

# AMCHAM NEWS

## American Chamber of Commerce in New Zealand

P.O. Box 106-002, Auckland. Tel: 649 309 9140; Fax: 649 309 1090

Email: [amcham@amcham.co.nz](mailto:amcham@amcham.co.nz)



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March 2011

### Joint Statement in Support of TPP – March 2011

Agreement on Trans-Pacific Partnership framework makes for a secure and mutually beneficial trade environment, benefitting businesses within and beyond APEC's 21 member economies. In Singapore, the American Chamber of Commerce, the Australian Chamber of Commerce, the New Zealand Chamber of Commerce, and the Singapore Business Federation issue this joint statement in support of the ongoing negotiations resulting in a large and robust Trans-Pacific Partnership (TPP) framework being reached by the 2011 APEC Leaders Meeting in Hawaii this Nov.

Being based in Singapore, we are first hand witnesses to the speed at which Asian economies are emerging from the global economic downturn. There are more than 40 bilateral trade agreements that operate across APEC; however, diverging rules and benefits make it difficult for companies implanted in the region to develop coherent business plans. A firm and increasing commitment to the Asia-Pacific region via TPP negotiations will allow companies to eliminate duplicative and unnecessary barriers, disseminate regional and international best practices and enhance our connectivity to most of the world's fastest-growing economies, hence making it a secure and mutually beneficial trade environment.

Obtaining such a high-standard outcome, with strong and binding enforcement mechanisms, is important not only with respect to the countries already at the negotiating table – Australia, Brunei, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam – but also to ensure that the TPP lays the foundation for further economic integration in the Asia-Pacific region in an effective step-by-step manner. The rules that the TPP sets now will set the template for the regional trading relationship for decades to come.

As a 21st-century agreement, the TPP can address today's needs on transparency, competition policy, intellectual property issues, and government procurement regulations. The TPP would then become a "groundbreaking" free trade agreement by addressing the traditional elements of trade agreements such as tariffs while also addressing the behind-the-border barriers that are bottlenecks to global trade. The TPP can also address newly emerging trade issues such as supply chain connectivity, regulatory coherence, innovation, and SME development. Such an agreement would underpin the goal of inclusive growth where all participating countries and citizens of all levels benefit.

We believe strongly that successful TPP negotiations are vital to create new opportunities for our industries and our workers in the years and decades to come in the fast-growing Asia-Pacific region. Supporting the TPP, particularly in the current economic climate, is more crucial than ever. Governments must demonstrate that maintaining and increasing free trade is at the top of their agendas. With its cross-regional nature, the TPP can become a pillar of Asia-Pacific identity and common understanding. As Asian economies emerge from the global economic downturn at a much faster rate than the traditional economic powerhouses, a firm and increasing commitment to the TPP will keep partner countries connected within the world's fastest-growing region.

On behalf of our combined 17,000 companies representing billions of dollars of investments in Singapore and the region, we strongly advocate that the Trans-Pacific Partnership negotiations be at the top of our respective governments' agendas.

### Secure exporters to benefit at the United States border

Customs Minister Maurice Williamson has announced an improvement to the existing Mutual Recognition Arrangement between New Zealand Customs and U.S. Customs and Border Protection (CBP).

"This improvement is evidence of the Government's commitment to providing high quality, tangible benefits for local exporters," Mr Williamson said.

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The improvement was finalised in an exchange of letters in Washington DC between New Zealand Ambassador Mike Moore and the Commissioner U.S. CBP, Alan Bersin.

The improvement is expected to facilitate the processing of shipments by exporters who are members of New Zealand's Secure Exports Scheme (SES). Under the existing Mutual Recognition Arrangement, SES goods are generally already assessed as low risk. However, this improvement means that SES goods are now 3.5 times less likely to be examined for security purposes by U.S. CBP.

SES members should generally have greater certainty about the movement of their goods through the United States border and quicker access to the United States market.

"No other country has this benefit to the extent of New Zealand which provides a market advantage for exporters who elect to be members of this world leading scheme," Mr Williamson said.

"It is an excellent demonstration of how industry can benefit from joining with customs administrations to secure international supply chains," he said.

More information on the voluntary Secure Exports Scheme can be found on at <http://www.customs.govt.nz/exporters/Secure+Exports+Scheme.htm>

## **USTR Highlights Obama Administration's Fight to Confront Key Trade Barriers**

### **Three reports to Congress Show Successes in Keeping Markets Open for U.S. Goods**

United States Trade Representative Ron Kirk sent Congress and the President three reports detailing the Obama Administration's efforts in reducing or removing key foreign government barriers to American exports. The reports describe how the Administration has engaged over the past year to combat unwarranted sanitary and phytosanitary (SPS) and technical barriers to trade (TBT) as well as other significant barriers to U.S. exports and the progress the Administration has achieved over the past year in reducing or eliminating them.

