre.com

Trade opportunities in US Pacific

From NZPBC www.nzpbc.co.nz

There is some encouragement for smaller and new local companies when we begin to realize that there is US\$20 billion of business opportunities in American Micronesia (especially Guam) either currently available or coming forward shortly. New Zealand has not made any real effort or commitment to be a serious player, despite under utilized New Zealand based personnel and facilities. One example is the US\$5.5 billion Honolulu Hawaii Rapid Transit System under construction, in which New Zealand, to the best of my knowledge, did not get any contracts. This is despite the massive amount of products which could be used in a broad range of activities.

To focus on Hawaii and its growing interest by our cultural and business clients, our Council could well host the former Director of the Honolulu and Country Economic and Development in a workshop early this year. For the Guam Micronesia region we will also be arranging for the New Zealand Consulate representative and a leading businessman in the region, John Scragg, for similar trade workshops, and this can be on a one on one with interested parties.

It is forecast that our trade in the 23 Pacific Countries grow by to be about 9-10% this coming year.

MEMBER NEWS

2degrees invests in network and future growth

New Zealand's newest mobile provider 2degrees is to invest more than \$100m in its network over the next two years, following an agreement with global telecommunications provider Huawei.

2degrees already provides its customers with nationwide 2G and 3G mobile services via its own network and through commercial roaming. Today's announcement will see a significant increase in the size, capacity and capability of the 2degrees network. 2degrees Chief Executive Eric Hertz says the investment will see the company extend its 4G ready network beyond the main cities.

"We already provide great value calling, texting and mobile broadband services throughout New Zealand, so that won't change. What this will mean is a network that meets the growing demands of smartphone and data device users," says Mr Hertz.

"We're very conscious that we need to build networks that deliver on tomorrow's speed and capacity demands, so being able to upgrade to 4G via a software activation rather than a network rebuild is especially important as new spectrum becomes available and consumer demands for data continue to grow."

Mr Hertz says network investment will bring total investment in 2degrees to more than \$400 million. 2degrees will also open another 30 retail stores open in 2011, create 80 new jobs in a new Christchurch-based contact centre and drive the uptake of entry, mid-level and super smartphones.

"We've experienced rapid growth in the 18 months since launch. Our shareholders are eager to see us develop the network, stores and innovative services that make 2degrees even more appealing to New Zealanders."

Mr Hertz says Huawei won the deal following a competitive process in which its technology solution and local in-country delivery capability shone through. The project will see Huawei undertake a 'turn key' project solution.

"Huawei technology underpins our current network and has impressed us with the way it performs, while allowing 2degrees to maintain its value leadership position," says Mr Hertz. "Huawei is heartened that 2degrees has again chosen our company as its partner for the building of phase two of its network. It's a vote of confidence in Huawei's technology and our ability to build a world class network for 2degrees' customers," says Huawei New Zealand CEO, Arthur Zhang.

2degrees will now work with local communities as network planning and construction takes place.

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PAE celebrating 20 years

2011 marks a milestone for PAE in New Zealand as they celebrate 20 years delivering innovative, cost effective facilities solutions to clients in the Defence, Education, Energy, Health, Local Government and Manufacturing sectors.

PAE Chief Executive Philip Orchard is very enthusiastic: "We are part of a strong global group working in over 40 countries. Our NZ team is around 350 strong, supported by long-serving national and international specialists, so we can combine technical excellence with an understanding of local client needs. Through strong partnerships with our clients we meet their facilities maintenance and management needs into the future, allowing them to focus on their core business." www.pae.co.nz

Top award for engineering school head

School of Engineering and Advanced Technology head Professor Don Cleland has been awarded the J and E Hall gold medal by the British Institute of Refrigeration.

