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# Exporter

Export New Zealand - Auckland email newsletter

March 2009

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**Opening night party success**

Our first "Kyhbar on Khyber" to launch Export NZ Auckland's hot new 'exporters exclusive' bar (also known as The Boardroom at EMA), was a raging success - don't miss the next one!

**Launch of Auckland export awards 2009**

Export New Zealand Auckland is announcing the launch of its Auckland Region Export Awards 2009, with the finalists and winners to be presented at a gala dinner at the Hyatt Regency Hotel in Auckland on Friday, August 7.

**Results of export skills survey**

You told us what you wanted in the way of training courses to develop export skills, and how best to deliver these. Read the full results of our export skills survey in the March issue of *EMABusiness +*, posted to members of EMA Northern and Export NZ next week.

**Date set for seminar on the ASEAN-Australia- New Zealand FTA**

The dates are set for the roadshow of seminars from Government agencies to detail the outcomes of the ASEAN-Australia- New Zealand Free Trade Agreement (AANZFTA), which was signed on February 27 in Thailand.

**Seeking young 'ns for hosted trip to Japan**

EMA Northern has been asked to select five young entrepreneurs to visit to Japan in July, hosted by the Japanese Ministry of Economic Development. Please nominate yourself or someone else by March 20.

**Stakeholder briefings on upcoming FTA negotiations**

You are invited to attend a meeting with officials from the Ministry of Foreign Affairs and Trade (MFAT) who want to meet with key business groups in the early stages of negotiations for free trade agreements (FTAs).

**Export credit expanded**

The New Zealand government has announced an expansion to its New Zealand Export Credit Office's (NZECO) export credit guarantee service.

**Jobs Summit Special: ideas affecting exporting**

Export NZ president Ken Stevens and chief executive Phil O'Reilly have summarised the key ideas that were discussed at the Job Summit last week that could impact on exporters.

**Chinese minister talking at trade mission seminar**

Register for free for a breakfast seminar on March 17 at the SkyCity Convention Centre in Auckland to hear about the Canton Fair in China in April and October this year.

**New membership subscription from July**

Export NZ membership subscriptions are close to being announced for the July 09-10 year.

**FTA with India under negotiation**

New Zealand and India will launch bilateral Free Trade Agreement negotiations later this year.

#### Closer trade relationships

Other closer trade partnerships are being actively developed with Hong Kong, the Gulf states and more.

#### New procedures for export containers

Ports of Auckland is implementing new procedures for the shipment of export containers through the container terminals (as from February 1).

#### Port export procedures managed online

Ports of Auckland's new online Shipment Management System is now live on the website [www.axis-intermodal.co.nz](http://www.axis-intermodal.co.nz). The system allows you to register your export containers, check your export details against the shipping line's booking information, pre-advise Ports of the delivery of your export containers, and more.

#### Customs Service in a living room near you

A new series of Border Patrol began on TV One last month (Mondays at 8pm). It gives a 'fly-on-the-wall' insight into the everyday work of the New Zealand Customs Service, particularly the front line activity of its uniformed officers.

#### Rise in merchandise exports

The value of merchandise exports increased 3 per cent (\$92 million) in January 2009 compared with January 2008. During the same period the value of merchandise imports fell 0.9 per cent (\$32 million) - the first decrease in imports since August 2007.

#### **Export events**

- [Tradex Exhibitions](#) calendar of trade show events
- [Eurofair](#) calendar of food and hospitality fairs
- Project Near East construction exhibition serving the markets of Jordan, Iraq, Syria and the Palestinian Territories, visit [www.ifpjordan.com](http://www.ifpjordan.com)

#### **Training and education**

- [Better Business Systems](#), March 16, 9am-4.30pm
- [Conflict Resolution](#), March 17-18, 9am-5pm
- [Fundamentals of Inventory Management](#), March 17 and 24 or July 21 and 28 (two half days), or May 7 (full day)
- [Customer Service - Creating the Competitive Edge](#), March 18, 9am-5pm
- [Techniques for Effective Stress Management](#), March 18, 9am-3.30pm
- [Introduction to Leadership](#), March 19, 9am-5pm
- [Remuneration in a Recession](#), March 19, 8.30am-4.20pm
- [Negotiation - An Introduction](#), March 24, 9am-4.30pm
- [KiwiSaver Workshop](#), March 26, 9.30am-12.30pm
- [Employment Relations Act 2000: workplaces with independent employment agreements](#), March 27, 9am-4.30pm
- [Prospecting for New Business](#), April 2, 9am-1.15pm