"The Obama Administration is committed to breaking down the barriers that hinder exports and American jobs," said Ambassador Kirk. "This Administration continues to work on behalf of America's farmers, ranchers, manufacturers, and service providers to reduce the hurdles they face when they sell their products overseas. USTR remains committed to using all available resources to ensure a level playing field abroad for American goods and services."

One report focuses on unwarranted SPS barriers that block U.S. agricultural exports. A second report addresses unwarranted or overly burdensome technical barriers that make it difficult for U.S. manufacturers and workers to sell their products abroad.

Those reports are being released in conjunction with the 2011 National Trade Estimate (NTE) Report on Foreign Trade Barriers, an annual report that identifies significant foreign barriers to U.S. exports of goods and services, foreign direct investment, and protection of intellectual property rights. The NTE report includes a description of the actions the Administration has taken to address the export barriers the report describes.

The foreign government measures identified in the three reports can both restrict American exports and limit the growth of jobs here at home.

As detailed in the TBT report, over the past year the Administration initiated bilateral and multilateral efforts to head off unwarranted foreign technical barriers, such as unwarranted or unduly burdensome testing and labeling requirements. The Administration designed these initiatives to encourage U.S. trading partners to make their procedures for drafting and adopting regulations more transparent, to adopt U.S. or internationally-agreed approaches to product standards and testing, and to follow sound regulatory practices. At the same time, the Administration continued to press individual governments to withdraw or redesign specific standards or procedures that unnecessarily impede U.S. exports.

As the TBT report describes, for example, USTR worked successfully with Mexico to achieve a redesign of the unnecessarily trade-restrictive nutrition labeling requirements for pre-packaged foods that Mexico had proposed to adopt. The proposed labeling rules threatened to disrupt more than \$4 billion in U.S. exports of pre-packaged foods. Following bilateral discussions, Mexico agreed to exempt low-volume producers from the new labeling requirements and agreed not to require exporters to provide burdensome compliance certificates.

The Administration also eliminated or reduced a variety of unwarranted foreign SPS measures – for example, unwarranted, unscientific, or discriminatory rules and procedures that governments claim are required to ensure food and beverages are free of toxins and contaminants or protect animals and plants from pests and diseases. In 2009, China banned imports of U.S. swine due to concerns that they might carry the H1N1 influenza virus. The Obama Administration responded by successfully pressing China to open its market to U.S. swine tested and certified by the U.S. Department of Agriculture to be free of the virus. Before China closed its market in 2009, U.S. producers had captured around 65 percent of China's swine imports. As a result of the Administration's efforts, U.S. swine producers are once again exporting to this key foreign market.

The reports can be found here. [http://www.ustr.gov/webfm\\_send/2722](http://www.ustr.gov/webfm_send/2722)

**AmCham will be holding our annual Trade Forum in May/June which will review the report and cover the issues being raised in the TPP negotiations, particularly IP.**

**Logistics for  
the future NOW**



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## New Zealand Scores Well in International Property Rights Index

2011 International Property Rights Index ranks 129 nations, 97 percent of world's GDP

The New Zealand Business Roundtable today announced the release of the 2011 International Property Rights Index (IPRI), which measures the intellectual and physical property rights of 129 nations from around the world. This year, sixty-seven international organisations, including the New Zealand Business Roundtable, partnered with the Property Rights Alliance in Washington, DC and its Hernando de Soto Fellowship program to produce the fifth annual IPRI.

The IPRI uses three primary areas of property rights to create a composite score: Legal and Political Environment (LP), Physical Property Rights (PPR), and Intellectual Property Rights (IPR). Most importantly, the IPRI emphasises the great economic differences between countries with strong property rights and those without. Nations falling in the first quintile enjoy an average national GDP per capita of \$38,350; more than double that of the second quintile with an average of \$18,701. The third, fourth, and fifth quintiles average \$9,316, \$5,065, and \$4,785 respectively.

With regard to New Zealand, Business Roundtable executive director Roger Kerr said that for 2010 New Zealand retained its overall rank as first of 19 countries in the Asia Oceania region, and fifth in the world, although its fall on one score was a matter of concern.

"New Zealand scored first in the world on Judicial Independence, and it was also noted that New Zealand maintains one of the most efficient property registration regimes in the world, with only two procedures and two days required to register property. Our score on Physical Property Rights decreased, reflecting falling expert opinion towards the protection of property rights and a lower Access to Loans score, and Intellectual Property Rights remained stable", Mr Kerr said.

The International Property Rights Index provides the public, researchers and policymakers, from across the globe, with a tool for comparative analysis and future research on global property rights. The Index seeks to assist underperforming countries to develop robust economies through an emphasis on sound property law.

To view the full 2011 IPRI report, please visit [www.propertyrightsalliance.org](http://www.propertyrightsalliance.org)

See also this report commissioned by Business New Zealand, Federated Farmers, the New Zealand Business Roundtable and the New Zealand Chambers of Commerce. Despite New Zealand's relatively good record on property rights, the report identifies areas where we could do better.