New Patent & Trade mark firm

Corporate & commercial law firm Lowndes Associates has provided patent and trade mark services as part of their service offering for many years. In response to the growth of this work, we have launched a separate firm - Lowndes Associates Patent & Trade Mark Attorneys. Lowndes Associates Patent & Trade Mark Attorneys is led by Leonard Cousins

New Members

Armourguard Security Ltd, Auckland – **David Tombs**, National Manager ADT Commercial – Armourguard, a Tyco International company, has served local communities for more than 50 years. With 14 branches in New Zealand from Whangarei to Invercargill and in Fiji, we provide New Zealand's most comprehensive and integrated range of security services. www.armourguard.co.nz

Industrial Research Ltd, Wellington – **Shaun Coffey**, CEO - Industrial science technology research and development company providing Intellectual Property, R & D and Technologies to both public & private sectors around the world. www.irl.cri.nz

Vista Entertainment Solutions Ltd, Auckland - **Brian Cadzow**, Finance & Legal - global leader in entertainment software solutions. We are one of the leading producers of software for the [cinema](#) market worldwide. Building on this success we now offer solutions for food and beverage outlets, particularly those associated with entertainment venues and attractions. Based on our experience in these sectors we also offer customized [software development](#) services to the entertainment industry with an office in Los Angeles. www.vista.co.nz

People on the move

LCT has appointed **Roy Austin** to Board of Directors

Filemoni Timoteo who used to be with Manukau City Council is now the Chief Operating Officer at **Computer Clubhouse Trust**

Stephens Lawyers has appointed **Jane Traynor** as a staff lawyer.

Greymouth Petroleum has appointed **Marcellus Lensvelt** as General Manager, Taranaki; **Ewan McLeod** as General Manager, Public & Corporate Affairs; and **Steve Cross** as General Manager, Auckland Technical Office.

Anna Gestro is the new Regional Manager - North America for the **Kiwi Expat Association in New York**

Alister Gates is the new CEO and owner of the **New Zealand Trade Centre**

Louise Smythe is the new Director of Sales & marketing for **Kauri Cliffs, The Farm at Cape Kidnappers and Matakauri Lodge.**

NZBIO has announced the appointment of **Michelle Sullivan** Chief Executive. She joins NZBIO from New Zealand Trade and Enterprise's investment team.

Kiwi Expat Association (Kea) has announced that **Dr Sue Watson** has been appointed as the new Global CEO.

Christopher Hourigan has been transferred to Vietnam with **Johnson & Johnson**. **Max Pahlow** has been appointed as his replacement in NZ.

Mike Toxopeus is the new General Manager at **Cubic Defence New Zealand Ltd**

Nickelodeon Australia has appointed **Hugh Baldwin** as Director of television & content acquisitions for Australia & New Zealand.

EVENTS & SERVICES

17th March – Annual Wellington Receptions for Members & Government Officials hosted by Minter Ellison Rudd Watts.

23rd March – "Reinvigorating Your Business" forum with Kim Seeling Smith; Mark Spring CEO of DTR; Alan Casey Alan Casey – Casey Osgood & Hutchinson, & Perigee+; Michelle Visser, GM of Manpower Professional in Auckland



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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 the American Express Travel Service Network.

Buy your US destination travel before 21 March on Air New Zealand or 31 March on Qantas as save! Aside from the 'red alert' we're giving you for the further fuel related airfare increases we're expecting, both Air New Zealand and Qantas have given us discounted prices to offer Amcham members. Air New Zealand's seat sale includes Honolulu, Mexico and Canada, and offers Economy, Premium Economy and Business Class savings. LAX or San Francisco from Auckland, Wellington or Christchurch is available from NZ\$1700 Economy, or from NZ\$7300 in Business (travel until 30 Nov 11; taxes are additional and depend on your selected stopovers and final destination). Qantas has economy available from \$1699 and Business advance purchase from NZ\$7015 to Los Angeles. Ask our consultants for further details.

