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8 September 2023

Lara Metcalfe

Email: fyi-request-23783-69b45948@requests.fyi.org.nz

Tēnā koe Ms Metcalfe

**OFFICIAL INFORMATION ACT 1982 (OIA) – REQUESTS FOR INFORMATION -
CHRISTCHURCH INTERNATIONAL AIRPORT LIMITED (CIAL)**

1. We write further to our email of 14 August 2023, acknowledging receipt of your OIA request (the **Request**) of 11 August 2023 seeking information (if held by CIAL) in relation to CIAL's recent engagements in China.

We set out your request below.

Request: Received 11 August 2023 – CIAL delegation to China:

“For the NZ trade delegation to China in June 2023 that CIAL participated in please provide the following...”

1. *Names of the groups that the CIAL representatives met with*
2. *The meeting agenda for each session*
3. *Any summary document produced from these meetings.”*

In order to answer your Request, we have separated this into three parts:

(1) Names of the groups that the CIAL representatives met with:

Please note, that CIAL's Chief Executive Officer (**Justin Watson**) attended the Business Delegation Program (the **Program**) held in China from 25 June 2023 – 1 July 2023.

In terms of the 'groups' that Mr Watson met with he attended the Program which was attended by several individuals. Please refer to the **attached** Program Schedule. Mr Watson attended the business delegation meetings to primarily receive briefings from each meeting, apart from the meetings noted below:

1. Sustainability Forum (28 June 2023)

At the New Zealand Government's invitation, Mr Watson was the keynote speaker at this forum in Beijing. This was a focussed discussion with New Zealand Ministers, business delegation and invited guests.

2. CIAL / China Southern Airlines Meeting (28 June 2023)

This was a meeting to discuss the media announcement of China Southern recommencing the direct service back from Guangzhou – Christchurch.

(2) The meeting agenda for each session:

We refer you to both the **attached** Program Schedule (which outlines the itinerary) as well as the delegates 'welcome back' brochure.

(3) Any summary document produced from these meetings:

There are no summary documents produced from these meetings save for the media announcement from CIAL regarding China Southern resuming its flights to Christchurch. A CIAL media statement is further **attached** but individual's names and contact details have been deleted under section 9(2)(a) as has information that was out of the scope of your request.

2. We trust we have answered your Request for information. If you require any further information or if we have in some way misinterpreted your Request, please let us know.
3. You have the right to seek an investigation and review by the Ombudsman of the decisions contained in this letter. Information about how to contact the Ombudsman or make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely

CIAL LEGAL TEAM

Email: legal@cial.co.nz



Business Delegation Program

FOR

OVERSEAS VISIT

BY

THE RIGHT HONOURABLE CHRIS HIPKINS

PRIME MINISTER OF NEW ZEALAND

TO THE

PEOPLE'S REPUBLIC OF CHINA

25 JUNE – 1 JULY 2023

Business Delegation Programme: PM Trade Mission to China 25 June-1 July 2023

Note: times and programme details are subject to minor change

SUNDAY 25 JUNE 2023: NEW ZEALAND – BEIJING		
Local Time	NZ Time	COVID protocols: <ul style="list-style-type: none"> Self-administered RAT test 48 hours before landing in China. Passengers to submit online health declaration. Embassy will submit health declaration on behalf of passengers Throat-swab, individual antigen tests to be conducted for all passengers on arrival at their respective hotels. Dress code: <ul style="list-style-type: none"> NZDF - In accordance with RNZAF policy, all passengers are required to dress to a reasonable standard while flying on RNZAF aircraft. A minimum standard of dress is polo or short sleeve shirt/blouse, trousers/slacks, or skirt and closed toes shoes. We recommend you bring layers for the flight (warm socks, etc.).
0530	0530	Business Delegates arrive at Wellington International Airport for check in procedures.
0730	0730	Wellington – Cairns NZDF NHB003 AIR TRAVEL Attendees: Full delegation, Media delegation Flight time: 5h 50m Meal service: Breakfast and Morning Tea
1120	1320	Arrive Cairns Airport for refuelling REFUELLING
1235	1435	Cairns – Manila NZDF NHB003 AIR TRAVEL Attendees: Full delegation, Media delegation Flight time: 5h 30m Meal service: Lunch and Afternoon Tea
1615	2015	Arrive Manila Airport for refuelling REFUELLING
1745	2145	Manila – Beijing Capital NZDF NHB003 AIR TRAVEL Attendees: Full delegation, Media delegation Flight time: 3h 9m Meal service: Dinner
2205	0205 (Next day)	Arrive Beijing Capital Airport <i>Met at Airport by [REDACTED]</i> <i>PM and senior officials exit via front door, rest of delegation via rear door. Business delegation is requested to exit quickly, as motorcade will depart once PM is in his vehicle.</i> <i>Passports to be processed and returned at hotel. Delegation luggage to be delivered to hotel separately.</i>
2220	0220	Depart Beijing Capital Airport for St Regis Hotel <i>Motorcade from the Airport to St. Regis</i> <i>Bus 1 (48 pax)- Business Delegation</i>

2250	0250	Arrive at St Regis Hotel <i>Delegation to be handed room cards and room numbers on arrival before taking a COVID test.</i>
2300	0300	COVID PCR test #1 <i>[Test 1: China has requested for everyone arriving on RNZDF 757.] A throat swab will be taken and tested individually for each member of the delegation. The delegation will be tested on the Level 2 mezzanine (up the stairs from the ground floor lobby) before heading to their rooms (multiple testing booths).</i>
2305	0305	END OF DAY

MONDAY 26 JUNE 2023: BEIJING

Local Time	NZ Time	Dress code: <ul style="list-style-type: none"> Morning attire – Business attire. Evening attire – Business attire.
0700-0730	1100-1130	Breakfast Venue: St Regis Hotel (Grand Hall Room III) <i>Delegation to have breakfast in the ballroom on level 2 (Grand Hall Room III) from 0700 and be briefed by Ambassador and New Zealand Embassy staff on the visit at 0730.</i>
0730-0800	1130-1200	Delegation Briefing- Grahame Morton, Chris Metcalfe and Jamie Tuuta. <ul style="list-style-type: none"> Briefing Waiata Practice <i>Venue: St Regis Hotel, Room TBC</i>
0800-0825	1200-1230	Delegation make way to transport departure point.
0825-0830	1225-1230	Depart St Regis Hotel for New Zealand Embassy <i>Transport:</i> <ul style="list-style-type: none"> Bus 1: BizDel, XXXXXXXXXX <i>Travel time approx. 5 min</i>
0830	1230	Arrive at New Zealand Embassy
0830-0940	1230-1340	Pōwhiri <i>Venue: New Zealand Embassy</i>

		<p><i>Media access: New Zealand media present.</i></p> <p><i>Event schedule:</i></p> <ul style="list-style-type: none"> - 0830: Manuhiri arrive, briefed on procedures (5 min) - 0835: Karanga and Haka pōwhiri – manuhiri called onto Embassy (10 min) - 0845: Whaikōrero – Rahiri and Morton to speak for Embassy; Minister Henare, Prime Minister and Jamie Tuuta speak for manuhiri (30 min) - 0915: Elbow bump in lieu of hongī for all manuhiri, followed by morning tea (15 min) - 0930: PM photo with full delegation (5 min) - 0935: PM photo with Embassy staff (5 min)
0940	1340	<p>Travel from the Embassy to Parkview Green Mall</p> <p><i>Travel time: 15 min</i></p> <p><i>Delegation proceeds to the hospitality area- Auditorium and Catering area</i></p> <p><i>Bus: Bizdel, [REDACTED]</i></p>
0955	1355	<p>Arrive at Parkview Green</p>
1000-1045	1400-1445	<p>Presentation - China Macro-Economic Outlook</p> <p>[REDACTED] <i>Economist Intelligence Unit</i></p> <p><i>Venue: Parkview Green</i></p> <p><i>Attendees: Business delegation, accompanying party</i></p> <p><i>This presentation will be based around China in the world, its macro-economic outlook, the pressure of geo-politics, the trends The Economist is seeing and their predictions moving forward.</i></p>
1045-1100	1445-1400	<p>Morning Tea- Break</p>
1100-1135	1500-1535	<p>Presentation- China’s Policy Settings- Opportunities & Challenges-</p> <p>[REDACTED] <i>Trivium</i></p> <p><i>Venue: Parkview Green</i></p> <p><i>Attendees: Attendees: Business delegation, accompanying party</i></p> <p><i>This is a presentation that focuses on the Chinese policy. What has come from the recent “Two Sessions”? What are the ongoing challenges? Where has China seen success? What is ultimately looking to be achieved? What might feel different from Pre-Covid?</i></p>
1145-1225	1545-1625	<p>Panel Discussion and Q&A session for Delegation</p> <p>Panel: [REDACTED] other guests</p> <p>Moderator: [REDACTED]</p> <p><i>Venue: Parkview Green</i></p> <p><i>Attendees: PM, Ministers and Business Delegation.</i></p>

1230-1310	1630-1710	Lunch <i>Light standing lunch just outside the auditorium.</i> <i>Venue: Parkview Green Mall</i>
1315-1330	1720-1730	Travel from Parkview Green to NZ Embassy <i>Travel Time: 15 min</i> <i>Bus: Business Delegation, [REDACTED]</i>
1330-1500	1730-1900	Showcase New Zealand Event <i>Venue: New Zealand Embassy</i> <i>An interactive event to publicly showcase New Zealand (e.g., our values, as well as products, services, and as a destination), in a way that will be impactful on Chinese media and social media. The purpose of this event is to promote reconnection with China in tourism, trade and education.</i> <i>Attendees: PM, Ministers, Business Delegation, local media, KOL, alumni</i>
1510-1530	1910-1930	Travel from Embassy to St Regis Hotel <i>Travel Time 20 min</i> <i>Bus: Business Delegation. [REDACTED]</i>
1530	1930	Arrive at St Regis Hotel
1530-1800	1930-2200	Executive time <i>Opportunity to freshen up before dinner.</i>
1800-2000	2200-12am	Casual dinner <i>Dining options to be shared on the ground.</i>
2000	12am	End of Day

