

# AMCHAM NEWS

**American Chamber of Commerce in New Zealand**

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**THE AMCHAM OFFICE WILL BE CLOSED FOR THE CHRISTMAS HOLIDAYS FROM FRIDAY 14TH DECEMBER UNTIL MONDAY 21ST JANUARY 2013.**

**WE WOULD LIKE TO THANK ALL OUR MEMBERS FOR THEIR SUPPORT DURING 2012 AND WISH YOU ALL A VERY MERRY AND SAFE CHRISTMAS HOLIDAYS.**

## Trans Pacific Partnership Update

The 15th round of Trans-Pacific Partnership (TPP) negotiations are being held in Auckland from December 3-12. New Zealand will host a stakeholder event at the negotiating venue on Friday, 7th Dec. AmCham will be attending the stakeholder day and is holding two events with visiting dignitaries:

**10<sup>th</sup> Dec 10.00am to 11.30am - Roundtable to discuss TPP with Amb. Alan Wm. Wolff Chairman, National Foreign Trade Council (NFTC) Washington, D.C.**

**11<sup>th</sup> Dec 7.15am to 8.45am - Breakfast with Drew Quinn US Deputy Lead Negotiator for the Trans-Pacific Partnership**

To register for these events see [www.amcham.co.nz](http://www.amcham.co.nz)

## TPP Round 15: The Beginning of the End?

by Catherine Mellor, US Chamber

Following last month's meeting in Cambodia between President Obama and the Asian leaders of the countries negotiating the Trans-Pacific Partnership (TPP) trade agreement, Australian Prime Minister Julia Gillard told reporters that "an agreement (will be) reached by October 2013" when the APEC Leaders meet in Bali, Indonesia. With negotiators and business representatives gathering in Auckland this week to begin the 15th round of negotiations on the TPP, does this mark the beginning of the end?

This may be the round that will set the framework for bringing these 11 countries (United States and Australia, Brunei, Canada, Chile, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam) towards a final deal eight months from now.....At least ... we hope it is.

The TPP agreement is hugely consequential to America's future economic success and job creation. Nearly 40% of U.S. merchandise exports go to the other 10 countries participating in the TPP talks, and the sooner we get a deal in place that removes trade barriers and levels the playing field for American companies, the better.

However, we must still address some difficult topics if we are to reach the finish line. It is no surprise that what remains on the table for negotiation are the sensitive issues that take genuine political will. These decisions do not get easier with time, so it seems that this current round is as good as any to face the music:

**Comprehensive market access:** All TPP members have made the commitment to comprehensively open their markets. For the United States and each of the 10 other countries taking part, this means tough decisions. The United States has sensitivities in such sectors as apparel and footwear and commodities such as sugar and dairy; other countries have their own politically-sensitive industries and products. However, if we are to achieve our high ambitions in such areas as intellectual property, cross-border data flows, and state-owned enterprises (SOEs) — see below — the U.S. administration will have to screw up its courage and improve its market access offers.

**Protections for intellectual property:** Intellectual property is the cornerstone of innovative economies; it fuels everything from life saving medicines to blockbuster films to green technologies. Studies show that with every incremental increase in patent, copyright, and trademark rights, domestic R&D and homegrown innovation also

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increase. If the TPP is going to contribute to building innovative firms and advancing new growth, then a modern and robust IP chapter is critical. This means ensuring the provisions to protect IP are comprehensive, commercially meaningful, and provide genuine incentive for innovation.

**Cross-border data flows:** Despite billions of individuals and businesses relying on the movement of data across borders as part of today's global economy, the international legal and policy framework has not kept pace with the rapid changes in technology. Businesses and individuals are forced to navigate a maze of national, bilateral and global arrangements governing the storage and transfer of data. The TPP agreement represents an opportunity to set a new, unified standard that will promote increased trade and investment. It is not easy policy to navigate, and there are legitimate privacy and security concerns which must be accommodated; but successfully addressing this issue is vital if the TPP is to be considered a true 21st Century agreement.

**Competitive state-owned enterprises:** The TPP countries have recognized that in order for this trade deal to succeed in leveling the playing field for international commerce, SOEs that operate in competition with private actors must be held to the same commercial standards as private firms. To achieve this, the final TPP agreement must enforce a level of discipline and transparency which will prevent anti-competitive behavior and remove government favoritism. Anything short of enforceable provisions in this area would be a failure by the TPP countries to address some of the most significant barriers to fair trade and investment today.

This is no simple negotiation. But if we have any hope of getting this deal done, we need to start by translating the political will of our leaders into real negotiating outcomes.

### **Kiwi businesses out in support of TPP negotiations**

More than 50 business leaders (including AmCham) from some of New Zealand's largest and most successful companies and business organisations have expressed their support for the Trans Pacific Partnership (TPP) negotiations currently underway between eleven APEC economies.

In an open letter to Prime Minister John Key, the business leaders underlined the importance of international trade and investment for New Zealand.

"The signatories to the open letter represent a cross section across all major export sectors in New Zealand, including agriculture, forestry, fishing, horticulture, wine, manufacturing, technology and Maori business. Together they either directly employ, or their members employ, an enormous number of Kiwis," said Chairman of the New Zealand International Business Forum, Sir Graeme Harrison.