Applying for your US Visa is best left to your travel professional at Business World Travel. We're hearing all sorts of stories regarding self-help travellers inadvertently heading to bogus websites and being charged US\$40 and upwards (way upwards!) for the ESTA application. The correct fee is US\$14. At Business World Travel we handle all of these time consuming things for you! It pays to have friends in the business!

Two-thirds of US business travellers polled in a recent Deloitte survey say that they often work in their hotel room and expect a lot more from a hotel than clean and comfortable surrounds – 79% crave high speed internet as an important amenity; free parking does it for 77 % of respondents and 30% felt that their favourite brand was so important to them that they would stay at the brand even if it wasn't in the most convenient location.

United's Red Carpet Clubs have adopted Continental's President Lounge policy of complimentary alcohol and wifi – since the merger members of qualifying United Mileage Plus and Continental's Presidents Club can visit either airlines' lounge.

United's excellent local team has asked us to remind you that United Airlines passengers travelling on a US domestic flight as a part of their international through-ticket connecting itinerary are exempt from the US domestic baggage charges.

The newest hotel opening in the US is the Mondrian in Soho New York, a sister property of the fashionable Mondrian's in South Beach and Los Angeles. The newest property is at 9 Crosby Street in Soho. Our fashion conscious clients enjoy these properties. At Business World Travel we know our hotels!

Generations of New Zealand travellers, even since the flying boat days have been transfixed by the satisfying and romantic sight of Santa Catalina Island under the wing of the aircraft as you begin descent into Los Angeles. So why not visit Santa Catalina, the 'Waiheke of LA' on your couple of days R&R following a successful business trip! Catalina Express Ferry has around 5 sailings every day from Long Beach, and an hour's journey time will solve the mystery of generations of New Zealand travellers as to what exactly is on that rock! There's a range of places to stay, including the promising Pavilion on Crescent Avenue; no five-star on Catalina but you'll be comfortable enough! The island was originally owned by the Wrigley family and enjoys an intriguing history from the 1920's and 30's California hey-day...another of our recommended 'tick the box' places on earth, just to satisfy your curiosity!

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>

DHS announces Pre-Travel Authorization Program for U.S.-Bound Travelers from Visa Waiver Countries

Beginning on September 8, a fee of US\$14 will be introduced for a new or renewed electronic travel authorization (ESTA). Please [click here](#) for further information and [here](#) for FAQs.

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

Reviewing your Corporate Travel? Call our Team:

Jane Higgie Business World Travel Wellington 04-470 6044 jhiggie@bwt.co.nz

Grant Bevin Business World Travel Auckland 09-529 3700 gbevin@bwt.co.nz



EVENTS & SERVICES

Making Mobile Marketing Pay 10th February 2011

Thank you to Doug Rozen (Senior VP Creative, Interactive, Media & Mobile Carlson Marketing based in the USA) who presented a working model built up through his hands-on operational experience. He specifically discussed case studies from Carlson clients:

- AT&T - a leading USA based Telco
- Coca-Cola - their new direct to customer strategies
- Amtrack - a leading US rail network
- The UK's Nectar loyalty programme (Nectar is Carlson Marketing's sister company).

Wonderful to work with Simon Rowles from Carlson Marketing in Auckland and once the presentation is available we will have this on the AmCham website.

An informative presentation from Doug and lots of discussion at the networking



L to R Karl Shuster, Doug Rozen, Simon Rowles, Mike Hearn

US NZ CONNECTIONS IN NEW ZEALAND

OSAC New Zealand

Membership of OSAC New Zealand is **free** for US companies and provides members with advices of Special Notices re security warnings, threat analysis and other security advisory services. For more info on OSAC see www.ds-osac.org (there is also a New Zealand county specific site at this website) or contact OSAC New Zealand Secretariat, Mike Hearn on tel: 09-309-9140 or email mike@amcham.co.nz

Kiwi Expat Association – www.keanewzealand.com

American Club – Auckland <http://www.americanclub.org.nz/>

American Women's Club – Auckland www.awcauckland.com

New Zealand-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

World class New Zealand business people named

Seven successful New Zealanders working across fields like business, science, and investment are being recognised for their contributions to New Zealand's success on the international stage.