TUESDAY 27 JUNE 2023: BEIJING

Local Time	NZ Time	Dress code: <ul style="list-style-type: none"> Business.
0700-0730	1100-1130	Breakfast <i>Venue: Grand Hall Room III</i>
0730-0745	1130-1145	Business delegation briefing with Chris Metcalfe and Jamie Tuuta.
0745 - 0815	1145 - 1215	Delegates make way to transport departure point.
0815 – 0930	1215 - 1330	Travel to the CRC (COFCO) <i>Travel Time: 1 hour 15 min</i>

		<i>Bus: Business Delegation, Chrisp, Spackman</i>
0930	1330	Arrive at COFCO- Consumer Insights & Market Research Centre
0930 – 1200	1330 - 1600	<p>China Consumer Insights Venue: COFCO <i>Future Science and Technology Park South, Bei-Qi-Jia, Chang Ping, Beijing, China, 102209</i></p> <p><i>Experience and learn about the Chinese consumer. For New Zealand companies to extract more value from the Chinese market it will be from adding value and getting closer to the Chinese Consumer. We will provide education on this via experiences, case studies and presentations</i> <i>Presenters- China Skinny</i></p> <p><i>Attendees: Business delegation and accompanying party</i> A tour of the NHRI <i>Two qualitative groups will be organized. Each with a moderator provided by NHRI.</i> <i>Tour includes:</i> ---Animal Nutrition Centre ---Nutrition & Metabolism Centre ---Consumer Insight and Market Research Centre</p> <p>Break Time <i>Welcome start by NHRI president.</i> Consumer insight workshop</p> <ul style="list-style-type: none"> • <i>NHRI: Presentation on Chinese consumers and related research methodologies.</i> <i>Speaker-- [REDACTED]</i> • <i>China Skinny: Presentation on understanding the Chinese consumers.</i> <i>Speaker-- [REDACTED]</i> <p>Q & A and summary Group photos</p>
1200	1600	Lunch at NHRI dining hall
1300	1700	<p><i>Group One:</i></p> <p><i>Travel back to St Regis Hotel</i> <i>Travel time: 1 hour 15 Min</i></p> <p><i>Group Two:</i></p> <p><i>1300-1350 Travel to the Mutianyu Great Wall</i> <i>1400-1600 Tour Mutianyu Great Wall</i> <i>1600-1730 Travel back to St Regis Hotel</i></p>
1415 - 1745	1815 - 2145	<p>Group One: Arrive at St Regis Hotel Group Two- Arrive at St. Regis Hotel</p>

1745 - 1840	2145 - 2240	<p>MOU Signing Event Venue: St Regis Hotel, Level 2 Grand Hall rooms I and II This event is an offline PR event where four new partnerships will be showcased to New Zealand and Chinese media.</p> <p>Optional attendance, but Business Delegation encouraged to attend to support businesses involved in the event.</p> <p>Attendees: PM, Ministers, Business Delegation and accompanying party</p> <p>Signing companies involved: Alliance, Spring Sheep Dairy, Silver Fern Farms, Comvita</p>
1830 - 1850	2230 - 2250	<p>COVID PCR test #2 Delegation to have Covid testing in the lobby. Multiple testing booths. Individual throat swabs taken.</p>
1855- 1900	2255- 2300	<p>Bus from St. Regis to NZ Embassy Bus: Business Delegation [REDACTED] Travel Time- 5 minutes with motorcade</p>
1900- 2100	2300- 0100	<p>Barbecue at the NZ Embassy</p>
2100- 2115	0100- 0115	<p>Bus from New Zealand Embassy to St Regis Hotel Bus: Business Delegation [REDACTED] Travel Time: 15min</p>
2115	0115	<p>End of the Day</p>

WEDNESDAY 28 JUNE 2023: BEIJING

Local Time	NZ Time	COVID protocols:
		<ul style="list-style-type: none"> • The Wednesday morning test has been replaced by a Tuesday evening test. <ul style="list-style-type: none"> ○ Most the delegation will need to have a test before the BBQ at St Regis at 6:30pm on Tuesday. ○ Those who have already tested on Tuesday don't need to do the evening test. • Masks: To be worn during Great Hall of the People events. <p>Dress code:</p> <ul style="list-style-type: none"> • Morning attire – Business attire. • Evening attire – Business attire (<u>not</u> black tie).
0730- 0840	1130- 1240	<p>Breakfast Venue: Grand Hall Room III</p>
0840 - 0900	1240 - 1300	<p>Business Delegation Briefing with Chris Metcalfe and Jamie Tuuta.</p>
0900- 0930	1300- 1330	<p>Business delegation 30 minute check-in with the Prime Minister Venue: Grand Hall III, Level 2, St Regis Attendees: PM, Ministers, Business Delegation</p>

0930-0950	1330-1350	<p>Travel to Great Hall of The People</p> <p><i>Bus: Business Delegation, [REDACTED]</i> <i>Accompanying party</i></p> <p><i>Travel time: 20 minutes.</i></p>
0950 - 1030	1400-1430	<p>Arrive at Great Hall of People.</p> <p><i>Await the arrival of the PM.</i></p>
1030-1100	1430-1500	<p>Formal Welcome at Great Hall of People</p> <p><i>Venue: North Hall, Great Hall of the People</i></p>
1100 - 1210	1500 - 1610	TBC
1210	1610	<p>Banquet Lunch hosted by Premier Li Qiang</p> <p><i>Venue: West Hall, Great Hall of the People</i></p> <p><i>NZ Attendees: PM, Ministers, full business delegation.</i></p>
1300-1320	1700-1720	<p>Depart the Great Hall of the People for Lakeview Hotel</p> <p><i>Travel Time: 20 minutes</i> <i>Bus: Bizdel, [REDACTED]</i></p>
1320	1720	<p>Arrive at Lakeview Hotel</p> <p><i>Delegation will be provided with refreshments, opportunity for bathroom break while waiting for the PM to conclude his media stand up.</i></p>
1355	1755	<p>Depart Lakeview Hotel for Peking University</p> <p><i>Bus: Business Delegation, [REDACTED]</i> <i>Travel time approx. 5 min</i></p>
1400	1800	Arrive Peking University
1433	1833	<p>Peking University – Speech</p> <p><i>Venue: Peking University President Building</i> <i>Media access: NZ and Chinese media present. No livestreaming.</i> <i>NZ attendees: full delegation</i></p>
1510	1910	<p>Participate in launch of Rewi Alley Fellowship</p> <p><i>Following speech, PM would be invited to witness the re-launch of the New Zealand Centre and the launch of the Rewi Alley Fellowship.</i></p> <p><i>Venue: PKU President Building</i> <i>Media access: New Zealand media, Chinese media</i> <i>Attendees: Full Delegation</i></p>

1520-1545	1920-1945	Travel to Sustainability Forum- Grand Hyatt <i>Bus: Business Delegation, [REDACTED]</i> <i>Travel Time: 25 minutes</i>
1545	1945	Arrive at Grand Hyatt
1600-1755	2000-2155	Participate in Sustainability Forum <i>A focused discussion with Ministers, business delegation and invited guests to amplify climate change and sustainability themes/outcomes from the visit. Prime Minister will be invited to give closing remarks. Ministers will be invited to chair breakout sessions on sustainable agriculture and sustainable tourism.</i> <i>Venue: LG, Grand Hyatt</i> <i>Media access: New Zealand media present for MOU signings and PM's closing remarks.</i> <i>Attendees: PM, Ministers, full delegation.</i>
1755	2155	Depart Grand Hyatt Hotel for Park Hyatt Hotel <i>Travel Time: 10 minutes with motorcade</i> <i>Bus: Business Delegation, [REDACTED]</i>
1805	2205	Arrive at Park Hyatt Hotel <i>Delegation to be shown to dinner venue for pre-drinks and canapes.</i>
1900 - 2100	2300 - 0100	VIP Dinner <i>Venue: Park Hyatt Hotel</i> <i>Attendees: PM, Ministers, full delegation and invited guests (around 350 people in total).</i>
2130-2140	0100-0140	Travel back to St Regis hotel Notes: - <i>Delegation to place luggage outside rooms by 2300 for collection.</i> End of Day.

THURSDAY 29 JUNE 2023: BEIJING - SHANGHAI

Local Time	NZ Time	COVID protocols: <ul style="list-style-type: none"> • COVID testing is not required on arrival into Shanghai • Masks are not mandatory
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		<p>Dress code:</p> <ul style="list-style-type: none"> • Morning attire – Business attire. • Evening attire – Business attire. • NZDF - In accordance with RNZAF policy, all passengers are required to dress to a reasonable standard while flying on RNZAF aircraft. A minimum standard of dress is polo or short sleeve shirt/blouse, trousers/slacks, or skirt and closed toes shoes. We recommend you bring layers for the flight (warm socks etc.).
TBC	TBC	Complete hotel check out procedures.
0500	0900	<p>Depart St Regis Hotel to Beijing Capital Airport</p> <p><i>Transport:</i> <i>Buick 4:</i> [REDACTED] <i>Bus: Business Delegation,</i> [REDACTED] <i>Travel time approx. 30 mins</i></p> <p><i>Delegation luggage to have been collected the night before and taken to Beijing Capital Airport ahead of the delegation.</i></p>
0530	0930	Arrive at Beijing Capital Airport
0600	1000	<p>Beijing Capital – Shanghai NZDF NHB003 AIR TRAVEL</p> <p><i>Attendees: Full delegation, Media delegation</i></p> <p><i>Flight time: 2h</i></p> <p><i>Meal service: Breakfast</i></p>
0800	1200	<p>Arrive Shanghai Hongqiao airport</p> <p><i>Met on VIP Tarmac by [Shanghai Vice Mayor TBC] and Consul-General Ardi Barnard, Deputy Consul-General Wilson Chau, NZTE Regional Director Andrew White, Trade Commissioner Richard Dunsheath.</i></p> <p><i>Business delegation, officials, Te Whānau-ā-Apanui and media to disembark plane quickly via rear stairs and into busses waiting on the tarmac. Prime Minister, Ministers, and other VIP car passengers to hold on board plane until buses are ready for departure, and will then disembark and get into vehicles for immediate departure to Baoshan International Folk Art Museum.</i></p>
0815	1215	<p>Travel from Hongqiao airport to Baoshan Museum</p> <p><i>Transport:</i></p> <ul style="list-style-type: none"> • <i>Bus 2: Business Delegation</i> [REDACTED] <p><i>Travel time approx. 30 minutes</i></p>
0900	1300	<p>Arrive Baoshan International Folk Museum WHAKATAU</p>