## Our former man in Washington, Denis McLean, dies

By Hank Schouton in Nelson Mail

Former ambassador to Washington and defence secretary Denis McLean has died in Wellington, aged 80. Mr McLean, who died suddenly at his Khandallah home on March 30th, had a distinguished career as a public servant and was a writer, historian and commentator on international relations.

He began with the Department of External Affairs in 1957 after completing his Rhodes Scholarship at Oxford. He was posted to Washington DC, Paris, Kuala Lumpur and London, where he was deputy high commissioner from 1972-77.

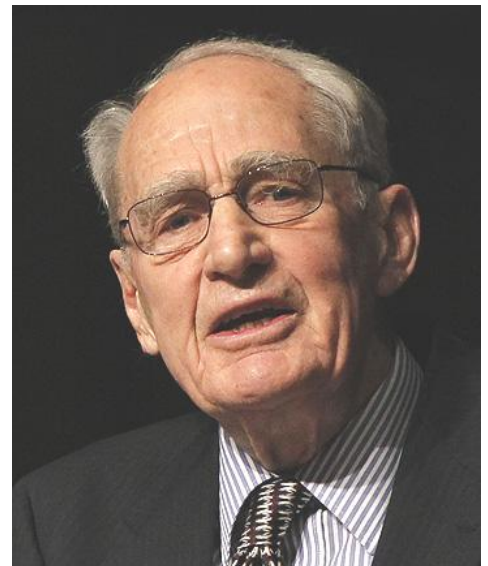
He was secretary of defence from 1979-1988 and ambassador to Washington from 1991-1994.

He wrote three books: *The Long Pathway*, *Te Araroa*, based on walking the North Island, *Prickly Pair*, on Australian-NZ relations, and *Howard Kippenberger Dauntless Spirit*, a biography of military commander Sir Howard Kippenberger.

Another former defence secretary, Gerald Hensley, said yesterday Mr McLean was "a great New Zealand public servant", a diplomat, public service chief, very bright, and a good writer and biographer who contributed in many ways. This extended to his involvement in the project to establish a walkway the length of the country. He also served on the Press Council.

Russell Marshall, former foreign affairs minister and president of the Institute of International Relations, said Mr McLean was a significant figure, very well informed, well regarded and an enthusiastic member of the institute.

Mr McLean is survived by his wife and three children.



## OTHER NEWS BRIEFS & SUCCESS STORIES WITH USA

[Coca-Cola investment vote of confidence in ChCh](#)

[Learning Media builds education services leadership](#)

[NZ wineries set up their own business in the USA](#)

[American Giant Signs Sponsorship Deal With Crusaders](#)

[US based Futurestep announces re-engagement with Fonterra for RPO and consulting services](#)

[Christchurch mobile networks more damaged by quake than Haiti ones: 2degrees owner](#)

[2degrees announces 580,112 customers](#)

[Imarda gets top dollars from US freight company](#)

[Tribal Fusion Opens Office in New Zealand](#)

[OIO clears US firm's NZ \\$184m hotel deal](#)

[Hertz NZ signs deal with Unisys for data protection – First time the product, which is designed to protect credit card information, is sold outside US](#)

[Xero sales operations breaking even, CTO to relocate to US](#)

[HP announces new \\$60m datacentre south of Auckland](#)

### Freightliner Coronado Launch

On Friday, February 18, 2011, Freightliner, a leading U.S. truck manufacturer, launched its new Coronado truck in New Zealand at the Christchurch Air Force Museum. The event was a tribute to American culture and Freightliner's long history of supplying trucks for the U.S. and New Zealand markets. For approximately 20 years, Freightliner has sold trucks in New Zealand to end users in mainly New Zealand's forestry and mining sectors. During this period, Freightliner has sold approximately 1,500 trucks in New Zealand. The event included over 300 existing and prospective customers in New Zealand.

### US golf journalist tours North Island

The Best of Golf New Zealand recently hosted renowned golf journalist Joel Zuckerman.

While Joel's primary focus was golfing in Godzone, he also enjoyed plenty of other outdoor adventures including black water rafting, mountain biking and sailing along his journey through Auckland, Taupo and Napier. Look out for Joel's articles in the Best of Golf media library in the coming months. <http://www.bestofgolfnewzealand.com>

### Robotics teams on international stage

After months of building, training and competition, 10 teams have been chosen to represent New Zealand and defend its world title at next month's Vex Robotics world championships at Disney World in Orlando, Florida.

National championships were held in Auckland at the weekend. Massey University's senior lecturer in mechatronics, engineering and industrial management Dr Johan Potgieter says the level of competition at the national finals was exceptional. "It was at a standard equal or even better than many teams in the United States and from the rest of the world," Dr Potgieter says.

The teams, most representing secondary schools, have been mentored by engineering students from the University, who have assisted in the design and construction of the robots.

Vex robotics involves teams of teenagers designing, building and maintaining robots that compete in a game called Round Up. The game involves the robots stacking rings on goal posts. Points are awarded for "owning" a goal while bonus points are given if the robot can also hang off a central ladder.