For hundreds more courses and events, please visit [www.ema.co.nz/learning](http://www.ema.co.nz/learning)

#### **Special offers to members**

[QJumpers](#) recruitment services

Thanks to our valuable sponsors: QBE Insurance, Ports of Auckland, Air NZ Cargo and Hamburg Sud.

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## News and views

### Opening night party success

#### – report from Catherine Mullane, Export NZ Auckland executive officer

Our first “Khybar on Khyber” that launched Export NZ Auckland’s hot new ‘exporters exclusive’ bar (also known as The Boardroom at EMA), was a raging success -don’t miss the next one!

Export NZ national chairman Ken Stevens (of Glidepath Group) cut the red ribbon so to speak, just after his return from India, and offered some words of encouragement for exporters battling the current economic climate.

The purpose of Khybar on Khyber is to ‘celebrate, inspire and encourage’ exporters , ie, to celebrate recent successes and wins on the world stage, inspire companies who have a strong domestic product/service proposition to explore export opportunities, and encourage existing exporters by way of a support network.

My intention is for this exporter’s exclusive bar to become the talk of the town and that’s precisely what I mean to get as many exporters in the same room at the same time *talking* . Export is vital to the health of our economy, and we need to be seen to be providing as much support as possible for each other. It was incredible how much knowledge was amassed in the same room at the same time on Thursday evening. Don’t pass up this opportunity in a relaxed environment to meet and acquaint yourself with fellow exporters and the 12-member strong Export NZ Auckland executive committee.

Following each monthly Export NZ regional executive committee meeting, we will convene in the bar area for a relaxed networking session where a different speaker will be invited to share words of wisdom with us.

Exporting is risky business - financially, culturally, personally and professionally. But the rewards are great. Minimize the risk and maximise the reward by mixing and mingling with exporters - past and present - who have been there, done that, and are happy to share their experiences with you. Why reinvent the wheel when you can operate with more efficiency and effectiveness simply by engaging with an experienced practitioner who has done much of the leg work for you? The return on your networking investment is guaranteed and will serve to oil the wheels of your business growth and success.

You can’t afford to not be there - the 4<sup>th</sup> Thursday of every month

**Next date:** Thursday, March 26<sup>th</sup> , 5.30pm-7pm

Venue: “Khybar on Khyber” exporters bar

Address: The Boardroom (level 1), EMA (N), 159 Khyber Pass Road, Grafton

Price: Export NZ members \$10; non-members \$15

Contact: email: [catherine.mullane@ema.co.nz](mailto:catherine.mullane@ema.co.nz)

ddi: 09-367-0970

There will be no headaches with parking...it’s free and off-road in the grounds of EMA.

Feel free to ask me about our export services or to offer any information about exporting, at phone 09-367 0970, email [catherine.mullane@ema.co.nz](mailto:catherine.mullane@ema.co.nz). Pop in and see me between 9am and 4pm weekdays at the EMA in Khyber Pass.

**Please note:** Given the EMA/Export NZ merger, local events are open to Export NZ members as well as EMA members who have an interest in the export community.

If you know someone who doesn’t fit into one of these categories but is interested in joining Export NZ and EMA, call Catherine Mullane at Export NZ Auckland.

### Launch of Auckland export awards 2009

Export New Zealand Auckland is launching its Auckland Region Export Awards 2009, with the finalists and winners to be announced at a gala dinner at the Hyatt Regency Hotel in Auckland on Friday, August 7.

The next *Exporter Link* newsletter will let you know about entering.

Plus, diary the daytime of September 30: the **Export NZ national conference** about exporting will be held at the Hyatt Regency Hotel in Auckland.

That night New Zealand Trade and Enterprise holds its gala dinner and presentation of its NZ International Business Awards at the SkyCity Auckland Conference Centre.