		<p><i>To welcome the PM and delegation with a whakatau at Baoshan Museum To acknowledge the museum's guardianship of Te Waharoa taonga, gifted to China in 2010.</i></p> <p><i>Attendees: Full Delegation</i></p>
0945	1345	<p>Depart Baoshan Museum for New Zealand Central</p> <p>Coaster buses: Business Delegation, [REDACTED]</p>
1015	1415	<p>NZ Moment @Xiaohongshu – Tourism New Zealand and Xiaohongshu Partnership Launch Event at NZ Central</p> <p>To oversee the signing of a MoU between Tourism NZ and the Red Book social media platform that supports deepening NZ's relationships with Chinese counterparts.</p>
1100	1500	<p>Depart New Zealand Central for Pop at the Bund</p> <p>[REDACTED] es: Business Delegation, [REDACTED]</p>
1115	1515	<p>Lunch with New Zealand Business and NZBRIC at the Bund</p> <p>Sit-down lunch with approx. 20-40 Shanghai-based New Zealand businesses hosted by the New Zealand Business Roundtable in China (NZBRIC). NZBRIC will launch their MFAT-funded business sentiment survey initial results, followed by a panel discussion where NZ business can share views about operating in China. Including delegation will be approx. 100 people.</p>
1315	1715	<p>Depart the Bund for Livestream Centre in Hongqiao</p> <p>Coaster buses: Business Delegation, [REDACTED]</p>
1405	1805	<p>Arrive at NZ Key Opinion Leader (KOL) livestreams facility</p> <p><i>Venue: Artyzen Hotel lobby, No. 3999-5 Hongxin Road, Minhang District</i></p>
1515	1915	<p>Depart Hongqiao to Okura Hotel</p>
1600	2000	<p>Check into Okura Garden Hotel</p> <p><i>Executive time</i></p>
1645	2045	<p>Depart Okura Garden Hotel for VIP Reception at Shangri La Hotel</p>
1710	2110	<p>Arrive Shangri La Hotel</p> <p><i>Pre-drinks and networking. All seated by 1800.</i></p>
1815	2215	<p>New Zealand VIP Reception Event</p>

		<p><i>Venue: Shangri-La Jing'an</i></p> <p><i>This event is aimed at providing the Business Delegation members and New Zealand businesses operating in China an opportunity to bring their key Chinese customers/partners to a prestigious New Zealand event.</i></p>
2045	0045+1	<p>Depart dinner venue for Okura Garden Hotel</p> <p>End of Day</p>

FRIDAY 30 JUNE 2023: SHANGHAI		
Local Time	NZ Time	Dress code: <ul style="list-style-type: none"> • Morning attire – Business attire. • NZDF - In accordance with RNZAF policy, all passengers are required to dress to a reasonable standard while flying on RNZAF aircraft. A minimum standard of dress is polo or short sleeve shirt/blouse, trousers/slacks, or skirt and closed toes shoes. We recommend you bring layers for the flight (warm socks, etc.).
0700	1100	<p>Complete hotel check out procedures. HOTEL CHECKOUT</p> <p><i>Note: All baggage to be left in room by 7.00am for collection by NZDF.</i></p>
0700 - 0830	1100	Executive Time for business delegation
0830 - 0950	1230	<p>New Zealand Partnerships and Product Launch event</p> <p><i>Venue: Okura Garden Hotel, Jasmine Room – Optional but Business Delegation encouraged to attend to support businesses involved in the event.</i></p> <p><i>The PM and Ministers to witness signing ceremonies for several New Zealand companies represented on the delegation.</i></p> <p><i>Purpose: To support New Zealand business growth in China and showcase New Zealand products to Chinese consumers.</i></p>
0950 - 0955	1350 - 1355	Delegates make way to Ball Room
1000- 1100	1400 - 1500	<p>Business delegation debrief with the Prime Minister</p> <p><i>Venue: Okura Hotel, Ball Room</i></p> <p><i>Attendees: PM, Ministers and Business Delegation and key officials only.</i></p> <p><i>An opportunity for the PM, and Ministers to hear from the Business Delegation on the programme and to wrap up the programme.</i></p>

1100	1500	<p>Depart the Okura Garden Hotel for Hongqiao Airport</p> <p><i>Transport:</i></p> <ul style="list-style-type: none"> Buses: Business Delegation, [REDACTED]
[REDACTED]	1530	<p>Board RNZAF flight at Hongqiao International Airport</p> <p><i>Vehicles will drive direct to the RNZAF plane on the VIP tarmac at Hongqiao Airport. Luggage will already be on board. Deputy Consul-General Chau will meet the delegation at the aircraft with passports already stamped for exit.</i></p> <p><i>Board aircraft and prepare for departure.</i></p>
1200	1600	<p>Shanghai – Darwin NZDF NHB003 AIR TRAVEL</p> <p><i>Attendees: Full delegation</i></p> <p><i>Flight time: 6h 50m</i></p> <p><i>Meal service: Lunch, Afternoon Tea</i></p>
2020	2250	<p>Arrive Darwin Airport for refuelling REFUELLING</p>
2150	2320	<p>Darwin – Wellington NZDF NHB003 AIR TRAVEL</p> <p><i>Attendees: Full delegation</i></p> <p><i>Flight time: 6h 20m</i></p> <p><i>Meal service: Supper, Breakfast</i></p>

SATURDAY 1 JULY 2023: SHANGHAI – NEW ZEALAND

Local Time	NZ Time	<p>Dress code:</p> <ul style="list-style-type: none"> NZDF - In accordance with RNZAF policy, all passengers are required to dress to a reasonable standard while flying on RNZAF aircraft. A minimum standard of dress is polo or short sleeve shirt/blouse, trousers/slacks, or skirt and closed toes shoes. We recommend you bring layers for the flight (warm socks, etc.).
0640	0640	<p>Arrive Wellington International Airport END OF PROGRAMME</p> <p><i>Delegates to make own transport arrangements from Wellington International Airport.</i></p>
End of Mission		

NEW ZEALAND PRIME MINISTER RT HON CHRIS HIPKINS'

TRADE MISSION TO CHINA

25 JUNE – 1 JULY 2023

DELEGATE WELCOME PACK

#NZChinaTradeMission



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CONTACTS

NZTE Officials

Official	Role	Contact Number
Victoria Spackman	Board Member	[REDACTED]
Pete Chrisp	CE	
Andrew White	Regional Director – Greater China	
Chris Metcalfe	Trade Commissioner, Beijing	
Richard Dunsheath	Trade Commissioner, Shanghai	
Pete Frost	Trade Commissioner, Guangzhou	
Jane Liu	Market Manager – Greater China	
Andrew Holden	Director, Communications	
Jane Cunliffe	Senior Private Secretary for Minister O'Connor	

MFAT Official

Official	Role	Contact Number
Sally Forrest	RNZAF Logistics	[REDACTED]

Business Delegation

Company	Delegate	Contact Number
Air New Zealand	Greg Foran	[REDACTED]
Alliance Group	Shane Kingston	
Apollo Foods Limited	Sally Gallagher	
Asia New Zealand Foundation	Fran Wilde	
Auckland Airport	Carrie Hurihanganui	
Christchurch International Airport	Justin Watson	
Comvita	David Banfield	
EMA	Brett O'Riley	
English New Zealand	Kim Renner	
Fonterra	Peter McBride	
Les Mills International Ltd	Clive Ormerod	

New Zealand China Council	John McKinnon
New Zealand Maori Tourism	Pania Tyson-Nathan
NZ Inc Ltd	Fran O'Sullivan
NZ Parliament- Labour Party	Naisi Chen
PikPok	Tyrone McAuley
Primary Collaboration NZ Ltd/Scales Corporation Ltd	Andy Borland
RocketWerkz	Dean Hall
Schools International Education Business Association	John Van der Zwan
Sealord	Jamie Tuuta
Silver Fern Farms Limited	Simon Limmer
Synlait milk limited	Yanlin Ye
Te Pūkenga	Peter Winder
Te Whare Wānanga o Awanuiārangi	Wiremu Doherty
The Beauty Lab Collective (TBLC)	Lulu (Louie) Li
Tourism Holdings Limited	Grant Webster
University of Auckland	Frank Bloomfield
Westland Milk Products	Richard Wyeth
Weta Workshop Limited	Sir Richard Taylor
Zespri International Limited	Bruce Cameron

LANYARDS and FERNMARK PINS

You will be given your lanyard and lapel pin on arrival in China. It is requested that you wear this for the duration of the mission as they identify you as a member of the New Zealand delegation.