"These business leaders welcome the TPP round taking place in Auckland this week and commend negotiators from the TPP economies for their efforts to conclude a future agreement which should bring benefits for all member economies".

"The group is aware the negotiation poses challenges for New Zealand policy settings in a number of areas and that the negotiation is complex. We have confidence that Trade Minister Tim Groser and his officials will seek solutions that meet New Zealand's national interests."

"We see great advantages for New Zealand arising from a future agreement that is high quality, comprehensive and ambitious, one that eliminates trade barriers, lowers the cost of doing business and makes improvements to the way regional supply chains can link producers and consumers in the region."

The open letter coincides with the launch of a new business-led initiative, Trade Works, a website ([www.tradeworks.org.nz](http://www.tradeworks.org.nz)) to help Kiwis better understand the benefits of trade and investment for New Zealand, and understand the potential benefits of TPP. Funding for the website has been provided by the NZ US Council and the website has been built with the support of thirteen business organisations representing the main export sectors.

The Council and its partners see value from an effort to create a TPP which meets business and wider needs and reflects the way business is being done today and will be done in the future. This will assist economic growth and job creation in New Zealand. Our new website signals that we are also ready to participate with other members of civil society in a dialogue about how TPP can contribute to what is best for New Zealand." said Chairman of the NZ US Council, Rt Hon James Bolger.

### **Government to pursue FATCA agreement with US**

New Zealand will look to negotiate a FATCA tax information agreement with the United States, Revenue Minister Peter Dunne recently announced.

The Foreign Account Tax Compliance Act (FATCA) was enacted by the United States in 2010, and requires overseas financial institutions – for instance, New Zealand banks, life insurers or managed funds – to enter into agreements with the US's Internal Revenue Service (IRS) and US Treasury to provide details about the affairs of their United States clients.

"New Zealand fully supports moves to clamp down on tax evasion through effective exchange of information between jurisdictions, but we want to ensure that the information goes through existing channels," Mr Dunne said in confirming that Cabinet this week agreed to lodge an expression of interest in negotiating a FATCA tax information agreement.

"Without an intergovernmental agreement, financial institutions would have to enter into separate agreements with the IRS, withhold tax on certain accounts, and risk being in conflict with New Zealand's privacy and human rights laws," he said.

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These separate agreements are optional, but not having one means the US imposes a 30% withholding tax on an institution's American income. Mr Dunne said having an intergovernmental agreement would materially reduce FATCA compliance, as well as providing other advantages.

A joint working group comprising private sector representatives and officials is being formed to work through FATCA issues. Organisations that may be affected by FATCA can participate in the working group, by emailing [Policy.Webmaster@ird.govt.nz](mailto:Policy.Webmaster@ird.govt.nz)

## Update on FATCA

Thanks to Matthew Hanley & Nicholas Chan of Ernst & Young

As a recap, the Foreign Account Tax Compliance Act (FATCA) is a US tax law aimed at US taxpayers who hold offshore accounts with foreign financial institutions ("FFIs"). Compliance with FATCA requires FFIs to enter into agreements with the US Internal Revenue Service ("IRS") which impose a suite of reporting and withholding obligations on the FFI. FFIs who enter into such agreements are deemed to be participating FFIs.

Participating FFIs are required to report to the IRS taxpayer identification numbers, account balances, receipts and withdrawals of account holders who are US taxpayers.

Participating FFIs are also required to withhold from US source income and principal payments made to accounts held by US taxpayers, recalcitrants and non-participating FFIs.

A recalcitrant is an account holder who has refused to waive local privacy laws which would otherwise allow an FFI to determine whether he or she is a US taxpayer.

A non-participating FFI is an FFI that has not entered into an agreement with the IRS to comply with FATCA. Significantly, FATCA requires participating FFIs to withhold on US source payments made to non-participating FFIs. This obligation applies whether the non-participating FFI receives the payment beneficially (on its own account) or as an intermediary (on behalf of its customers). There is thus a strong incentive for an FFI to comply with FATCA. Compliance will allow the FFI's own customers, whether US tax resident or not, to be exempt from being subject to any FACTA imposed withholding on US source payments received from participating FFIs.

In September 2012, the US and the UK concluded an intergovernmental agreement ("IGA") intended to assist in the implementation of FATCA. The IGA has two important purposes. First, it allows FFIs in the UK to fulfil their reporting obligations by reporting via the UK Revenue Authority HMRC rather than directly to IRS. Second, it creates an annex ("Annex II"), which lists financial institutions and financial products that will be treated as exempt or deemed-compliant (such as pension and retirement plans or tax-favoured savings plans). Withholding obligations will generally not apply to these items.

On 25 October 2012, the US Treasury announced that the timelines for due diligence and other requirements under FATCA would be extended. The US Treasury recognised that the status of certain account holders could change during 2013, as FFIs enter into agreements with the IRS throughout the year. As such, some withholding agents may be required to undertake duplicate efforts to verify an FFI's status as a participating, deemed-compliant or non-participating FFI. In light of this, the US Treasury and the IRS have announced their intention to issue regulations that extend the deadline for implementing new account opening procedures to 1 January 2014.