Kea, New Zealand's global network, has announced the 2011 World Class New Zealand Award winners:

Information and Communications: Michael Boustridge, President, BT Global Services Multi-National Corporations

Creative: Michael Stedman, Managing Director, Natural History New Zealand (NHNZ)

Life Sciences: Emeritus Professor Robert (Bob) Elliott, Medical Director, Living Cell Technologies Ltd

Manufacturing, Design and Innovation: Sir George Fistonich, Owner and Managing Director, Villa Maria Estate

Science, Technology and Academia: Dame Anne Salmond, Distinguished Professor of Maori Studies and Anthropology, University of Auckland

Finance and Investment: Dame Judith Mayhew Jonas, Independent Public Policy Professional

New Thinking: Sam Morgan, Founder, TradeMe

The Supreme Award and Friend of New Zealand winners will be announced at a black-tie gala event on Wednesday, 6 April at The Langham Hotel in Auckland. Now in their eighth year, the World Class New Zealand Awards are one of the country's most important accolades for outstanding individuals who have made major contributions to New Zealand's success on the world stage. The awards are presented by Kea with support from New Zealand Trade and Enterprise. For more information about the award night check out [Kea's website](#).



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Contact mike@amcham.co.nz

Seeking Work/Contacts

Lauren Bridges - I have recently moved to Auckland from The United States and was granted a work visa and permit. I am a North Carolina State University graduate with a degree in Communication Media and Journalism. I was blessed with natural, communication skills and am an approachable and outgoing people person. I have learned to be very competent in most computer programs including Office, Word, Works, PowerPoint and Excel. I have had the privilege of working various internships, volunteering and traveling internationally. These experiences will serve in a marketing career well because it has enabled me to communicate effectively with diverse individuals. I am a determined individual who thrives on fast passed environments and believe I am at my best under pressure.

I am very comfortable speaking publicly and possess various marketing skills because I have worked as a brand manager and public relations representative at various events and promotions throughout the Southeast United States for over 5 years. While working at these various events, I was able to strengthen my marketing and social skills while gaining a passion for the industry. I never meet a stranger and believe some risks are necessary to be successful. I am willing to go out on a limb if it can be beneficial for me or the company I represent. I am a team player, hard worker, and quick learner, highly motivated and capable leader, who loves to travel, laugh, cook, work hard and take pride in my successes. I am ready, willing and able to give 100% of myself to establishing a career in which I can shine and have growth potential. Email: lebridge830@gmail.com

16th Annual AmCham Auckland Golf Tournament



The 16th Annual AmCham Auckland Golf Tournament was held on 25th February at The Grange. This was the first year that we tried the ambrose format and were delighted to see a full field come to play. It was great to see some old friends returning as well as some now ones, and in particular former AmCham President Jim Butts (1990-92) who was down from the US for his annual visit.

The wining team was Wallenius Wilhelmsen Logistics New Zealand comprising of: Darren Allen, Garnett Munro, Sapa Paea, Mark Engel

Second was the Baldwins team

Third was the Teltherm team

Nearest the pin on 8th – Darren Allen

Nearest the pin on 15th – Garyn Hayes

Straightest drive on 18th - Phil Lewis

Our thanks to the hole sponsors many of who also donated prizes:

AJ Park – John Hackett/Sean Neely

DHL Express – Phil Corcoran

Baldwins – Tim Jackson/Amanda Kirk

Hamburg Sud – Marilyn Morley

Oceanbridge Shipping – Hugh McKay

Porter Novelli New Zealand – Andrew Craig/Strahan Wallis

QBE Insurance (International) - Mike Kayes

Wallenius Wilhelmsen Logistics New Zealand – Richard Chu

Other prize sponsors:

3M New Zealand – Debra Tong/Sonja Murphy

Atlantic Pacific American Express Travel – Carolyn Guthrie

Citibank – Derek Syme/Doug McEwan/Stefan Boisen

Constellation New Zealand – Joe Stanton/Tim Fogarty

Creative Awards (2004) Ltd - David Hartstone

Eagle Technology – Gary Langford & Karen Belshan

Easiyo Products – Paul O'Brien

James & Wells – Ian Finch

Lion Nathan – Peter Kean

Motion Picture Association – Tony Eaton

Top Half Agencies - Lester Clarke

A very special thanks to:

Sonia Donnelly Pernod Ricard New Zealand for the wine with dinner.

Our thanks to Skippy, Brian and the Caterers at Grange Golf Club at the Grange for again making us so welcome.

The **Porter Novelli** business card draw at the 18th hole for a case of wine went to **Gary Hampson from BMW**.



Wallenius Wilhelmsen Logistics New Zealand - WINNERS



Baldwins team—RUNNERS UP

TAX ISSUES

Internal Revenue Service (IRS) Special Voluntary Disclosure Initiative: deadline 31 August 2011

By Gina Wallace, director of NZ US Tax Specialists Ltd

'Combating international tax evasion is a top priority for IRS. As we continue to amass more information and pursue more people internationally, the risk to individuals hiding assets offshore is increasing' – Doug Shulman, Commissioner of IRS.

On February 8, 2011 IRS unveiled its second voluntary disclosure initiative (OVDI) for taxpayers with offshore assets including offshore accounts. OVDI succeeds the last disclosure programme (OVDP) which ended on 15 October 2009.

Penalties are intentionally harsher for the 2011 initiative, as IRS reinforces the message that delaying the disclosure will get progressively more painful for taxpayers, including those who did not comply with the 2009 disclosure initiative and have effectively put off the disclosure to date.

However, in a move in which IRS recognizes taxpayers' different situations, a new penalty framework for the 2011 disclosure has been announced.

Penalties are as follows:

Smaller offshore accounts attract a lower penalty: 12.5% where accounts or assets were less than US\$75,000 in any calendar year under the initiative (which covers 2003 – 2010).

Otherwise the penalty is *up to 25% of the highest aggregate amount in the foreign bank account(s) over the years 2003 to 2010 inclusive.*

Some taxpayers may be eligible for the minimum penalty of 5% in limited circumstances.

The penalty of 25% is already hefty, but, IRS advises that failure to disclose will result in even higher penalties and potentially criminal prosecution as well.

Shulman said that there will be no more chances for voluntary disclosure, and that 'the situation will just get worse in the months ahead for those hiding assets and income offshore'.

All original and amended tax returns and payment for taxes, interest and accuracy-related penalties are required to be filed by August 31, 2011.

Form TD F 90-22.1 Report of Foreign Bank and Financial Accounts is a key part of this disclosure.

IRS has new cases and banks under review, and enforcement is set to really ramp up with the provisions of FATCA (Foreign Account Tax Compliance Act) coming into force for foreign financial institutions on January 1, 2013. More information about FATCA will be provided in the next AMCHAM newsletter.

For assistance with US tax issues including voluntary disclosures and FATCA, please contact Gina Wallace at gina@nzustax.com or by phoning 64.9.525.5931.

Special Offer to Amcham members

Pacific Jemm is an 80 foot luxury super yacht berthed right on the waterfront of Queenstown. She is fully licensed for 40 passengers and undertakes cruises around the luxury coastal homes, fly-fishing, intimate dinners or gourmet cocktail parties.

We can accommodate up to 10 guests for an amazing overnite cruise in an isolated bay or arrange a helicopter pick up for golf or winery tours.

Pacific Jemm is available for \$1500 per hour .

However for Amcham members who book directly we offer:

A 4 hour charter for \$3000. That's \$3000 discount.

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Please refer to www.pacificjemm.co.nz or call Mike 021 677826