IN THE EVENT OF FEELING UNWELL

In the event of feeling unwell

Please contact Andrew White, [REDACTED] 24 hours a day

EMERGENCY NUMBERS

MEDICAL – (AMBULANCE)	DIAL 120
POLICE	DIAL 110
FIRE BRIGADE	DIAL 119

MISSION WAIATA

TE AROHA

Te aroha
Te whakapono
Me te rangimārie
Tātou tātou e

E TORU NGĀ MEA

E toru ngā mea
Ngā mea nunui
E kī ana, Te Paipera
Tumanako, Whakapono
Me te mea nui
Ko te aroha

PUREA NEI E TE HAU

Purea nei e te hau
Horoia e te ua
Whitiwhitia e te rā
Mahea ake ngā pōraruraru
Mākere ana ngā here

E rere wairua e rere
Ki ngā ao o te rangi
Whitiwhitia e te rā
Mahea ake ngā pōraruraru
Mākere ana ngā here
Mākere ana ngā here

PŌKAREKARE ANA

Pōkarekare ana
ngā wai o Waiapu,
Whiti atu koe hine
marino ana e

E hine e
hoki mai rā
Ka mate ahau
I te aroha e

Tuhituhi taku reta
tuku atu taku rīngi,
Kia kite tō iwi
raruraru ana e

Whatiwhati taku pene
ka pau aku pepa,
Ko taku aroha
mau tonu ana e

E kore te aroha
e maroke i te rā,
Mākūkū tonu i
aku roimata e

TŪTIRA MAI

Tūtira mai ngā iwi
Tātou, tātou e
Tūtira mai ngā iwi, tātou, tātou e
Whāia te māramatanga
Me te aroha
E ngā iwi, kia tapatahi,
kia kotahi rā
Tātou, tātou e x2



GENERAL INFORMATION

Time	Auckland is 4 hours ahead of Beijing and Shanghai (GMT+8)
Language	Mandarin is the official language in China.
Money	The Chinese Yuan Renminbi (CNY) is the currency in China.
Paying for Things	<p>Alipay (owned by Alibaba), has transformed China from a cash-only economy to one leading the world in e-payments. You can pay for almost EVERYTHING with Alipay (支付宝: Zhifu bao) in China now. Not just in shops, but online, in markets, on the street, and for deliveries. Many places will not take other forms of payment like a credit card or cash.</p> <p>All this to say, you need to set up Alipay prior to departing New Zealand!! It's very easy, and only takes a few minutes:</p> <ol style="list-style-type: none">1 Download Alipay from the app store2 Create an account3 Verify/Authenticate using your New Zealand Passport4 Activate the 'Wallet' functionality5 Add your personal/work credit cards to the wallet6 Pay for a transaction with Alipay!
Telephone code	China's country code is +86
Communication	Please check cell phone coverage and roaming with your provider.
Electricity	<p>Mains voltage in China is 220V/50HZ.</p> <p>In China the power sockets are of type A and type I.</p>
Weather	<p>In Beijing, the summers are long, warm, humid, and partly cloudy and the winters are freezing, dry, and mostly clear. Over the course of the year, the temperature typically varies from -8°C to 31°C and is rarely below -12°C or above 36°C. The hot season lasts for 4.4 months, from 9 May to 20 September, with an average daily high temperature above 25°C. The hottest month of the year in Beijing is July, with an average high of 31°C and low of 23°C.</p> <p>In Shanghai, the summers are hot, oppressive, wet, and mostly cloudy and the winters are very cold, windy, and partly cloudy. Over the course of the year, the temperature typically varies from 1°C to 32°C and is rarely below -3°C or above 36°C.</p>
Tips	Tipping is not a common practice throughout the China. However, if you're dining at a high-end restaurant in major cities like Shanghai and Beijing, the expected tip is around 10%-20%.
Dress Code	The dress code for the visit is Business Casual for the RNZAF international flights (please refer to guidance on the RNZAF information document) and Business for the rest of the programme including for the evening events.
Additional Costs	Travel outside the main programme, unofficial meals, phone calls and other personal costs will require additional payment. If you arrange any meetings or appointments that depart from the main programme, you will also need to arrange your own local transport, unless otherwise advised.

HEALTH & SAFETY

- Drinking Water** Drinking tap water is not recommended in China.
- Safetravel** We strongly encourage you to register your travel arrangements on the Ministry of Foreign Affairs and Trade's Safe Travel website www.safetravel.govt.nz
The current SafeTravel.govt.nz/China travel advisory (22-06/23) follows:

New Zealanders exercise increased caution in China (level 2 of 4)
- Crime** China has low crime rates generally, however petty theft targeting foreigners such as pickpocketing, purse snatching and theft of passports, laptops and cellphones occurs. You should take appropriate steps to ensure that your belongings are secure, particularly on public transport, in popular tourist locations and shopping districts. New Zealanders should also be wary of ATM and credit card fraud, and only use ATMs in well-lit public areas or inside a bank or business. There is also some risk of receiving counterfeit currency.

While serious crime, such as personal attacks against foreigners is relatively rare, incidents can occur, including through drinks being spiked. Care should be taken to ensure your food and drink is never left unattended. We recommend against accepting drinks from strangers or recent acquaintances.
- Scams** New Zealanders should be wary of scams targeting tourists when travelling in China. Common scams involve a tourist being invited for a massage, tea tasting or to a café or bar for a variety of reasons including to practice English. The tourist is then pressured to pay an exorbitant bill which may be accompanied with threats of violence, assault and credit card skimming.
- General travel advice** Foreign nationals must register their place of residence with the Public Security Bureau within 24 hours of arrival in China or face fines and/or detention. Registering with a hotel will often fulfil this requirement; if unsure, advice should be sought from the Chinese authorities. New Zealanders in China are also advised to carry their passport at all times. Police undertake random checks and failure to provide identification may result in fines and/or detention.

New Zealanders should be aware that China has strict laws in relation to national security which may be interpreted broadly. You could break the law without intending to and for activities that are not illegal in New Zealand.

Chinese authorities can place an exit ban upon individuals to prevent them leaving the country. An exit ban may relate directly or indirectly to any investigation Chinese authorities deem relevant, including criminal, civil or commercial matters. You may not be aware of the exit ban until you attempt to leave China.

China does not recognise dual nationality. Dual citizens travelling to China on a Chinese passport or identity card may not be granted access to New Zealand consular assistance. Travellers should read our advice on dual citizenship [here](#).

If you have formally renounced Chinese citizenship, you should carry clear evidence that you have done so.

New Zealanders are urged to take note of China's strict, and stringently enforced, laws against the possession, use or sale of illegal substances. Local authorities may undertake random drug tests and have conducted on the spot drug tests (urine or hair) in nightclubs and bars. If you test positive, the Chinese authorities may prosecute you regardless of where or when you consumed the drugs. Penalties for possession, use or trafficking of illegal drugs are severe and can include fines, lengthy imprisonment or the death penalty.

Air pollution levels may particularly affect the elderly and those with pre-existing heart and lung conditions. Some cities maintain air pollution alert systems and will issue a red alert when pollution is expected to be especially bad. You can check the pollution index levels for Beijing and other cities on the [Air Quality Index website](#).

COVID-19

All passengers are required to be fully vaccinated in order to enter China. RNZAF passengers will need to complete a self administered, home based RAT test 48 hours prior to departure.

A health declaration will be completed on behalf of the delegation. Please inform [REDACTED] if you are unwell or have tested positive for COVID-19.

If you test positive you are not permitted to fly on the RNZAF plane or join the Programme.

COVID testing on arrival:

We are required to have a throat-swab, individual antigen test upon arrival at our hotel in Beijing. This will be managed by health professionals who will be set up at the hotel.

COVID testing throughout the programme:

Testing will be required for some elements of the programme. These are included in your programme and you will be advised of where and when testing is needed on the ground.

Delegates who test positive during the programme are advised to remain in Shanghai/Beijing until they no longer have acute respiratory symptoms.

NZTE will support delegates to arrange accommodation in Shanghai/Beijing until they are able to return home on a commercial flight.

PLEASE ENSURE YOUR TRAVEL INSURANCE POLICY HAS COVID-19 COVER.

ACCOMMODATION

Beijing:

St Regis Hotel

21 Jianguomenwai Dajie,

Beijing 100020 China

Phone: +86 10 6460 6688

Shanghai:
Okura Garden Hotel

58 Mao Ming Road (S.), Shanghai

Contact:

Sales Manager-



BUSINESS DELEGATION MEMBERS

AIR NEW ZEALAND

Air New Zealand is a globally recognised airline with a network of passenger and cargo services focused on New Zealand and the Pacific Rim.

As well as a core domestic business across twenty New Zealand regions, Air New Zealand has direct flights to all of the country's major Pacific Rim partners. The airline's revenue-sharing alliances expand its coverage even further, with strong relationships with alliance partners across key international markets, including the United States, Singapore, Hong Kong and China.

Before Covid-19, the carrier flew more than 17 million passengers every year, with 3,400 flights per week.

Greg Foran is the Chief Executive Officer at Air New Zealand, and has led the airline through the challenges of the Covid-19 pandemic.

Previously, he served as the Chief Executive Officer of Walmart U.S., overseeing 4,600 stores and a workforce of over one million employees. Greg's experience also includes leadership roles at Walmart International and Woolworths.

He has attended Advanced Management Programs at Harvard University and the University of Virginia, and holds a Diploma in Management from the New Zealand Institute of Management.



CONTACT

GREG FORAN
Chief Executive


airnewzealand.co.nz

AIR NEW ZEALAND 

ALLIANCE

Alliance is New Zealand's only 100% farmer-owned red meat co-operative. It exports lamb, beef, venison & co-products to more than 65 countries, and has an annual turnover of \$2.2 billion.

Headquartered in Christchurch, it has 7 processing plants across New Zealand. More than 95% of its products are destined for export – distributed to retail, food service and manufacturing sectors.

China is a major market for Alliance, and the company has a long-standing relationship with in-market partner, Grand Farm. In recent years, Alliance has also partnered with Beef + Lamb New Zealand to deliver a number of innovative retail marketing initiatives in China.

Shane joined Alliance as General Manager Sales in 2018. He has significant sales leadership experience, most recently at Diageo, a global leader in beverage and consumer products company, where he was Global Commercial Performance Director – Global Sales, based in Singapore.