As of November 2012, the US was engaged with more than 50 countries with a view to concluding an IGA on FATCA. The IRS has released a model text for an IGA. New Zealand Inland Revenue has established a working group with private sector representatives and has actively entered into dialogue with the US toward concluding an IGA. The New Zealand Inland Revenue intends to submit the first draft IGA to the US soon. A major issue for these negotiations will concern the specific New Zealand financial institutions and financial products that will be exempt or deemed-compliant under FATCA. New Zealand Inland Revenue expects negotiations to be an iterative process.

## New social media from Washington

This week the New Zealand Embassy in Washington has launched two new social media channels. You can follow **Ambassador Mike Moore** on Twitter <http://twitter.com/#!/nzambassadorUS> or like the embassy on Facebook <http://www.facebook.com/NZEmbassy.WashingtonDC>

## Prime Minister congratulates President Obama

Prime Minister John Key tonight congratulated President Obama on a hard fought victory in the US Presidential elections.

"I will be sending President Obama a letter of congratulations tomorrow, and will also relay them in person when I see him at the East Asian Summit in Phnom Penh later this month.

"The relationship between our two countries is an enduring and close one, and I look forward to developing it further.

"With President Obama's re-election, there will be many opportunities to enhance the relationship, which is built on shared values, and a commitment to improve the prosperity and well-being of our people through initiatives such as the Trans-Pacific Partnership.

"I have enjoyed working with President Obama during his first term as President and welcome the opportunity to continue our strategic partnership over the coming years."



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## Minister welcomes World Wine Trade Group

Trade Minister Tim Groser today welcomed participants at the World Wine Trade Group (WWTG) annual meeting held in Auckland. The WWTG is a grouping of trade negotiators, regulators and industry representatives from eight 'new world' wine-producing countries: Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, and the United States, who together represent a third of global wine exports.

"This group has been instrumental in facilitating the expansion of wine trade by its willingness to consider new approaches to regulation and labelling of wine and through the sharing of information and experiences on a range of wine-related issues," Mr Groser says.

Since its formation in 1998 the WWTG has concluded two agreements on winemaking practices and labelling which have influenced international thinking on the regulation of wine trade.

WWTG countries have almost doubled their share of global exports. Work is continuing this week towards a further consolidation of labelling rules, which could save New Zealand producers several millions of dollars each year by reducing the costs to exports.

### Additional Information

Wine is New Zealand's fastest growing primary export, growing from a \$118m in 1998 to almost \$1.2bn today. New Zealand is the ninth largest exporter by value and the third largest exporter of super-premium value wines globally.

## New Zealand begins negotiations seeking accession to the WTO Government Procurement Agreement - from Export NZ

While most of the trade policy focus has been on the bilateral and regional negotiations, there is some activity in the WTO worthy of attention.

New Zealand has begun negotiations seeking accession to the WTO Government Procurement Agreement. This will be a negotiation between New Zealand and the existing members of the Agreement. This negotiation may take some time (possibly years). There are currently 15 parties to the agreement (41 of the 28 EU member states are counted separately).

We do not anticipate any major changes to New Zealand's government procurement practices as a result of membership (New Zealand already applies unilaterally many of the practices required by the agreement), but it should open new opportunities for New Zealand exporters currently excluded from the Government procurement markets of some parties.

We understand that a negotiating round on the New Zealand accession is due to begin in the next few weeks

## SUCCESS STORIES WITH USA

[Xero raises \\$60m from US investors, Drury sells down stake](#)

[TranscribeMe raises \\$1.2 million](#)

[NZ tops Forbes list of best countries for business](#)

[Rank Group extends global networking Agreement with AT&T](#)

[Pacific's Edge's \\$100m American dream](#)

[Keen US Interest in Revolutionary NZ Rocket Test](#)

[Silicon Valley geeks heading this way](#)

[Ten entrepreneurs selected for MIT programme](#)

[Fortune 500 firm buys Kiwi tech company](#)

[Citibank wins contract to handle MFAT's global banking](#)

[Small NZ publisher thinks big and takes on the world](#)

[Aotearoa to America](#)

[The baked Apple - Gareth Hughes' DUB Pies brand is giving New Yorkers an education in a popular Kiwi comfort food.](#)

[A2 Corp to take control of NZ marketing, enter North America](#)

[Waikato University students create printing app](#)

[British Company acts as a lynchpin for NZ in the US Market](#)

[US Laboratory complete- regulatory approval process underway](#)

[2degrees' New Zealand's Fastest Growing Technology Company](#)

[Invacare's Dynamic Controls to shed up to 60 jobs](#)

## TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

### Commercial News USA

The Sept/Oct 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/i/79279>

### International Home + Housewares Show March 2-5, 2013

Chicago, Illinois <http://www.housewares.org>

The International Home + Housewares Show is your opportunity to join the world's largest marketplace of homegoods professionals. Every year 60,000 of the world's most important industry professionals gather to do business in Chicago's state-of-the-art McCormick Place Exposition Center. They come to explore new, creative business opportunities as well as strengthen existing relationships.

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The International Home + Housewares Show offers you the opportunity to see first-hand consumer lifestyle and product trends for all areas of the home, both inside and out, under one roof...