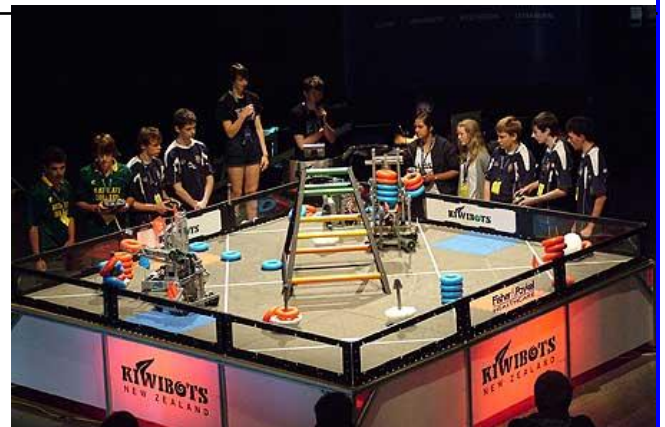
"The teams that have qualified for Florida are FreeRange Robotics A (Auckland homeschool), FreeRange Robotics B (Auckland homeschool), Pinehurst School, FreeRange Robotics C (Auckland homeschool), Lynfield College, Avondale College, Kristen School, Onehunga High School, Massey Robotics Society of Wellington, Wellington Homeschool and Palmerston North Boys' High School."

Dr Potgieter says there will be a two-day "World Dominance" camp at the Albany campus on March 26-27 for teams to prepare for the international competition, which runs from April 14-16.

The competition is sponsored by NASA and attracts teams from countries including Brazil, Canada, China, Colombia, India, Japan, Malaysia, Mexico, New Zealand, Puerto Rico, Saudi Arabia, Singapore, the United Kingdom, and the United States for three days of non-stop, high-energy robotics challenges.

Last year's world championships was won by two combined New Zealand teams – FreeRange Robotics A and Kristen School, both of which will try to defend their title this year.

Dr Potgieter, the event manager in New Zealand, says the charitable trust that runs the competitions is also working to introduce curriculum into schools around the programme.



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## TransTech merger creates a powerful boutique strategy consultancy

Clareo Partners and TransTech USA are pleased to announce a merger of their strategy consulting practices. By combining with TransTech, Clareo is uniquely positioned to help its clients realize superior growth through more effective business innovation, long-term strategic insight, and corporate entrepreneurship.

TransTech USA reinforces Clareo's depth with consumer packaged goods and technology companies and adds expertise in natural resources, energy and clean technology. In addition, TransTech brings proprietary business strategy tools to guide scenario planning, product launch planning, and option formation and evaluation. TransTech USA, founded in 2005, has advised organizations from the US, UK and Asia Pacific - ranging from Global Fortune 500 companies to emerging start-ups. For more information, visit [www.clareopartners.com](http://www.clareopartners.com)

## Seeking mentors for young Kiwi students

Interested in contributing to the development of the next generation of Kiwi thinkers and business leaders? This is your chance. World Mentor New Zealand is an educational not-for-profit that connects Kiwi students with global business mentors in the NZ expat community. Join our project as a volunteer mentor, share your life experience, and help a Kiwi student see the opportunities in the world around them.

Since 2007 our programme has been making a real difference to success of students in New Zealand, and this year we are again looking for mentors for 14- and 15-year old students across 12 high schools in NZ. Previous mentors rave about their experience and the results of the programme – would you be the next to mentor a high school student?

World Mentor New Zealand is not-for-profit charitable trust, started to help Kiwi kids learn about the world around them and share some of the global experiences of our expat community. We have been connecting mentors with high school students in New Zealand since 2007, improving student confidence, giving mentors an insight into the thinking of the youth of today, and helping students develop an appreciation for the life paths in the world around them.

What does it take to become a mentor? Only about an hour a week of your time, for nine weeks starting in April, from your computer at any time that suits you - it's simple, and designed with busy professionals in mind. You will receive online training, and very brief, easy to read one-page weekly materials to discuss with your students. You will also have a chance to talk to like-minded experienced mentors, from the global KEA community, and will pick up valuable mentoring skills for your personal and work life.

For more details see: [www.worldmentor.net/NZ](http://www.worldmentor.net/NZ)



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Join World Mentor, an experienced not-for-profit organisation that has enjoyed success bringing learners and mentors together.

Enjoy the rewards that come with empowering a student.

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Change a life.

**Volunteer with World Mentor today at [www.worldmentor.net/nz](http://www.worldmentor.net/nz)**

## 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](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.exporthyellowpages.com](http://www.exporthyellowpages.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](mailto:mike@amcham.co.nz)

### HBA Global Member of U.S. DOC International Buyers Program

<http://www.scoop.co.nz/stories/BU1103/S00074/hba-global-member-of-us-doc-international-buyers-program.htm>

### 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>

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**Supporting Amcham**

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## From NZBio – [www.nzbio.org.nz](http://www.nzbio.org.nz)

### New Zealand Delegation to BIO 2011, Washington DC (27-30 June 2011)

NZBIO is pleased to be leading the 2011 New Zealand delegation to BIO. Once again, we are seeking a team of innovative New Zealand companies and research organisations to participate in the largest annual biotechnology event worldwide.