### Seeking young 'ns for hosted trip to Japan

EMA Northern has been asked to select five young professionals to visit Japan in July for 11 days, hosted

by the Japanese Ministry of Economic Development.

The 2009 Invitation Programme for Future Business Counterparts from New Zealand (FBC.NZ) is for people aged 35 or younger. They are people who will assume greater responsibilities in the coming years and are interested in strengthening economic relations with Japan.

For more information please read the '[general information](#)'.

Fill in the [application form](#) and [Letter of Permission](#) (signed by the nominee's employer) and return to [us](#) by March 20 (see postal address and fax number below). We will then assess and select five of the applications to pass on to the Embassy of Japan in Wellington, which will in turn select up to 50 applications gathered from several business organisations. The Embassy will notify successful applicants by April 22, and liaise directly with them about travel arrangements and the programme details.

This is the second year that EMA Northern has been asked to help select nominees for the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) which operates the FBC.NZ.

#### **Stakeholder briefings on upcoming FTA negotiations**

You are invited to attend a meeting with officials from the Ministry of Foreign Affairs and Trade (MFAT) who want to meet with key business groups in the early stages of negotiations for free trade agreements (FTAs).

The presentations will be held on March 9 at 9.30am at the premises of the Auckland Employers and Manufacturers Association, 159 Khyber Pass Road, Grafton. They will be followed by time for questions and answers and an opportunity to network and talk with members of the negotiation teams.

Negotiations commencing for New Zealand this year include:

- Expansion of the Trans-Pacific Strategic Economic Partnership,
- A Closer Economic Partnership agreement with Hong Kong, and
- A bilateral Free Trade Agreement with Korea.

These negotiations represent the potential to have binding agreements with important trading partners, including the United States. The Government wishes to take this opportunity to outline the approach to these negotiations and to invite input from interested stakeholders, both in these early stages and as the negotiations proceed.

Lead negotiators for each of these agreements will talk about their respective negotiations and what the potential is for New Zealand. They will cover our current trade relationships with those countries and future opportunities that the new agreements may offer.

Please register your interest in attending with [anne.clarke@ema.co.nz](mailto:anne.clarke@ema.co.nz)

#### **Export credit expanded**

The New Zealand government has announced an expansion to its New Zealand Export Credit Office's (NZECO) export credit guarantee service.

The new Short-Term Export Credit Guarantee is a guarantee to exporters and their banks where overseas buyers are offered repayment terms of less than 360 days. The NZECO will also be working with the private trade credit insurers on ways to reinsure their risks.

Previously the NZECO's products related only to medium to long term financing (between one and 14 years) offered by an exporter because this cover is generally unavailable from the private sector.

This new short term support will be provided by NZECO on a temporary basis, up to June 2011, whilst the impacts of the global financial crisis are being felt. This will ensure that exporters have the means to continue to accept orders that in the current environment might otherwise not occur.

To qualify, exporters and/or their banks must confirm that the private sector is unable to provide or continue to support the export transaction(s) on reasonable terms and conditions. The export transaction must also be commercially sound with a credit-worthy buyer or bank.

If you have any additional queries please contact the [NZECO staff](#), or click on Application Forms to download the [Short-Term Export Credit Guarantee Application Form](#).

#### **Jobs Summit Special: ideas affecting exporting**

Ten ideas from the summit that are generally supportive of business but potentially of particular interest to exporters are:

##### **1. Introduce a nine-day fortnight.**

Details around this idea are yet to be worked out but Phil says he cannot recall a more positive response from businesses than when Business NZ started talking about blurring the line between work and the dole so that employers could retain staff in some way without making them redundant and losing the value of the training and skills that have already been achieved through the employment relationship.

It is likely that there will at least be some limitation on the provision of a nine day fortnight. For example it might only apply to a particular type of employer and it will certainly be only achievable on some kind

of voluntary basis between employers and workers. The key part of this idea is that on the tenth day employees get some sort of skills training. This is particularly important to achieve productivity growth in the economy and the current economic downturn is an ideal opportunity to change the game when it comes to skills development in our economy.