- Clean, Contain + Sustain: bath, cleaning, organization, seasonal products
- Dine + Design: cookware, tabletop, gourmet food, home décor products
- Discover Design: tableware, flatware, cutlery kitchen, and home collections
- Wired + Well: energy conservation, appliances, personal care and home healthcare.

For further information on the International Home + Housewares Show and assistance with complimentary show registration please contact Janet Coulthart at the U.S. Commercial Service in Wellington by email: [Janet.Coulthart@trade.gov](mailto:Janet.Coulthart@trade.gov) or phone: (04) 462-6002.

For attractive travel packages to the International Home + Housewares Show, please contact Grant Bevin of Business World Travel by email: [GBevin@bwt.co.nz](mailto:GBevin@bwt.co.nz) or by phoning 0800 508-580.

[Trade Events in the USA](#) See also [www.exportyellowpages.com](http://www.exportyellowpages.com)

**International Buyer Program – Trade Show Schedule 1 Jan to 31 Dec 2012 – for details and support contact Janet Coulthart: [janet.coulthart@mail.doc.gov](mailto:janet.coulthart@mail.doc.gov)**

## US software vendor seeks NZ distributor

We are a software vendor based in USA and we are trying to get it distributed by a NZ firm for NZ.

SignVOX is the sign industry's most comprehensive cloud-based business management solution. [www.signvox.com](http://www.signvox.com) Contact: Rao Meka [rao@signvox.com](mailto:rao@signvox.com)

## From NZTE – [www.nzte.govt.nz](http://www.nzte.govt.nz)

### America's Cup 2013

From July to September 2013, the 34th America's Cup will be held in San Francisco with Emirates Team New Zealand one of the challengers.

The New Zealand Government has formed a partnership with Emirates Team New Zealand that will offer businesses and their guests exclusive access to the Emirates Team New Zealand base. They will have access to corporate hosting packages including showcase events, behind the scenes tours, on-water race-day viewing and the best of New Zealand food and wine.

A broad range of "NZ Inc" interests will be present at the event, which will make deepening business relationships and prospects even more rewarding. Industry conferences and networking forums are being developed to allow clusters of companies and organisations to participate together.

If you are interested in exploring opportunities for your company either by way of individual company hosting packages or wider industry programme, then visit [www.newzealand.com/americascup](http://www.newzealand.com/americascup) and complete the expression of interest form. Once you register your interest the team will keep in touch and help you decide how to get involved. You may also contact the America's Cup Project team via [emailamericascup@nzte.govt.nz](mailto:emailamericascup@nzte.govt.nz)

### [On the ground in the US](#)

Read about how [Orion Health](#), [Tait Communications](#) and [Icebreaker](#) are operating in the US, New Zealand's third largest export market.

### [Top tips to navigating the US market](#)

Fortunes can be made in the United States. After all, it is the richest country in the world with scores of millionaires and billionaires and a highly competitive, sophisticated and lucrative consumer market. But its business landscape is also littered with failures.

### [Focus, Focus, Focus - North South GIS Group](#)

We were told you can't establish a New Zealand business in the US without major investment, but that's not been the case for us. In the early 2000s we had around eight staff and our plan was organic growth in New Zealand. An approach from an American company, which had seen the work we were doing in the GIS space, changed all that.

[Square Kilometre Array Expressions of Interest](#)

## From World Wide Access [www.world-wide-access.com](http://www.world-wide-access.com)

[River Veda Ayurvedic Organic Skincare Now Available in the USA](#)

[Deloitte's Fast 50 Rising Star](#)

[Fat Chance in the USA](#)

[Cyber Monday a Hit For New Zealand Products](#)

[OrderPipe Featured at Geekpreneur](#)

[Liquid Gold! The Village Press Olive Oil](#)

[Abeeco Skincare Products Now in the USA](#)

## Tech careers in the US - challenges, pitfalls and opportunities

[Divina Paredes talks to three Kiwis in the United States who are leading major IT projects or companies, with video](#)



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\*Christchurch/Sydney flights operated by Jetstar

## 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

**Hawaiian Airlines** will be flying between **Honolulu and Auckland** from March 2013 and they have announced an upgrade of aircraft to their new Airbus A330 aircraft. This aircraft offers personal in-seat TV in Business and Economy class and Hawaiian's airfares include meals, drinks, luggage and movies. The three weekly flights land in the morning in Honolulu enabling connections straight out to the Islands. The Business Class chair offers a 42" seat pitch (compared to Air NZ Boeing 767 at 50" or JetStar A330 to Singapore at 38"). Hawaiian's sharp pricing takes into account the smaller seat pitch.

**Lufthansa** is the launch airline of the magnificent Boeing 747-800 which has been widely acclaimed as the most handsome airliner in the sky. This new generation 747 features an extended upper deck. Lufthansa will introduce the 747-800 on the Los Angeles to Frankfurt route from mid-December, replacing the older 747-400.

United Airlines continues to retrofit the remainder of its wide body fleet, installing 180 degree flat-bed seating in premium cabins, new economy seats with video on-demand throughout. 83% of the Boeing 767-400 fleet has been refitted, with completion scheduled for the end of the year. Additionally, 84% of their 777-200's that feature a three cabin configuration already offer the new upgrades.