We would like to invite you to take part in the New Zealand delegation and join 20,000 executives, investors, scientists, researchers, policy makers and journalists from around the world in Washington DC, June 27-30, 2011

The NZBIO-led delegation to BIO 2010 in Chicago, was a huge success with 17 companies participating and almost 50 delegates travelling to the event. As part of the 2011 programme, we are committed to providing delegation participants with a strong presence via the New Zealand Pavilion and supporting services

There are three levels of service offering, (Gold, Silver & Bronze) which will allow you to choose the programme that offers services appropriate to your business objectives for this event. For further information about the service offerings, please see the attached document.

If you are interested in supporting a New Zealand Delegation to BIO 2011 in Washington DC, please email Kirsty Jehle, Conference and Marketing Manager to find out further information email: [kirsty.jehle@nzbio.org.nz](mailto:kirsty.jehle@nzbio.org.nz).

## MEMBER NEWS

### ANZ successful in attracting migrant investors

Late last year Immigration New Zealand (INZ) organised events in Los Angeles and London to promote the investor categories of the immigration policy. Kieran Forde - General Manager of ANZ Private Bank was invited to attend the functions and was impressed with the calibre of people who attended. "INZ worked with Trade and Enterprise to put on two great events. They attracted some very interesting and wealthy individuals who were genuinely interested in gaining NZ residency. The good news is that a number of those individuals now have moved to NZ and have started to contribute to the economy. It was interesting to see how much investors from The UK and the USA differed in their motivations. The UK investors were generally more interested in the life-style type issues while US investors were a lot more focused on business opportunities, where these opportunities were and how they could exploit them.

I've been impressed with the way INZ has engaged with the private sector to promote the investor categories- the policies appear to be attracting very wealthy and globally connected individuals. I have seen what some of these individuals are doing in NZ, they are connecting NZ businesses with their respective networks in other parts of the world and I have no doubt they will make a real difference to our economy in the years ahead. This is a real success story unfolding and it's largely flying under the radar," said Forde.

ANZ Private has been working closely with Immigration New Zealand since they introduced the investor categories and has successfully fulfilled a large number of Migrant Investor and Retirement category applications in respect to meeting 'Acceptable Investment criteria'. This has helped us to build our understanding of both the investment guidelines and what potential migrant investors may be looking for when coming to New Zealand.

If you are considering immigrating to New Zealand and would like to find out more about the investor categories, please call Stephen Freundlich, ANZ Private Bank on +649 252 3289 or email [stephen.freundlich@anz.com](mailto:stephen.freundlich@anz.com)

### Fraser Macandrew Ryan to combine with Crombie Lockwood (NZ)

The Board of Fraser Macandrew Ryan Limited has agreed unanimously to combine their operations with Crombie Lockwood (NZ) Limited (CLNZ). This transaction was ratified on Friday by the Board of Wesfarmers Group (the parent company of CLNZ) and was announced to the Australian share market. The change will be effective from 1 April 2011.

### New Chair of Owen Glenn's Foundation

The Glenn Family Foundation, a global humanitarian organization, is excited to announce its latest member to its Board of Trustees, Barry Spicer who will hold the role of Chairman. Professor Spicer's experience in education spans over 45 years, including a decade as Dean of the University of Auckland Business School. During this time, Spicer's strategic leadership saw the School gain international recognition. His dedication and guidance contributed to the School's transformation, and the raising of over NZ\$75 million in funds, \$8 million of which was donated by the Glenn Family Foundation.

### New Members

**Buckley Systems Ltd**, Auckland - **Mike Lightfoot**, Chief Executive Officer – Engineers, general, mechanical and manufacturing. Precision Electromagnet and Particle Beam Transport Systems, One-Off and Magnetic Systems development projects. Magnetic, Thermal and Electrical design and validation using modern FEA tools Expertise in Semiconductor, Medical, Energy. Surface Treatment and Research sectors Strong QA function with ISO standards certification. [www.buckleysystems.com](http://www.buckleysystems.com)

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[aceinsurance.co.nz](http://aceinsurance.co.nz)

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**Mobile Commerce Ltd (M-Com)**, Auckland – Graeme Ransley, Chief Operating Officer - Global leader in mobile banking and mobile payment solutions with office in Norcross, GA. [www.mcom.co.nz](http://www.mcom.co.nz)

**Tentpole Holdings Ltd**, Auckland – **Erica Crawford**, Director - Tentpole Holdings is the holding entity housing a number of the Crawford business interests, such as their new wine venture, The Love Block Vintners. The Love Block is certified Organic but is managed by Bio Dynamic principals, encapsulating a philosophy of natural and sustainable farming by lunar calendar. The first certified grapes are being harvested in April 2011 and includes varieties such as Gewurztraminer, Pinot Blanc, Tempranillo, St Laurent, Riesling and of course Pinot Noir.