He has also held both sales management and sales strategy roles within Diageo Australia, being part of the company's leadership team.

His earlier career includes sales roles with leading consumer companies GlaxoSmithKline and Britvic in Europe. Shane holds a Bachelor of Science in Food Business from University College Cork.



CONTACT

SHANE KINGSTON
General Manager – Global Sales & Marketing

alliance.co.nz



APOLLO FOODS

Apollo Foods was born in provincial New Zealand with a vision to add value to the country's primary raw materials.

Apollo Foods owns award-winning premium juice brand, The Apple Press, and Boring® Oat Milk, a category disruptor and leader in the plant milk space. Through investment in technology and distinctive branding, these extended shelf-life beverages are tailored to meet global consumer lifestyle and health trends. They also leverage New Zealand's reputation as a safe and traceable food source.

Apollo Foods began distributing in China through Sam's Club in 2021, adding to its portfolio of growing export markets throughout Asia.

Sally Gallagher is the CEO of Apollo Foods Ltd. With a wealth of business and market development experience, she brings a passion for food technology and nutrition to her role.

Sally's background spans corporate dairy, food, and nutritional companies in the USA and New Zealand. Her expertise and entrepreneurial spirit led her to co-found a successful export-oriented branded beverage business.

Under Sally's leadership, Apollo Foods has gained recognition for its award-winning brands, including The Apple Press, a premium juice brand, and Boring Oat Milk, a pioneering and market-leading plant milk product.



CONTACT

SALLY GALLAGHER
Chief Executive



boringmilk.com; theapplepress.co.nz

apollo
FOODS

ASIA NEW ZEALAND FOUNDATION

The Asia New Zealand Foundation Te Whītau Tūhono offers New Zealanders opportunities to engage with Asia – economically, culturally, and socially.

Established in 1994, the Foundation's work covers more than 20 countries. Activities are delivered through a range of core programmes in the arts, business, education, entrepreneurship, leadership, media, research, sports, and Track II diplomacy.

The Foundation connects individuals and organisations to create forums, cultural events, international collaboration, school programmes and professional development opportunities. Other initiatives include internships, grants and residencies for New Zealanders to experience the diversity of the region. The Foundation is guided by its board of trustees and is supported by a

network of Honorary Advisers in New Zealand and Asia.

Dame Fran Wilde is the Chair of the Asia New Zealand Foundation. She is a former Cabinet Minister, MP, and Mayor of Wellington. Fran served as the CEO of the NZ Trade Development Board and represented New Zealand on the APEC Business Advisory Council. She was appointed by the NZ Government as a Chief Negotiator for Treaty of Waitangi claims. She is Chair for organisations including Auckland Light Rail Ltd, Museum of New Zealand Te Papa Tongarewa, and Whanau Awhina Plunket. Fran is also involved in the arts, education, and philanthropy, and is recognised as a leading director by the NZ Institute of Directors.



CONTACT

FRAN WILDE
Chair



Asia New Zealand
Foundation

Te Whītau Tūhono |

AUCKLAND AIRPORT

Auckland Airport is New Zealand's largest international airport and plays a key role in the trade and tourism sectors.

From humble beginnings in 1966, Auckland Airport has grown into one of the largest international airports in Australasia. More than three-quarters of all international visitors to New Zealand arrived at the airport before the outbreak of Covid-19, with 21 million passengers travelling through the airport's terminals per year prior to the pandemic.

Auckland Airport also plays a significant role in supporting New Zealand businesses, with around \$15b worth of freight passing

through the airport each year prior to the pandemic.

Carrie Hurihanganui is the Chief Executive of Auckland Airport, having started the role in February 2022. With over 22 years of aviation experience, she has held a variety of key roles at Air New Zealand leading including Chief Operating Officer, and also held a senior role at National Australia Bank. She is passionate about purpose and people. Carrie holds a Bachelor of Business Studies from Massey University and has completed advanced programmes at INSEAD and Harvard.



CONTACT

CARRIE HURIHANGANUI
Chief Executive Officer



CHRISTCHURCH INTERNATIONAL AIRPORT

Christchurch Airport is a world-class international airport which is the South Island's largest tourism business and gateway for overseas visitors.

It is a significant contributor to the New Zealand economy, with an estimated market value of circa \$2.6b.

The airport is benchmarked in the top 20 airports globally for sustainability outcomes. It was the first airport in the world to achieve Level 4 decarbonisation accreditation under the Airports Council International programme – the highest accreditation an airport can achieve. It is also developing renewable energy precinct Kōwhai Park on 400ha of land behind its runways to power the new generations of

electric and green hydrogen aircraft.

Justin Watson is the Chief Executive of Christchurch International Airport. With over 20 years' international marketing and leadership experience, he previously served as Director of Trade, PR & Major Events at Tourism New Zealand. Justin's diverse background includes significant roles at McDonald's New Zealand & Pacific Islands and Coca-Cola Oceania. He played a key role in securing the China Southern direct service to Christchurch and establishing a ground-breaking partnership with the Alibaba Group. His expertise spans FMCG, retail, tourism, and government, with a focus on fostering international relationships and driving business growth.



CONTACT

JUSTIN WATSON
Chief Executive Officer



Christchurchairport.co.nz



COMVITA

Comvita is the global market leader in Mānuka honey and bee products.

Founded in 1974, Comvita now has a team of more than 550 people globally, united with more than 1.6 billion bees.

Comvita tests all of its bee-product ingredients to ensure they are of the highest quality in its government-recognised and accredited laboratory. The company is also growing industry scientific knowledge on bee welfare, Mānuka trees and the many benefits of Mānuka honey and propolis. They have pledged to be carbon neutral by 2025 and carbon positive by 2030.

Comvita is listed on the New Zealand stock exchange and has operations in Australia, China, North America, Southeast Asia, Europe and of course, Aotearoa New Zealand, where its bees are thriving.



David is the CEO and Managing Director of Comvita. David has been a Managing Director for nearly 30 years with a background in retail management and International Fast Moving Consumer Goods, overseeing operations in 70+ countries on all continents including 25 years in China.

With a deep cultural understanding and global leadership experience he has been able to attract and retain a highly talented team at Comvita. Since joining Comvita in 2020, he has successfully led the turnaround of the company's performance, achieving record sales and profit.

Comvita is on track to deliver their 2025 strategic goals including carbon neutrality and is committed to far reaching social and sustainable goals that are shared in their Harmony Plan.

CONTACT

DAVID BANFIELD
Chief Executive Officer



comvita.co.nz



EMA

The Employers and Manufacturers Association is New Zealand's largest business association, based in Auckland Tamaki Makaurau.

It is 138 years old and is the largest regional shareholder association of BusinessNZ and ExportNZ. Over 1,000 of its 7,000 members are exporters across manufacturing, food and beverage, creative services, forestry, consulting, engineering, education, tourism, and natural products. The EMA's diverse membership includes New Zealand's largest companies through to individual entrepreneurs. In 2019, the EMA established the Chinese Business Centre to support the growing number of Chinese-owned businesses in New Zealand and to help facilitate trade and investment between the two countries.

Brett O'Riley is the Chief Executive of the Employers and Manufacturers Association, New Zealand's largest business association, and founding partner of the Chinese

Business Centre based in Auckland Tamaki Makaurau. He is also on the BusinessNZ Board, one of New Zealand's APEC Business Advisory Council members, co-chair of the Advanced Manufacturing Industry Transformation Plan, and chair of the Tamaki Makaurau Business Network.

Brett has been engaging with China since the 1980s and has traveled extensively throughout the country. He worked internationally in the telecommunications and IT sectors for 20 years and returned permanently to New Zealand in 2009. Brett has spent the last 14 years dedicated to the goal of growing business productivity through trade, investment, and innovation, as the founding CEO of NZTech, Deputy CEO of the Ministry of Science + Innovation, and CEO of Auckland's economic growth agency.

Brett is also a director of World Bowls, Dotterel Technologies, BeVine, and an advisor to TCS.



CONTACT

BRETT O'RILEY
Chief Executive



ENGLISH NEW ZEALAND

English New Zealand is the representative body for high-quality English language providers and the recognised voice of the English language sector.

English New Zealand was established in 1986. Members include private providers which specialise in English language courses and those which offer English plus other programmes at private training establishments (PTEs) and universities. Member schools, both private and state-owned, are required to meet additional quality assurance standards over and above government regulations.

Approximately 18,000 students from over 50 different countries enjoy an excellent study-travel experience each year, with schools offering a full range of English courses including general skills

development, examination preparation, teacher training and academic/pathway English to prepare students for successful further study in New Zealand.

Kim Renner is the Executive Director of English New Zealand. With 30 years of experience in the sector, Kim has a deep understanding of the student experience and global connections in international education. Previously, she held senior roles in the English language school sector, including sales and marketing. In her current position, Kim manages strategy, quality assurance, marketing, and advocacy at English New Zealand. She holds a Bachelor of Arts in Education from the University of Canterbury and completed the Cambridge CELTA at International House, Barcelona.



CONTACT

KIM RENNER
Executive Director



englishnewzealand.co.nz

English
New Zealand

FONTERRA CO-OPERATIVE GROUP LIMITED

Fonterra is a dairy co-operative, owned and supplied by around 9,000 farming families who are among the most efficient dairy producers in the world, with an on-farm carbon footprint approximately one third of the global average.

Fonterra's range of dairy ingredients are sold under its NZMP brand and are found in prominent food and nutrition brands around the world.

Under the Anchor Food Professionals brand, Fonterra creates high-quality products and innovative solutions for foodservice professionals in over 50 countries.

The co-operative also manufactures, markets and distributes consumer products. These include branded dairy

products sold direct to consumers, such as milk, milk powders, yoghurt, butter and cheese.