**BWT – Executive Leisure** – Hawaii is renowned for reliable year round weather and we have advance purchase airfare and land packages available for travel in 2013.

Hawaiian airlines are also offering airfares onwards to all the major points in U.S. Mainland including West coast and East Coast destinations. Business class fares to the West coast start from \$ 5200.00 return and New York from \$ 5600.00 - stop in Hawaii for no additional surcharge.

US Air cruises – This is a unique way to tour – See the sights of the USA by destination hopping via private plane through private airports. Guests will have time to see more and do more at a price point that is the same or lower than the average coach tour.

The Western Wonder Air cruise - 7 days/6 nights taking in the sights of Los Angeles/Monterey/San Francisco/Yosemite/Cedar City/Bryce Canyon/Grand Canyon and Las Vegas from \$ 2370 per person twin share

Or the All American Eastern Experience – 6 days/5 nights from New York to Niagara Falls/ Toronto/Amish Country/Harrisburg and Washington from \$ 1906.00 per person twin share

## 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) <http://www.tsa.gov/travelers/index.shtm>

Check out our website at [www.bwt.co.nz](http://www.bwt.co.nz)

Reviewing your Corporate Travel? Call our Team:

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## MEMBER NEWS

### Online membership database plus companies trading with USA

All members should have received their passwords so please go online and make sure your information is correct so that other members can get see who you are and what you do. [www.amcham.co.nz](http://www.amcham.co.nz)

### New Members

**Imake Ltd**, Auckland – **Saskia Thornton**, Marketing Manager - We are suppliers of high quality equipment and ingredients to make almost any type of alcoholic drink, cheese and yoghurt. We are dedicated to helping everyday people make their own cost effective, fresh and delicious food and drinks in their own home. We offer a comprehensive range of over 3,000 products for spirits and liqueurs, beer and wine, through to cheese and yoghurt and our distributors are spread as far wide as New Zealand, Australia, USA, United Kingdom, Europe, South Africa and China. [www.imake.pro](http://www.imake.pro) [www.madmillie.com](http://www.madmillie.com)

**Norris Legal Consulting**, Auckland – **Zachary Norris**, Attorney At Law - USA – premier provider of legal expertise on a wide range of US legal matters for clients in New Zealand, the United States, Australia and throughout the Asia-Pacific region. As the first and only New Zealand-based US legal consulting and advisory law firm, we thrive on excellence and are committed to providing the highest standard of care and US legal advice to all our clients. <http://www.nz-uslegal.co.nz/>

### AmCham Role of Honour

#### Founding Members:

3M New Zealand, Chartis Insurance New Zealand Limited, Air New Zealand, ANZ Bank, Fonterra Co-Operative Group Ltd, IBM New Zealand, Merck Sharp & Dohme (New Zealand) Ltd, Mobil Oil New Zealand Limited, National Bank of New Zealand

#### 25 Year + members:

Ace Insurance Ltd, DHL Express (New Zealand) Ltd, Eagle Technology Ltd, Hesketh Henry, Kensington Swan, KPMG, The Langham Hotel

### Designers go digital on New York's Times Square

A Massey student and graduate with big design dreams have had at least one ambition realised - having their artwork showcased on billboards in New York's Times Square. [Read more...](#)

### [Invacare's Dynamic Controls to shed up to 60 jobs](#)

### [Top Obama economic adviser: NZ only country getting it right](#)

### Dan Kahn to lead Lightninglab, New Zealand's Digital Accelerator

Dan Kahn has taken on a new full-time role I've taken running the new startup accelerator down in Wellington, New Zealand called Lightninglab [www.lightninglab.co.nz](http://www.lightninglab.co.nz) - part of the Techstars Global Accelerator Network. It's a 3-month, intensive mentor-led programme where we give early stage tech startup founders 3 key things to kickstart their ventures: cash; coaching from NZ's best mentors; and the offshore connections they need so they can compete on the world stage faster

The Lightning Lab puts seed investment and intensive mentoring into elite teams of startup entrepreneurs and pushes them to make their business idea fly within three months. Businesses are supported by a set of dedicated technical and business personnel, mentorship from leading entrepreneurs and business experts.

We provide an investment pathway for brilliant teams, with great ideas in interesting markets.

The programme is open to any team of startup founders across New Zealand and internationally and will run early 2013. Applications are now open and will close in December 2012.

A member of the Global Accelerator Network, which comprises 51 of the top accelerators globally, Lightning Lab puts startups in front of a world of knowledge, talent and connections to turn a 12-week sprint into a high-growth digital business with momentum and follow-on investment.

### Congratulations to:

**Dr Geoff Perry.**

The Pro Vice-Chancellor International & Dean, Faculty of Business at AUT University Business School on being named the winner of the Excellence in Business Leadership award at the Westpac Auckland Central Business Awards

*(Continued on page 8)*

**CONGRATULATIONS TO** (Continued from page 7)**Sir Ken Stevens inducted into Hi-Tech Hall of Fame**

Glidepath founder Sir Ken Stevens has been named this year's Flying Kiwi, in recognition of a lifetime of achievement in export, business and engineering.