## Congratulations

Fonterra's CFO **Jonathan Mason** has secured the 2011 CFO of the Year Award.

## People on the move

**Rick Osborne** has left the Communications Agencies Association to take on the role of Group General Manager, External Relations at **Fonterra Co-operative Group Limited**

**2degrees Mobile** has appointed **Michael Bouliane** as Communications Manager.

**Rob McIntyre** in the General Manager of the **Pullman Auckland**. **Nicolena Oborn** is leaving to re-join the Hyatt as Director of Sales and Marketing at the **Hyatt Regency Sanctuary Cove**.

**Lowndes Associates** has appointed **Warren Butterworth** as a Partner and **Denis McNamara** as Consultant.

**Vodafone** has appointed **Russell Hewitt**, former CEO of Vodafone Australia and ex-managing director of HP New Zealand, to head Vodafone's Christchurch business recovery operation.

**Matthew Findlay** has left **Auckland International Airport** to take up a role as General Manager, Aeronautical Business Development with **Christchurch International Airport Limited**.

**KPMG** has announced 11 new Partners. **Sarah Hipkiss**, **Ben van Delden**, **Kay Baldock**, **Justin Ensor**, **Stephen Bell**, **Chandan Ohri**, **Tim White (Auckland)**, **Tracey Preston-Lett (Tauranga)** **Gwenan Riley**, **Adrian Wimmers**, **David Gates (Wellington)**

**Chris Caddick** is the new Managing Director of the **Recording Industry Association of New Zealand**.

**Saara Koster** is the new South Island Regional Manager for **DHL Express (New Zealand) Ltd**

In Christchurch

**Jetstar** has appointed **Mick Cottrell** as New Zealand Sales Manager.

**Erin Duncan** is leaving the Americas Division to take up a role in the **MFAT** Legal Division with **Marisa Macpherson** taking over.

## EVENTS & SERVICES

### Reinvigorating Your Business: How to improve internal communication and hire the right people, time after time.

This AmCham event brought together Mark Spring, Managing Director, DTR, Michelle Visser, General Manager, Manpower Services, Alan Casey, Casey Osgood and Hutchinson Ltd and Kim Seeling-Smith- Reigniting Professional Passion, who shared their insights in the employment market, where it is heading, how to increase employee retention and ensure long term growth and longevity.

Their presentations provided valuable insights into how to continually make improvements in the fast changing business environment. Their presentations from the event can be seen by [clicking here](#)



### Annual Wellington Reception

17<sup>th</sup> March AmCham held the Annual Wellington Reception. This was hosted once again by Minter Ellison Rudd Watts in their boardroom. Thank you to John Peterson and the team for the festive St Patrick's Day theme.



## FOR YOUR DIARY

- 13<sup>th</sup> April Sustaining members workshop "Why do 'best' bids fail?" with Shipley NZ in Auckland
- 5<sup>th</sup> May Business Execution Seminar, In Auckland with RESULTS.com (Details on page 8)
- 25<sup>th</sup> May AGM & reception in Auckland
- 26<sup>th</sup> May Network USA half day forum at the Rendezvous Hotel, Auckland
- 14<sup>th</sup> July Annual AmCham – DHL Express Success & Innovation Awards dinner in conjunction with Qantas.

## Business Execution Seminar

The American Chamber of Commerce in New Zealand has partnered with RESULTS.com and would like to invite you and your leadership team to attend a Business Execution Seminar (normally priced at \$395 + GST).

When: Thursday 5th May 2011 Time: 4pm to 6pm (registration from 3.30pm)

Venue: City Campus Conference Centre, AUT University, 55 Wellesley St East, Auckland

During this 2 hour seminar you will receive valuable insights and see case study examples about how the world's most effective companies set and execute strategy. You will learn about the "5 Pillars of Execution" that RESULTS.com has proven in their work with thousands of client firms over the last 15 years - to be the key disciplines that drive extraordinary results.

[Click here for more information on and registration for Business Execution Seminar](#)

## AmCham – DHL Express Success & Innovation Awards- Silver sponsor opportunity

We are currently finalizing our family of sponsors for the 2011 Annual AmCham -DHL Express Success Awards held in conjunction with Qantas for companies doing business with the USA. We introduced these Awards in 2000 to celebrate success and innovation in business relationships with the USA. This event has now become a highlight of our year with 350 people attending the awards dinner.