#### 2. Create a seasonal work market place.

Removing barriers to allowing seasonal workers to move around between different industries, employers and seasons would hopefully remove a labour market impediment and at the same time improve the employability and skill basis of seasonal workers. Different employers will be able to better link together to understand skills needs and develop skills over time because they will know where employees are and the likelihood of them returning to do seasonal work in the future.

#### 3. Review training schemes.

One of the biggest challenges that we will face during the recession will be retention of skilled workers, particularly apprentices and other Level 4 NCEA trainees. This idea will look at expanding group training programmes, reviewing current apprenticeship models and supporting summer employment for students, facilitating retraining and promoting the importance and value of education.

#### 4. Develop and implement new sources of bond funding.

This idea relates to aggregating local government debt to gain access to debt funding at lower than current interest rates. But it also, more importantly for exporters, proposes the prioritisation of New Zealand investment plans across central and local government so this ensures a job creation focus, centres for expenditure and a quality spend on infrastructure assets.

#### 5. Reduce regulatory compliance costs and impediments.

#### 6. Fast track big projects.

Make sure the major infrastructure projects that might assist businesses are fast tracked through regulatory processes.

#### 7. Boost tourism.

The summit proposed establishing a government/private \$60 million fund to support initiatives to increase visitor numbers.

#### 8. Level the playing field for NZ firms to compete for local and central government procurement.

Is discrimination against local companies in central and local government procurement practices intentional or not? Government needs to improve processes.

#### 9. Develop a Government/bank equity investment fund.

The idea here is to develop an equity growth fund to allow large institutional investors access to quality investments in the small and medium enterprise (SME) sector that are currently unavailable to them. We know that SMEs suffer occasionally because of a lack of access to the same kind of debt and equity instruments that are available to larger companies. The intention is to create a piece of work around improving access to a wider range of debt and equity instruments over time.

#### 10. Banks committed to providing capital to NZ firms.

All the major banks were represented at the job summit and they made a number of commitments including to continue to provide funding to NZ firms, and to significantly invest in financial literacy. Another idea that has particular resonance for exporters is to allow better access to working capital to be delivered via an extension of the Export Credit Office to apply as well to domestic firms that need funding for completion of confirmed contract orders. We think this should also apply to export firms and Ken Stevens will have made that clear during discussions.

All of these are just ideas at the moment. Solid policy positions will now be under development and maybe not all of these ideas will come to fruition, certainly in the form they were discussed last Friday (February 27).

Business NZ proposals to the summit can be viewed at [www.businessnz.org.nz](http://www.businessnz.org.nz).

Please continue to send **Phil** and **Ken** your ideas.

#### **Chinese minister talking at trade mission seminar**

Register for a free breakfast seminar on March 17 in Auckland to hear about the Canton Fair in China in April and October this year.

The Chinese government is gracing us with a visit to talk to members of Export NZ, EMA and the NZ China Trade Association. You are invited to hear Mr Lu Jianhua, Assistant Minister from the Ministry of Commerce of the PR of China.

The breakfast seminar will be held at the Sky City Convention Centre (Room 1), corner Victoria and Federal Streets in downtown Auckland at 7.30am for a 7.45am start.

Admission is free but reservations are essential for the breakfast. Book by March 6, with Jean at phone 375 1714, e-mail [ticket9@chinatravel.co.nz](mailto:ticket9@chinatravel.co.nz) or fax 309 6459. [Click here](#) for more detail.

#### **New membership subscription from July**

Export NZ membership subscriptions are close to being announced for the July 09-10 year. They are being reconfigured in line with the merger agreement between Export NZ and Business NZ (ie, with the

Business NZ founder organisation the Employers and Manufacturers Association Northern - EMA - in the upper North Island).

The Export NZ Auckland executive committee has been discussing proposals from EMA.

#### **Date set for seminar on the ASEAN-Australia- New Zealand FTA**

Government agencies led by New Zealand Trade and Enterprise and the Ministry of Foreign Affairs and Trade (MFAT) are holding a one-day seminar in Auckland to detail the outcomes of the ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA).

Presentations will include case studies to help build business capability for operating in South East Asia and take advantage of the FTA.