Flying Kiwis Dennis Chapman, Neville Jordan, Rod Drury, Selwyn Pellett and Paul Hargreaves and guests from the high-tech industry saw Sir Ken inducted into the Tait Communications Hi-Tech Hall of Fame at a lunch at Te Papa Tongarewa.

Wayne Norrie said Sir Ken has forged a very successful business against all the odds. "Through sheer determination he has succeeded in a difficult international market and through some trying times, overcoming many challenges to build one of New Zealand's most successful export businesses."

Over the past 40 years, Sir Ken has travelled more than 5 million kilometres, visiting overseas operations and taking trade missions into New Zealand export markets. He was awarded Business Champion - Export Year 2007, and in 2009 he was made Knight Companion of the New Zealand Order of Merit for Services to Exporting.

**Michael Stephens & Hal Josephson, Executive Producers on NZ film "Eternity"**

The NZ Premier of "Eternity" was held at a packed Hawkes Bay Opera House in early November.

Eternity is a New Zealand/Hong Kong sci-fi mystery feature film, written and directed by New Zealand filmmaker Alex Galvin.

This is Alex's second feature-length film, following his critically acclaimed first feature When Night Falls (2007). It is the first official New Zealand/Hong Kong film collaboration, and combines fantastic locations, cast and crew from both countries.

While visually stunning and epic in scope, Eternity is a low budget film that has achieved this through the incredibly hard work of all cast and crew, production companies, and the generosity of its sponsors and supporters. <http://eternity-thefilm.com/trailer/>

**Baldwins wins Intellectual Property Law firm of the year at the NZ Law Awards**, and also wins New Zealand Trademark Firm of the Year 2012 at the Asia IP Awards

**Lowndes Associates wins Corporate & Commercial Law Firm of the Year**

Lowndes Associates is pleased to announce that it won the Thomson Reuters Corporate & Commercial Law Firm of the Year award at the 2012 New Zealand Law Awards

**People on the move**

**Auckland Airport has appointed Adrian Littlewood, currently the company's general manager of retail and commercial, as chief executive.**

**Thomas Chin has been appointed as General Manager to the New Zealand Grain and Seed Trade Association and the New Zealand Plant Breeding and Research Association.**

**Acronis has appointed Andy Purvis General Manager Australia and New Zealand.**

**John Mullen**, former President of the US NZ Council in Washington DC has joined **McLarty Associates** as Senior Advisor in their Washington headquarters.

**Mike Lightfoot has left Buckley Systems Ltd to join Milmeq Ltd as CEO.**

**Mark Smith has left Magnetism with John Eccles taking over as CEO.**

**The Fulbright New Zealand Alumni Association's** foundation chairperson **Graham Cochrane** has stepped down from leading the Association, handing over the reins to young alumnus **Brian Walters**

**Peter Fa'afiu** is leaving NZ Post to take up the role of General Manager, Communications and Stakeholder Engagement at the Tamaki Redevelopment Company

**FOR YOUR DIARY**

- 10<sup>th</sup> Dec – Roundtable discussion on TPP with Amb. Alan Wm. Wolff, Chairman of the National Foreign Trade Council (NFTC) Washington, D.C. & Senior Counsel at McKenna Long & Aldridge LLP, 10.00am to 11.30 Auckland
- 11<sup>th</sup> Dec - Drew Quinn US Deputy Lead Negotiator for Trans-Pacific Partnership, breakfast, Auckland 7.30-9.00 am, Auckland
- 15<sup>th</sup> Feb – Auckland Ambrose Golf Tournament at the Grange Golf Club. Auckland
- 6<sup>th</sup> or 7<sup>th</sup> March – Wellington Reception and farewell for Dr The Rt Hon Lockwood Smith

**US NZ CONNECTIONS IN NEW ZEALAND**

- |  |  |
|--|--|
| Kiwi Expat Association – <a href="http://www.keanewzealand.com">www.keanewzealand.com</a>              | Wanganui New Zealand American Association <a href="mailto:donnarush@clear.net.nz">donnarush@clear.net.nz</a> |
| American Club – Auckland <a href="http://www.americanclub.org.nz/">http://www.americanclub.org.nz/</a> | American Women's Network – Wellington <a href="http://www.awn.co.nz">www.awn.co.nz</a>                       |
| American Women's Club – Auckland <a href="http://www.awcauckland.com">www.awcauckland.com</a>          | American Club of Christchurch – <a href="http://www.american-club-chch.org">www.american-club-chch.org</a>   |
| NZ/American Association, Wellington <a href="http://www.nzaa.org.nz">www.nzaa.org.nz</a>               | Kiwi Club of New York Inc - <a href="http://www.kiwiclubny.org">www.kiwiclubny.org</a>                       |



## Independent Liquor event



AmCham members were recently hosted by Independent Liquor at the Tin Solider bar in Ponsonby. Independent Liquor CEO **Julian Davidson** welcomed everyone and spoke about the company's 25 year history and celebrations and introduced **Bruce Herman**, North American President of Independent Distillers North America who spoke about their plans for the North American market.