Peter McBride is the Chair of Fonterra, and Board Member since 2018. He is Chief Executive Officer of Trinity Lands Limited, a dairy and kiwifruit operation. Peter is Managing Director of Ellett Beach Farms Joint Venture and Director of Sequel Holdings Limited. He is a member of the New Zealand China Council and the Zespri Global Supply Advisory Board. Previously, Peter held roles as Chair and Director of Zespri Group Limited, was the Managing Director of South East Hort Limited, and served as a Director of the New Zealand International Business Forum and the Zespri China Advisory Board.

CONTACT

PETER MCBRIDE
Chairman



Fonterra.com



LES MILLS INTERNATIONAL LTD

Les Mills delivers world-leading group fitness classes to New Zealand and the world.

The company was founded by Olympian Les Mills, who set up a small family gym in Auckland, New Zealand in 1968. Three generations on, with Les' grandchildren at the helm, the company operates 12 New Zealand clubs and partners with 20,000 clubs worldwide, as well as offering virtual classes.

Facilitated by 130,000 instructors, millions work out with Les Mills every day, taking part in classes which bring together music and movement with sports such as yoga, cycling, dance, martial arts, HIIT and more.

Clive is the CEO of Les Mills, the world's leader in group training with a mission to create a fitter planet. With a global career spanning sales, marketing, and management across multiple industries, Clive brings extensive knowledge of the training category. Prior to joining Les Mills, he ran his own retail business, worked with Nike in Europe, and played a pivotal role in transforming Spark NZ into a leading digital services provider. As a strong business leader, Clive has a proven track record of delivering results, building high-performing teams, and driving brand success internationally.



CONTACT

CLIVE ORMEROD
Chief Executive Officer



lesmills.com

LES MILLS

NEW ZEALAND CHINA COUNCIL

The New Zealand China Council is a New Zealand-led and funded organisation which acts as a cross-sector peak body for the relationship between New Zealand and China.

The New Zealand China Council was established in 2012 as part of the New Zealand Government's NZ Inc China Strategy. It brings together an influential group of key players to engage on the relationship between the two countries.

Members include leaders of NZ government agencies, businesses, iwi, the New Zealand Chinese community, and the education and creative sectors. The council informs New Zealanders about the New Zealand-China relationship and catalyses longer-term thinking, grows connections and exchanges with a

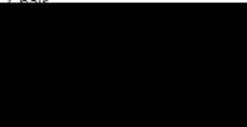
network of contacts in China and spearheads innovative initiatives that foster bilateral cooperation.

John McKinnon is the Chair of the New Zealand China Council. With a career spanning several decades, John joined the Ministry of Foreign Affairs in 1974 and served in various diplomatic roles, including twice as New Zealand ambassador to China and Mongolia. He has also held positions such as Director of the External Assessments Bureau, Deputy Secretary at MFAT, Secretary of Defence, and Executive Director of the Asia New Zealand Foundation. John brings extensive expertise in international relations and strategic studies to his current role.



CONTACT

JOHN MCKINNON
Chair



nzchinacouncil.org.nz



Ko te Kaitiaki a Aotearoa me Haina
New Zealand China Council
新西兰-中国关系促进委员会



NEW ZEALAND MAORI TOURISM

NZ Māori Tourism's focus is on opportunities that allow Māori to be authentic to their culture and traditions.

NZ Māori Tourism is an independent incorporated society that promotes, guides and supports the Māori tourism sector.

Māori tourism adds a rich cultural dimension to Aotearoa, New Zealand's visitor experience and distinguishes the country from the rest of the world. At the heart of it all is manaakitanga – care and respect for all people, from all places. All the while paying homage and respect to our environment, our people and our place, Aotearoa, New Zealand. Visitors may arrive as strangers, but leave as members of our whānau (family).



Rongomaiwahine, Ngāti Kahungunu

Pania Tyson-Nathan is the Chief Executive of New Zealand Māori Tourism (NZMT). During her tenure, pre-COVID revenue from the Māori tourism sector has risen from \$137m to \$1.97b.

Pania has over 30 years' experience in Māori business and economic development, in addition to local and central government.

She has held leadership positions at the Māori Exporters Collective, Māori Inc and the Kahungunu Asset Holding Company, as well as directorships of the Māori Economic Board, the Ministerial Advisory Group on Trade and New Zealand Film Commission Board.

CONTACT

PANIA TYSON-NATHAN
Chief Executive



Maoritourism.co.nz



NZ INC LTD

NZ INC. is a business intelligence firm which provides strategic insights into key domestic and international issues that are important to New Zealand.

Headed by Fran O'Sullivan and Tim McCready, NZ Inc. works with business, political and other thought leaders to provide programmes for discussion.

The China Business Summit is one of NZ Inc.'s most prominent leadership events, attracting a strong array of speakers and delegates. It sets an agenda for discussion on the vital opportunities, challenges and changes in the Chinese market.

NZ Inc. also curates and produces an array of reports including the New Zealand Herald's Mood of the Boardroom, which is the premier CEO survey in New Zealand.

Fran O'Sullivan ONZM is Managing Director of NZ Inc Ltd, a columnist for the New Zealand Herald and a commentator on television and radio. Fran is a member of the New Zealand China Council and co-hosts the China Business Summit, launched by NZ Inc in partnership with the Auckland Business Chamber in 2012. Fran's has a long association with Apec. She was a member of the Apec Business Leadership Group and served on the 2021 CEO Summit committee. In 2019, she was appointed Officer of the New Zealand Order of Merit for her contributions to business and journalism.

CONTACT

FRAN O'SULLIVAN
Director



chinabusinesssummit.co.nz

NZINC.



PIK POK

PikPok is New Zealand's biggest game development and publishing studio.

Since 1997, the studio has impressed players from all demographics with its fun, immersive, and high-quality games published across a wide range of consoles and portable devices.

Best known for the critically acclaimed Into the Dead series, the Rival Stars franchise, Shatter, and the BAFTA-nominated Super Monsters Ate My Condo, PikPok is committed to creating great entertainment experiences.

With over 200 staff across New Zealand and Colombia, PikPok has a diverse and talented team originating from around the world.

Tyrone McAuley is a founder and owner of PikPok, with over 25 years' experience in the New Zealand games industry. As a passionate advocate for the sector's growth, Tyrone has held the positions of CTO, CIO, and COO at PikPok. His qualifications span Computer Science, Entrepreneurship, Agile, and Transformative Coaching. Tyrone has actively pursued opportunities in China, fostering relationships with major companies through multiple visits between 2017 and 2019. Proudly of Samoan and European descent, Tyrone contributes to the Wellington Pasifika Business Network, inspiring and empowering Pasifika entrepreneurs in New Zealand's capital city.



CONTACT

TYRONE MCAULEY
Chief Operating Officer



pikpok.com



PRIMARY COLLABORATION NZ LTD/SCALES CORPORATION LTD

Primary Collaboration New Zealand Ltd (PCNZ) is a business incubator that helps New Zealand companies establish themselves in the Chinese market. It offers its members expertise in areas such as brand trends, consumer behaviour, sales channels, and regulatory requirements.

Andy Borland was elected as the first Chairman of PCNZ, in 2014, and has been a key architect of its formation and growth.

Andy is the Managing Director at Scales Corporation, an established agribusiness market leader that supplies food commodities and essential supply chain services to various global markets and customers. Across its three divisions of Horticulture, Logistics and Global Proteins, it employs more than 500 staff worldwide. Scales listed on the New Zealand Stock Exchange (NZX) in 2014, and was included in the S&P/NZX 50 Index in September 2016.



CONTACT

ANDY BORLAND
Managing Director

[REDACTED]
scalescorporation.co.nz



ROCKETWERKZ

RocketWerkz is an innovative and ambitious game development studio.

The independent studio, backed by one of the world's largest gaming companies, was founded by Dean Hall, creator of hit survival game DayZ.

RocketWerkz currently has two major video games out on gaming platform Steam – Icarus and Stationeers – and a number of other projects on the go.

Adventurer, video game developer and flag-waving Kiwi, Dean Hall is the CEO of RocketWerkz. He founded the company in 2015, aiming to make video game development a billion-dollar industry in New Zealand. Dean created the influential game DayZ, which won two Golden Joystick Awards and became the bestselling PC game of 2014. He also developed the sci-fi survival game Icarus, which reached #1 on global PC gaming charts in 2021. Dean has a background as a Royal NZ Air Force and NZ Army officer. He is also an accomplished mountaineer; he has summited Mount Everest and skied to the South Pole.



CONTACT

DEAN HALL
Chief Executive Officer



rocketwerkz.com

ROCKET WERKZ.

Schools International Education Business Association (SIEBA)

SIEBA is the association for international education in New Zealand schools.

SIEBA, officially the Schools International Education Business Association of New Zealand, began in July 2015 and now has more than 400 member schools across the country. As the peak body for schools, SIEBA plays a key role in supporting capability, quality, growth and the advancement of international education.

Membership for SIEBA is drawn from individual schools and these now account for more than 90% of all international school students enrolling in New Zealand each year. SIEBA has quickly become a strong peak body with significant influence on behalf of the school sector,

both within New Zealand and internationally.

John is the Executive Director of SIEBA, and has a personal goal to improve access to international education for young kiwi learners. John studied accountancy and education and has a background in business in New Zealand and as an educator in primary schools in New Zealand, China, Nigeria, South Korea and Cambodia. John has been a high school International Director. He has held his current role since 2015 and is the founder and inaugural executive director for the organisation. John is a global citizen and has deep knowledge and understanding of international education in New Zealand schools.

CONTACT

JOHN VAN DER ZWAN
Executive Director



sieba.nz



SEALORD

Sealord is one of the largest seafood companies in the Southern Hemisphere, with fishing operations in New Zealand, Australia and Mauritius.

Encompassing both sustainable deep-sea fishing and finfish aquaculture operations, Sealord employs more than 1,000 people in New Zealand and 240 people overseas. Specialising in fishing, processing, distribution and marketing, Sealord exports 90% of its catch in various frozen formats to 40 countries.