Companies apply for the awards. The key award categories are:

- Importer of the Year from the USA
- Exporter of the Year to the USA – under NZ\$500 000
- Exporter of the Year to the USA – NZ\$ 500 0001 to NZ\$ 5million
- Exporter of the Year to the USA – over NZ\$ 5million

Other recognition awards, which come from nominations, are:

- Investor of the Year to or from the USA
- Education Partnership with the USA
- AmCham Supporter of the Year

An opportunity has arisen within our family of sponsors for one Silver sponsor. The cost of Silver Sponsorship is \$6,750 + GST (Includes a table of 10 at the dinner). **If you are interested in becoming a sponsor please contact [Mike@amcham.co.nz](mailto:Mike@amcham.co.nz)**

## US NZ CONNECTIONS IN NEW ZEALAND

Kiwi Expat Association – [www.keanewzealand.com](http://www.keanewzealand.com)

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

American Women's Club – Auckland [www.awcauckland.com](http://www.awcauckland.com)

New Zealand-American Association Wellington [www.nzaa.org.nz](http://www.nzaa.org.nz)

Wanganui New Zealand American Association  
[donnarush@clear.net.nz](mailto:donnarush@clear.net.nz)

American Women's Network – Wellington [www.awn.co.nz](http://www.awn.co.nz)

American Club of Christchurch – [www.american-club-chch.org](http://www.american-club-chch.org)

## NHL Invitational: USA v Canada in New Zealand

In July 2011 the largest action sports event ever to hit New Zealand will arrive. USA will face-off against Canada in a 3 game International Ice Hockey Series.

The tour is being led by NHL superstar Kyle Quincey of the Colorado Avalanche who will also captain the Canadian team while his nemesis Rob Schremp of the New York Islanders will captain USA.

The 3 game series will start in Auckland's vector Arena on July 23rd before heading for game 2 at Christchurch's CBS Arena on July 30th and the final game is to be held inside Dunedin's Ice Stadium on August 3rd. Accompanying the teams is a New Zealand first.

The Douglas Webber Group have imported an NHL spec fully portable ice hockey arena that will set the stage for the COLD WAR to begin.

Book at [www.internationalicehockey.co.nz](http://www.internationalicehockey.co.nz)

## 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](mailto:PrattAJ@state.gov)

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AUCKLAND

Supporting AmCham




## American Friends of Christchurch seeking donations

The American Friends of Christchurch (AFOC) is an initiative that supports broad-based earthquake-relief efforts in Christchurch, N.Z. The stakeholders in AFOC include representatives from business, education, policy, and other not-for-profit organizations. AFOC is presently an activity of the U.S.-N.Z. Council, a nonprofit entity with Section 501(c)(3) status from the U.S. Internal Revenue Service.

The board is co-chaired by Sen. Evan Bayh & Peter Watson with Ambassadors Rich Armitage & Susan Schwab, Ernest Bower, Myron Brilliant, Ian M Phillips, Dr Cal Cohen, Rep. Cal Dooley, Peter S Drummond, Dr John Hood and John Mullen.

The group is hosting a fundraising dinner in Washington DC on 14 April: <http://www.americanfriendsofchristchurch.org/events.html>

To donate—details are on the notice with this article.



**AMERICAN FRIENDS OF CHRISTCHURCH**

**Payment by check:** "American Friends of Christchurch"  
4410 Massachusetts Avenue, NW  
Suite 103  
Washington, DC 20016

**Payment by wire:** Bank Name: Wachovia Bank  
Account Name: American Friends of Christchurch  
Account #: 2000057445289  
Routing (ABA) #: 054001220  
Swift Code: PNBPU333

**americanfriendsofchristchurch@gmail.com • (703) 248-9160**

*The American Friends of Christchurch is presently an activity of the United States-New Zealand Council, which is a tax-exempt organization under Internal Revenue code Section 501 (c) (3)*

## Let the Good Times Roll

**Benefit Concert for Christchurch Sunday 17<sup>th</sup> April at 4.00pm in the Town Hall, Wellington**

**Under the baton of Rodger Fox NZ's leading Jazz & Blues musicians: - Ray Woolf, Midge Marsden, Malcolm McNeil, Bella Kalolo, Erna Ferry, Dave Feehan, Lisa Tomlins, Tom Rainey, Jennie Bailey with Mark Hadlow as MC.**

America is the home of Jazz & Blues. This concert brings together NZ's finest jazz & blues musicians, guaranteed to bring the house down. Please celebrate the strong bond of friendship between the USA and NZ through our love of music.

Make a generous financial donation and your name will appear on our print promotion and be acknowledged.

Help us bring the music back to Christchurch

Contacts: David Hyams, tel: 027-283-2128, email: [hyamsd@gmail.com](mailto:hyamsd@gmail.com) or Grant Crowley tel: 021-495-309, email: [grant@crowley.co.nz](mailto:grant@crowley.co.nz)

## PureBlack Racing set for debut race in US this weekend

After 18 months of planning, preparation and racing in NZ the PureBlack Racing team will make its debut on USA Cycling's National Racing Calendar this weekend.

Having relocated to the US on Monday the team has split into 2 squads. A team of 8 based at Big Bear in California preparing for the first 3 races and a team of 4 training and setting up the team's base in Boulder Colorado where it will be based for the next 6 months.

The first race for the team is the San Dimas Stage Race from 25---27 March, which starts with a Time Trial on Friday, followed by a Road Race in the San Gabriel Valley on Saturday and a Criterium on Sunday. PureBlack Racing will be using this race as a build up to its first big race of its US season the Redlands Classic, which starts on the 31<sup>st</sup> of March.