AmCham would like to thank **Julian, Bruce and Jonathan Tudor/Freya Munro-Goodey of Professional Public Relations** in staging this event.

## Serious Golfers AmCham Auckland Golf Tournament

The second Serious Golfers AmCham Auckland Golf Tournament was held at Manukau Golf Club on 27<sup>th</sup> Nov. The winners were:

**US Embassy Trophy – Senior Grade – Simon Ravenscroft**  
**AIG Trophy – Intermediate Grade – Chris Allan**  
**3M Trophy – Junior Grade – Ron Winch**  
**Best Score by a Non Handicap – Steve Pleciak**  
**Best Team Score - CollinsonFX**  
**Nearest the Pin – Simon Wall**  
**Longest Drive – Doug MacEwan**

**Our thanks to the hole sponsors and prize donors:**

**Eagle Technology – Gary Langford**  
**Pullman Hotel Auckland – Michael Anderson**  
**Hilton Auckland – Gaye Wood**  
**Pernod Ricard – Mitch Tweedie**

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

## GENERAL

### Sally Anderson International set for ambitious US launch

Sally Anderson International, a New Zealand-based leadership development organization, is poised to launch its professional and personal development brand, Freefall™, in the United States.

From its Manhattan, New York, base, Sally Anderson International is planning a six-week tour of its flagship, boutique Freefall™ 3-Day Experience Retreats to five resort locations Florida, New York, Sedona/Arizona, and San Francisco-Palm Springs/California commencing in April 2013.

In the lead-up to the tour, founder Sally Anderson will appear on some of the highest-profile stages in the United States, delivering her unique, powerhouse version of awareness-based education to the American public. In support will be Sally's husband, Sally Anderson International Cultural Advisor Roger Te Tai, and Strategic Director/Co-Facilitator, Daniel Thurston. Advising and guiding the New Zealand team is a cohort of leading lights in the American professional and personal development space: among them lead counsel Peter Hoppenfeld; speaking engagement maven Gail Kingsbury; seminar marketing expert Jenny Hamby; keynote coach and mentor Steve Lowell, and principals of Morgan James and Media Connect, respectively the publishers and publicists of Sally's book, 'Freefall — Living Beyond The Edge' (Morgan James, 2011).  
[www.sally-anderson.com](http://www.sally-anderson.com)

### IT'S TIME TO JINGLE MINGLE AT PULLMAN AUCKLAND

Thursday 13th December 2012, 6pm – 9pm

Want to capture that big Christmas party atmosphere but only have a small team? Impress your work colleagues whilst keeping the boss budget happy with Pullman's "Jingle Mingle".

Only \$69 per person, Jingle Mingle allows you to celebrate your end of year party with all the benefits of a big company, but within the means of your smaller budget.

You and your work colleagues will pass the night away mingling with a range of Auckland businesses over canapés, carvery and drinks with entertainment included to further encourage the party atmosphere.

Spaces are limited for this event. Book your company space by emailing [pullmanevent@pullmanauckland.co.nz](mailto:pullmanevent@pullmanauckland.co.nz) or phone +64 9 358 8407.

For more information visit [www.pullmanauckland.co.nz](http://www.pullmanauckland.co.nz)

### Seeking work

Professional Environmental Engineer with over ten (10) years experience effectively overseeing multitasking operations both public and private sector entities in utilities/environmental management, contaminated land (preliminary, intrusive and remedial action plan (RAP), environmental planning, environmental impact assessment, environmental permit applications, regulatory monitoring, compliance, public & industry relations, relationship management and soil & groundwater remediation. Academically astute with a Masters of Science degree in Water Resources & Environmental Engineering with a reputation for consistently going beyond what is required and using personal high standards to achieve results. Excellent written and oral communication skills with proven ability to work accurately and quickly to prioritise coordinate and consolidate tasks, whilst simultaneously managing the diverse range of function from multiple sources. From Atlanta, in NZ for over a year seeking employment - contact Simon Bowen - [nzenvironmental@gmail.com](mailto:nzenvironmental@gmail.com)

### YouShop



The service has just been launched to the public and whilst over time the service will manage parcel movements from a whole host of countries, the initial capability is based on shipments from the USA.

**YouShop** (NZ Post) has set up a logistics hub in Portland Oregon and as a consequence New Zealand based shoppers can now order goods and direct them to their new Portland based **YouShop** address. This means that shoppers can buy (Continued on Page 10)

*YouShop* (Continued from page 9)

products from Merchants who don't currently offer international shipping.

The **YouShop** service has many features a key one being the ability to track parcels all the way from Portland to final delivery in New Zealand. Early in the New Year a new feature will allow pre-payment of any duty or GST, if due and this will mean that parcels subject to tax can get delivered more efficiently.

Joining **YouShop** is easy – simply go to [www.nzpost.co.nz](http://www.nzpost.co.nz) and there you will find a banner that provides a link to the enrolment page. Alternatively go to Products & services and then to the **YouShop** page.

Once you have a **YouShop** ID, being your new Portland alias address, you can start shopping - directing your shipments to your new USA address.

When the parcels arrive in Portland, **YouShop** will send an email requesting payment of the freight to your preferred NZ delivery address. Once payment has been made you can start tracking your parcel movement. Its as simple as that.