One of the largest quota holders in New Zealand harvesting sustainable seafood, Sealord also owns Petuna Aquaculture and Sealord King Reef in Australia.

Established in Nelson, New Zealand, more than 60 years ago, today Sealord is equally

owned by iwi/Māori through Moana New Zealand, and global seafood company Nissui Corporation.

Jamie is of Ngāti Mutunga, Ngāti Tama, Ngāti Maru, Te Ati Awa, Taranaki Tūturu descent.

Jamie is an experienced Director, currently chairing Sealord, Māori Television, and Tourism New Zealand. He also serves as a Director for Moana New Zealand, Port of Taranaki, Dairy Holdings, and various iwi investment entities. With a passion for iwi success, Jamie is committed to enhancing the iwi commercial landscape. His accolades include receiving the 2010 Sir Peter Blake Emerging Leadership Award and the Māori Young Business Leader of the Year award in 2016. He also holds the title of Distinguished Fellow at the University of Waikato.



CONTACT

JAMIE TUUTA
Chairperson

[REDACTED]
sealord.com



SILVER FERN FARMS

Silver Fern Farms is a market-led food company, supplying sustainably and ethically raised grass-fed red meat and other natural products from Aotearoa New Zealand to the world.

Established in 1948, Silver Fern Farms is New Zealand's leading processor, marketer and exporter of premium quality lamb, beef and venison and associated products to over 60 global markets.

Silver Fern Farms is deeply connected to the rural communities of New Zealand. In peak season, the company employs over 6,000 people globally and connects to a network of over 16,000 farmer suppliers nationwide.



Silver Fern Farms is committed to creating a nature-positive future, enabled by its sustainability action plan.

Simon is the Chief Executive of Silver Fern Farms Ltd. Simon's focus is on expanding market presence and developing nature-based production systems. Before joining Silver Fern Farms, he spent 10 years at Zespri International, holding roles such as Chief Operating Officer, GM China, and GM Global Supply. He also spent 16 years at Veolia, a French multinational. Simon has a deep connection with the New Zealand Primary sector, food manufacturing and service sectors and has lived and worked in a number of Silver Fern Farms' key international markets.

CONTACT

SIMON LIMMER
Chief Executive



silverfernfarms.com



SYNLAIT MILK LIMITED

Synlait Milk produces a diverse range of dairy products and exports to 50+ markets.

Established in 2005, Synlait was listed on the NZX in 2013, and became a Certified B Corporation™ in 2020.

It has over 250 milk suppliers in Canterbury and Waikato, and employs a staff of over 1000 people at its multiple sites.

Synlait's stable of products includes infant formula, nutritional powders, dairy ingredients, and other dairy-based products such as milk beverages, drinking yoghurts, cream and cheese.

In 2010, Bright Dairy (China's leading

value-added consumer dairy producer) became a 51% shareholder in Synlait. The company has offices in Shanghai and Beijing.

Abby is the China President and Director of Food Service for Synlait Milk. With strong experience in food and beverage manufacturing, Abby joined Synlait in March 2023 from SAVENCIA Group, where she was Director of Marketing. Prior to this, Abby held senior roles at Newell Brands and McCain Foods. Abby holds Bachelor's degrees from Shanghai University, and MBAs in Business, Management and Marketing.



CONTACT

YANLIN YE
China President and Director of Food Service

[REDACTED]
synlait.com



Te Pūkenga

Te Pūkenga – New Zealand Institute of Skills and Technology is New Zealand's largest tertiary education provider, providing vocational education to 250,000 learners across New Zealand.

Te Pūkenga brings together 16 institutes of technology and polytechnics with 9 industry training organisations to create a single national organisation, with the scale and flexibility to make education more accessible and responsive to skills needs across New Zealand.

The education provider develops career-focused qualifications and programmes and gives learners practical experience to ensure they have the skills required to enter the workforce.

Peter Winder is the Chief Executive of the New Zealand Institute of Skills and Technology – Te Pūkenga. With extensive leadership and governance experience in the public, private, and not-for-profit sectors, Peter has held governance roles such as Te Pūkenga Council, Manukau Institute of Technology, and Unitec. He has served as a Commissioner for Kaipara District Council and conducted independent reviews for Tauranga and Wellington Councils. He led consulting firm McGredy Winder & Co., and previously held executive positions at the Auckland Regional Council, Local Government New Zealand, and Tourism New Zealand.



CONTACT

PETER WINDER
Chief Executive



tepukenga.ac.nz



Te Whare Wānanga o Awanuiārangi

Established in 1992, Te Whare Wānanga o Awanuiārangi is a tertiary education institute that provides higher education and supports community development that is based on the values of Māori knowledge, language and culture.

The main campus is located in Whakatāne, with two additional sites, offering programmes across Aotearoa and internationally. It is the only wānanga that delivers qualifications from Certificate (Level 0) to PhD (Level 10). Te Whare Wānanga o Awanuiārangi has been ranked a Category 1 Tertiary Education Organisation in the latest External Evaluation Review report published by the NZQA. The organisation takes pride being awarded the highest trust and confidence rating by a government organisation and will continue transformative approaches to educational achievement for their communities and stakeholders.

PhD (Auck), BA (Hons), B.SocSc, Dip Tch, OAMLP

Professor Wiremu Doherty is the Chief Executive of Te Whare Wānanga o Awanuiārangi. He has vast experience in leadership roles within education and community development, including Chair of Ngā Kaitūhono, Chair of Toi economic development agency, and co-chair of a Sector Reference Group at the Tertiary Education Commission. The focus of his PhD was the centrality of tribal knowledge (Mātauranga-a-iwi) and educational contexts within Māori Education. With his strong connection to his Tūhoe and Ngāti Awa heritage, Wiremu leads Te Whare Wānanga o Awanuiārangi in providing quality education nationally and internationally at all academic levels.



CONTACT

WIREMU DOHERTY
Chief Executive Officer

[REDACTED]
wananga.ac.nz



TE WHARE WĀNANGA O
AWANUIĀRANGI

THE BEAUTY LAB COLLECTIVE (TBLC)

The Beauty Lab Collective (TBLC) is a leading manufacturer of natural skin and health care products.

The company's primary business is developing, manufacturing and selling New Zealand-made natural products in the personal care field. As well as manufacturing its own brands, including Only Good, Health Basics and Snowberry, TBLC is a leading contract manufacturer for the skin care, hair care, cosmetics and pet care industries.

TBLC is the parent company to eight companies including Pauling Industries, Ctomi, TBLC Packaging and Apex Brands. TBLC owns three manufacturing plants in New Zealand and heavily invests in innovations such as biotechnology and the metaverse.

Lulu Li (Louie) is the co-founder and Managing Director at The Beauty Lab Collective (TBLC). With a decade of director-level experience in Asia trade, Louie actively guides companies seeking business expansion in Asia. Louie's other leadership roles include Managing Director at Apex Brands (skincare products), CtoMi (healthcare products), and Pauling Industries (skincare and healthcare manufacture). Louie has also been a Beachhead Advisor with NZTE since 2017. He holds an MBA from the University of Southern Queensland, a Diploma in Business from Bay of Plenty Polytechnic, and studied for a Bachelor's degree in Business/Commerce at Massey University.



CONTACT

LULU (LOUIE) LI
Managing Director



Pauling.co.nz

The logo for The Beauty Lab Collective, featuring the text "The Beauty Lab Collective." in a bold, serif font, stacked vertically on a black background.

TOURISM HOLDINGS LIMITED

thl is a global tourism operator listed on the NZX and ASX and is the largest commercial RV rental operator in the world. In November 2022, thl merged with Apollo Tourism & Leisure, creating a multi-national, vertically integrated RV manufacturing, rental, and retail business spanning motorhomes, campervans and caravans. thl also operates tourism adventure, travel technology, and commercial vehicle manufacturing businesses.

In New Zealand/Australia, thl operates rental brands (Maui, Britz, Apollo, Mighty, Hippie, Cheapa Campa), manufacturing (Action Manufacturing, Apollo), retail brands (Talvor, Kea, Winnebago, Adria, Coromal, Windsor), retail dealerships (RV Super Centre, Apollo RV Sales, Kratzmann, George Day, Sydney RV, E-Camperco), travel technology (TripTech) and tourism attractions (Kiwi Experience and the Discover Waitomo Group, which includes Waitomo Glowworm Caves, Ruakuri Cave, Aranui Cave and

The Legendary Black Water Rafting Co.). In North America, thl operates the Road Bear RV, El Monte RV, CanaDream, Britz and Mighty rental brands. In UK and Europe, thl operates the Just go, Apollo and Bunk Campers rental brands.

Grant is the Chief Executive Officer at Tourism Holdings Limited. His background spans senior executive roles in tourism, hospitality, gaming, and retail industries, with previous director and general management positions in the retail sector. Grant served as Chair and Deputy Chair on the Tourism Industry Aotearoa Board for nine years and co-chaired the New Zealand Government's Tourism Futures Taskforce in 2020. He currently serves on the Board of Les Mills Holdings NZ. Grant holds a Bachelor of Commerce degree from Victoria University and has completed executive studies at the Insead Advanced Management Programme and Monash University.



CONTACT

GRANT WEBSTER
Chief Executive Officer

thlonline.com



UNIVERSITY OF AUCKLAND

The University of Auckland is New Zealand's largest, most comprehensive and highest ranked University. It consistently places among the top 100 universities in the QS World University Rankings and is currently ranked 68. It is a research intensive university with over 2,000 doctoral students including over 400 from China.

With approximately 46,000 students across 5 campuses and an annual turnover of more than \$1.3 billion, approximately 25% of which is research-related revenue, it is both the country's largest single education exporter and research organisation.