The Auckland seminar is on March 31 at Sky City Auckland (Auckland Room 4 and Auckland Promenade), 9.30am-4.30pm. To register, visit [www.aseanfta.org.nz](http://www.aseanfta.org.nz)

#### **FTA with India under negotiation**

New Zealand exports coal, timber, wool, hides and skins to India, but relatively few of New Zealand's traditional food exporters have been able to access the Indian market. Trade Minister Tim Groser said, "As well as working to improve the terms of access for our traditional agricultural sector, it is critical that we focus on emerging niche sectors in which New Zealand and Indian companies can collaborate.

"India is a growing market for a range of New Zealand services and technology. Over 23,000 Indian tourists and 5,000 students came to New Zealand last year. India is also a major potential source of investment capital."

If you have any comments or questions, please contact Katja Ackerley in the MFAT Trade Negotiations Division ([katja.ackerley@mfat.govt.nz](mailto:katja.ackerley@mfat.govt.nz)) or Tara Morton in the Asia Division ([tara.morton@mfat.govt.nz](mailto:tara.morton@mfat.govt.nz)).

#### **Closer trade relationships**

Trade partnerships are being actively developed with Hong Kong, the Gulf States and more.

- New Zealand and Hong Kong will revive negotiations for a Closer Economic partnership (CEP) at preparatory talks on March 3-5 in Hong Kong, after five rounds in 2001-02 came to a halt. Businesses with an interest in the area can give their views, preferably by March 18 ready for formal talks to start late April or early May, to [Katja.Ackerley@mfat.govt.nz](mailto:Katja.Ackerley@mfat.govt.nz)
- Vietnam will join Australia, Peru and the USA in talks about their joining the Trans-Pacific Partnership Agreement or TransPac involving New Zealand, Chile, Brunei and Singapore in force since 2006. The first negotiating round involving all participants will be this month in Singapore. Contact [Jennifer.Troup@mfat.govt.nz](mailto:Jennifer.Troup@mfat.govt.nz)
- World Trade Organisation talks are due to resume at a full Ministerial Conference sometime this year. For more information contact [Amy.Elvidge@mfat.govt.nz](mailto:Amy.Elvidge@mfat.govt.nz)

#### **New procedures for export containers**

Ports of Auckland is implementing new procedures for the shipment of export containers through the container terminals (as from February 1).

The new procedures cover pre-advise, early and late delivery, and NZ Customs (CEDO) approvals. The port company is introducing new export demurrage charges in cases where the procedures are not followed, from April 1 following a two month review and feedback from customers.

General manager of sales, marketing and logistics Craig Sain says the procedures have been created to give the Ports' better access to information about export containers before containers are delivered to port.

The website [www.axis-intermodal.co.nz](http://www.axis-intermodal.co.nz) allows customers to track the progress of their containers with real-time information until the container has been loaded and the vessel has departed, and also provides the demurrage charges.

#### *New procedures explained*

Ports of Auckland accepts exporters delivering containers to the terminal between seven days and 12 hours before a vessel's expected time of arrival (ETA).

- Based on this principle, if you deliver containers outside the agreed free time period (from seven days to 12 hours before a vessel's ETA), you must provide pre-advise of delivery with an export E-note on [www.axis-intermodal.co.nz](http://www.axis-intermodal.co.nz)  
Early delivery is a problem because containers delivered early require additional moves to place them in the optimal position for loading, adding cost to the port's operations.

If you need to deliver containers early, extended free storage is available at the Wiri Inland Port in South Auckland as per agreed terms.

- Containers delivered late (within 12 hours of the vessel's ETA) will be accepted onto the terminal but will only be accepted for the intended vessel if both the shipping line and port agree. This is because the late delivery of containers has a major negative impact on the efficient and timely planning and loading of vessels.  
If the containers are stored at port more than seven days, an export demurrage charge will be levied direct with the cargo owner (shipper or their nominated agent).
- To be accepted for loading, containers must have an export approval from NZ Customs (CEDO) no less than two hours before the vessel's ETA. Except for trans-shipment containers the port will only accept CEDOs electronically.

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