## Arresting Credit Card Fraud: Do Your Part By Enacting PCI DSS Compliance

*By Bill Farmer, CEO, Mako Networks*

There's a wave coming toward New Zealand shores.

We saw the first harbingers of the approaching storm earlier this year, when more than a million dollars was lost in a credit card fraud and Point-of-Sale manipulation scam right here in Auckland.

Momentum has built as more card data breaches overseas grab headlines, and studies continue to show that small businesses (like those that constitute the bulk of the New Zealand economy) have become the target of choice for international fraudsters intent on siphoning card data from businesses.

Make no mistake: credit card fraud is a real and present danger for New Zealand businesses, and international fraudsters have and will target local businesses via network hacks and PIN pad swapping schemes. But there is a way to enact the necessary protection to prevent your business from falling prey to cybercriminals.

Much of the Northern Hemisphere has already taken the necessary steps towards improving their defenses by adopting the Payment Card Industry Data Security Standard (PCI DSS), a set of best practice guidelines set up by the major credit card companies. The PCI DSS are a mandatory set of provisions for any company that processes, stores or transmits credit card data to help ensure that the right security policies, procedures and technology are in place to combat the threat. But up until now, New Zealand has been left out of the ongoing fray around PCI DSS compliance.

In all, the PCI DSS comprise more than 200 technical questions about the computer networks at businesses that accept credit cards. For many small businesses, the level of technical knowledge required is simply too great for them to knowledgeably fill out the full PCI DSS assessment questionnaire and maintain a secure and compliant state at all times.

Traditionally, businesses have had only a few ways to become PCI DSS-compliant:

- 1. Move computer systems onto a private network.** On a private network, all data and information exists within a 'walled garden' and is separated from the wider Internet. With no way in from the outside and no way out from the inside, cardholder data is kept relatively safe from external threats without someone deliberately spilling data out of the business. However, private networks accrue a significant monthly cost from service providers—especially across wide geographic distances, like from New Zealand to the U.S.
- 2. Employ external consultants.** Depending on configuration, consultants can make a network compliant by manipulating the way computers talk to each other and developing security policies that protect against accidental data leakage. Consultants bring with them considerable expertise, but that same knowledge and expertise makes their billing rates unaffordable for the average small business. Moreover, consultants can only make a network compliant at the time they have finished a particular project. If anything in the network changes (such as adding a new computer or network device), the system may need to be reconfigured and compliance re-validated.

That's why we developed a third option to assist businesses with PCI DSS compliance that both utilizes the public Internet (instead of private networks) and minimises the need for third-party intervention. Our approach at Mako Networks is to apply a pre-configured template to a computer network that ensures any payments system is made to operate in a PCI DSS compliant manner and keeps it that way. Our system automatically generates policies and procedures that keep the system secure, and address more than 97% of all PCI DSS requirements.

As PCI DSS compliance becomes more of a focus in New Zealand, businesses need to be wary of potential misinformation and misleading statements regarding merchant responsibilities and compliance methods. Trusting any business can be a difficult proposition. That's why we recommend that businesses choose only PCI DSS-certified security providers to address their network security requirements.

In order to gain and retain PCI DSS-certification, companies must go through a comprehensive independent audit every year to ensure that they meet the full PCI DSS criteria. Those certified as Level One service providers—like Mako Networks—have attained the highest security clearance for handling credit card data, and serve as a reputable and reliable source of services and information regarding the compliance process.

While many New Zealand merchants are still grappling with the complexities of PCI DSS compliance and just beginning to understand their responsibilities for protecting credit card data, it's important that they have the courage to take the first steps toward compliance and become knowledgeable in their obligations. Compliance is a journey best undertaken in small steps with network security being the first.

Fraudsters will be out in search of easier pickings as the Northern Hemisphere enacts and enforces mandatory compliance with the PCI DSS. Do your part to help protect our shores and keep cybercriminals at bay.

# MAKE IT HAPPEN GLOBALLY

Christchurch (14-15 February 2013) & Auckland (20-21 February 2013)



In today's tough B2B marketplace, business owners, CEOs, and senior marketing & sales executives of fast growing Kiwi companies, large and small, face two key challenges:

1. How to increase sales, market share, repeat business, and customer loyalty at home.
2. How to build a global sales team to deliver consistently effective distribution outside New Zealand while facing a tsunami of global competitors.

**KEN MORSE**, serial entrepreneur and global sales veteran,

and

**LAURA BARKER MORSE**, recruiting and team building expert,

are returning in February 2013 to Christchurch (14-15) & Auckland (20-21) to deliver the Global Sales Strategies workshop to enable ambitious Kiwi companies to survive and grow.



Laura Morse

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We guarantee that after six months, the CEOs and top sales executives who attend the course will achieve the following improved results:

- Increased sales
- Shorter sales cycle
- More dependable sales pipeline

More repeat business, with larger orders

For more information, visit [www.entnz.com](http://www.entnz.com). To apply to attend the Workshop, click the link ...

**"I use Ken Morse's techniques every day.**

**They have provided the backbone for 7 years of consecutive growth at our company."**

*Stuart Lewis, CEO Broadcast M.A.P. Limited, Auckland*