"A huge amount of time and money has been invested over the last 2 years to get a New Zealand Pro Cycling team up and running and based overseas for full race season," said Greg Cross, Business Director, PureBlack Racing. "It's been a big team effort by our sponsors, managers, and riders and it's a significant milestone on the way to achieving our ultimate vision of have PureBlack Racing competing in the Tour de France in 5 years."

The team selected for these first 2 races is as follows:

Tim Gudsell; Glen Chadwick; Daniel Barry; Scott Lyttle; Mike Northey; Shem Rodger; Roman Van Uden; James Williamson



## Marketing Opportunities for Members

**Don't forget members have the opportunity of:**

Platforming your visiting CEOs by having them speak to AmCham  
Sponsoring an events including the Annual Success & Innovation Awards Dinner  
Sponsoring a professional speaker / Launching products/service through AmCham  
Hosting of Forums / Sustaining Member Events or Committee meetings  
Use us for your Event management / Advertising in our monthly newsletter  
Direct mail or fax marketing to members

**For more details - phone 09 309 9140**

**and 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.  
Free global membership to Regus Plc's 1,000+ serviced offices worldwide, including over 400 in the USA.  
Discounted costs & special rates for remitting foreign exchange through AFEX - Associated Foreign Exchange Pty Ltd

# Start spreading the news.

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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.**

**IATA** is making moves to simplify the new wave of confusing **airline luggage policies** – which after decades of two simple rules (2 pieces via the US and 1 piece anywhere else) has escalated into a complex web of differing policies, as airlines grab to make money out of luggage. The new rule from this month means that on 'interline journeys' ie those that are connecting flights within the same travel agent reservation file and reflected on the same IATA ticket will qualify for the luggage allowance of the MSC or 'Most Significant Carrier'. However don't get excited! The one exclusion is for journeys starting or ending in the US. This still has to be tidied up. If you're flying Auckland to Sydney with Air New Zealand and then Virgin Atlantic to London, then Air New Zealand check-in adheres to the Virgin Atlantic luggage allowances as they are the MSC, even though these may differ from Air NZ's luggage allowance policy. If flying Dunedin-Auckland Air NZ then Qantas to Los Angeles on the same interline ticket, Qantas is the MSC, and Air NZ check-in in Dunedin must apply the Qantas allowance, which differs from Air NZ's luggage allowance for domestic NZ and to the US. As soon as you complete the through journey, a new MSC luggage allowance applies, depending on the airlines involved.

**Continental Airlines** has announced that it will be cancelling its twice weekly Nadi –Guam and weekly Nadi-Honolulu services from 25 September. The airline has cited rising fuel costs as the primary driver of the decision.

New Zealand Exporters to the US Pacific Territories can continue to access Guam via Cairns (2 x weekly currently, but 4 x weekly after August), or via Honolulu. The Star Alliance, of which Continental is a member, has introduced a **Star Alliance Micronesia Airpass**, which allows travellers to link the US Pacific Territories from Japan and Hong Kong through to Honolulu or vv. We've had clients exporting to the Territories for decades, and they all seem very satisfied with their lot!

**Montage** is a recently launched hotel brand in the US – currently operating three stylish properties in Beverly Hills, Laguna Beach and Montage Deer Valley, a summer retreat or winter ski getaway just 30 minutes from Salt Lake City. Our BWT Consultants know all about the Montage properties and we have rates and availability.

**Delta Airlines** is launching an Economy Comfort zone next month 'in the first few rows' of the carrier's domestic and international economy cabins. The new offering is an upgraded economy product, rather than a fully blown premium economy seat. The seat will feature up to four inches (10cm) of additional legroom, and 50 per cent more recline than Delta's standard international economy seats. Travellers will also be have priority boarding, and will enjoy complimentary spirits in-flight. A charge will apply. **United** currently operates a special PS Coast to Coast service between Los Angeles / San Francisco New York where the complete aircraft on all scheduled flights has a very spacious economy class pitch of around 35". To enhance our Corporate Executive Leisure service and bringing even greater value to our clients we have brought to New Zealand '**Travel with Kidz**', a specialist group from Australia featuring exactly what it says, travel for families! We'll feature bespoke itineraries for families who want that special memorable experiences. Itineraries feature a lot of great ideas for summer and winter travel in the US. Contact our **Travel with Kidz** specialist Tanya Warman [kidz@bwt.co.nz](mailto:kidz@bwt.co.nz)

#### US Service Security Update

US sites to see for updated information visit [www.dhs.gov](http://www.dhs.gov) and [www.safetravel.govt.nz](http://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](http://www.bwt.co.nz)

Reviewing your Corporate Travel? Call our Team:

Jane Higgie Business World Travel Wellington 04-470 6044 [jhiggie@bwt.co.nz](mailto:jhiggie@bwt.co.nz)

Grant Bevin Business World Travel Auckland 09-529 3700 [gbevin@bwt.co.nz](mailto:gbevin@bwt.co.nz)