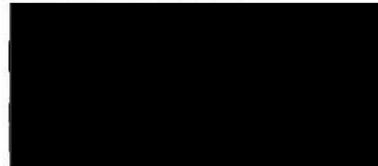
UniServices, a wholly-owned subsidiary, is the University's commercialisation arm and partners with the University in its innovation and entrepreneurship activities.



Professor Frank Bloomfield is the Deputy Vice-Chancellor (Research) at the University of Auckland. With a background in Neonatal Paediatrics, he holds a BSc (Hons) in Experimental Immunology and an MBChB from the University of Manchester, UK. He completed his PhD at the University of Auckland and pursued post-doctoral fellowship training at the University of Toronto. Frank's research expertise lies in neonatal intensive care, focusing on nutrition, growth, and development. He previously served as the Director of the Liggins Institute at the University of Auckland from 2015 to 2023 before assuming the position of Deputy Vice-Chancellor (Research) in March 2023.

CONTACT

PROFESSOR FRANK BLOOMFIELD
Deputy Vice-Chancellor (Research)



auckland.ac.nz



WESTLAND MILK PRODUCTS

Westland Milk Products is a dairy company based in Hokitika, New Zealand. It is the third-equal largest dairy processor in New Zealand, with annual revenues in excess of \$1 billion.

Milk is sourced from approximately 400 farms across the West Coast and Canterbury, many of which have supplied the company since its formation in 1937.

In 2019, the company was acquired by Chinese dairy company Yili Group. In addition to its New Zealand operations, the company has an office in Shanghai.

At its processing plant in Hokitika, Westland produces a range of milk-derived products; including commodity milk powders, infant nutrition products, and butter (marketed under the Westgold brand).

These products are exported to more than 40 countries.

Richard Wyeth has a long history within the New Zealand food and fibre sector. Within the dairy industry, Richard helped establish Open Country Dairy during its formative years before taking on the role of founding CEO for Miraka in 2010; a company he helped build from a greenfield development. He has also held management positions with Coca-Cola Amatil and DB Breweries. In 2013 Richard was awarded a Prime Minister's scholarship which enabled him to study at the INSEAD Business School in Singapore and Abu Dhabi. Richard has been the CEO of Westland since March 2021.



CONTACT

RICHARD WYETH
Chief Executive Officer



westland.co.nz

 **Westland Milk Products**
Hokitika · New Zealand

WETA WORKSHOP LIMITED

Wētā Workshop is a five-time Academy Award-winning design studio and physical manufacturing facility servicing the world's entertainment and creative industries.

Wētā Workshop has provided the design and physical effects for more than 120 films, numerous television shows, and multiple location-based experiences. The studio is best known for its work on the globally acclaimed The Lord of the Rings and The Hobbit trilogies, as well as The Chronicles of Narnia series, King Kong, Avatar, District 9, Ghost in the Shell, The Great Wall, Mulan, Thor, The Wandering Earth and Black Panther: Wakanda Forever to name a few. Wētā Workshop also operates a number of popular tourist attractions and a digital game studio, and

produces high-end collectibles.

Richard Taylor is the co-founder and creative lead at Wētā Workshop. Together with his wife Tania Rodger, Richard has built a diverse company that encompasses tourism offerings, retail experiences, consumer products, an interactive studio, and the creation of public sculptures and private commissions. Richard's exceptional work within the creative industries has earned him numerous accolades, including five Academy Awards®, four BAFTAs, two THEA Awards, and over 30 national and international honours. With a relentless pursuit of creative excellence, Richard and his team continue to inspire through their innovative endeavours.



CONTACT

SIR RICHARD TAYLOR
Chief Executive / Creative Director



wetaworkshop.com



ZESPRI INTERNATIONAL LTD

Zespri is a co-operative of kiwifruit growers. Its purpose to help people, communities and the environment thrive through the goodness of kiwifruit.

Zespri works with 2,800 growers in New Zealand and 1,500 growers offshore to produce Zespri Green, RubyRed and SunGold Kiwifruit.

The company employs a team of 850 people based in New Zealand and throughout Asia, Europe and the Americas.

In 2022/23, Zespri recorded total global fruit sales revenue of NZ\$3.92 billion to consumers in more than 50 markets with sales volumes of 606,000 tonnes (183.5 million trays). China was Zespri's largest single country market with sales volumes

of 105,000 tonnes (31.5 million trays). Despite an overall downturn in annual sales and volumes (of 3% and 9% respectively), Zespri's exports to China remained steady.

Bruce Cameron, Chair of Zespri International, is an experienced kiwifruit grower with a diverse background in pastoral and arable farming. He formerly served as the Managing Director of the Cameron Group of Companies. Bruce holds interests in property, dairy, beef, sheep, and kiwifruit farming. He serves as the Chair of Realty Service Holdings Ltd and sits on the boards of Cameron Farms Ltd, Gilston Mains Ltd, the New Zealand International Business Forum, and the New Zealand China Business Council.

CONTACT

BRUCE CAMERON
Chairman



zespri.com



TIPS FOR SOCIAL MEDIA

Social media is an important tool for businesses to engage with customers.

Understanding purpose

Your business social media marketing strategy should guide you to understand the objectives of social media marketing. The critical questions are: What is the purpose? Why are you there?

Overall, your activity should:

- Increase brand awareness
- Increase referral traffic – click through to your website, etc.
- Improve sales linked to social activity

Identify key channels

Each social media channel has a different purpose and audience. For example:

- **LinkedIn:** a professional networking and content sharing platform; a go-to channel for sharing business and career related news or information, and creating and developing new business relationships.
- **Twitter:** a news channel for succinct messages and links to relevant material; great for sharing, retweeting relevant and using hashtags to engage with like-minded community.
- **Instagram*:** a visual platform using imagery to engage audience (the quality of images is very important).
- **Facebook*:** useful to share photos, videos, important company information and updates.

** Please note, due to China's "Great Firewall", you may not be able to access Instagram and Facebook while in China.*

Content

Social content is best focused on your brand awareness. It is about building relationships between brands and customers rather than pitching sales. Develop three key messages about your business brand, be clear, concise, and consistent. Simple messages are most effective; keep in mind that social media content is digested quickly.

Use relevant hashtags

Hashtags should be specific and targeted to engage with your customer base and connect with an audience with similar interests. Hashtags should stay relevant to your business and brand.

The hashtags being used for this mission are:

#NZChinaTradeMission

Authentic engagement

Engagement with your audience should be authentic to build brand loyalty and make the customer feel valued.

Key Government Social Media Accounts

<p>New Zealand Trade and Enterprise</p> <p> @NewZealandTradeandEnterprise</p> <p> @NZTEnews</p> <p> @NZTEnews</p> <p> @nzte</p> <p>Ministry of Foreign Affairs and Trade</p> <p> @MFATNZ</p> <p> @MFATNZ</p>	<p>New Zealand Story</p> <p>@thenzstory</p> <p> @thenzstory</p> <p> @new-zealand-story</p> <p>Tourism New Zealand</p> <p> @tourismnewzealand</p> <p>@purenewzealand</p> <p> @purenewzealand</p>
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PR MEDIA RULES OF ENGAGEMENT

MENTIONS OF NZ GOVERNMENT

Please send a draft of any media release or online/printed article that mentions the New Zealand Government to NZTE for review before it is shared publicly.

Contact:

Andrew Holden,

Annabel Coxon,



ENDORSEMENT

You must not imply the New Zealand or host Government endorses your products and services on any channels including websites, printed materials, social media, media releases or media interviews.

You may:

- Publish photos of, and comments about, government ministers attending an event (for example witnessing a signing ceremony) provided that the photos and comments do not imply endorsement of your company.

You may not:

- Publish photos of any government ministers that could be perceived as an endorsement.
- Publish comments about any government ministers that could be perceived as an endorsement.
- Publish quotes from any government ministers that could be perceived as an endorsement.

If you are unsure, then please check with Annabel Coxon or Andrew Holden before publishing.

It's also worth noting that many countries have domestic laws that apply to the use of images of ministers or politicians in advertising or other promotional material. You may want to seek independent legal advice on any domestic laws that apply if you plan to use images.

Government media releases

You may share and leverage the official Government announcement on the specifics of the trade mission. The media release is available on the Beehive website:

[Prime Minister leads trade delegation to China | Beehive.govt.nz](#)

TIPS FOR MEDIA ENGAGEMENT

Media interviews, whether in-person with a print journalist, recorded for radio or filmed for TV or online, present an excellent opportunity to deliver your message about New Zealand and your business, and establish your professional profile as a commentator and thought leader in key focus areas.

NZTE will have a number of staff at each event, including communications specialists. You are most welcome to ask for their advice and support when speaking with Chinese media.

Create key messages

For interviews and any other interaction with media, develop three key messages about your business or product. Then substantiate each message with a local proof point – a statistic, customer example or anecdote related to that region.

Overall, your messages should explain:

- who your target market is in that market
- what your product or service is
- the pain points experienced by your target market that your product or service addresses
- the benefit your product or service provides
- what makes you unique
- supporting evidence where possible such as third party testimonials, case studies, technical data, etc.

Use every question as an opportunity to address your story. Don't wait for the interviewer to bring up your topic.

Be clear, concise, and consistent. Simple messages around few issues convey clarity and power, and are effective at driving home your story. Keep in mind, news is presented in small "bites" of information.

Don't assume reporters understand your objectives just because they don't ask you to explain it. Start interviews with background on the vision, mission, key highlights, and your background.

Do:

- Stay focused on key messages – establish your key messages for the interview and always aim to draw your answers back to these points.
- Set the agenda of the interview immediately by steering the conversation towards your narrative and key messages.
- Focus on the future when providing commentary: discussing future plans and predictions for future growth presents a positive and forward-looking image.
- Answer the question directly with your point and a supporting example to bring your answer to life.
- Provide specific insights, numbers and examples that are valuable and relevant to your audience.
- Correct inaccuracies. If the reporter repeats something back to you that's inaccurate, be sure to clarify it at once to prevent it appearing inaccurately in print. If a question makes an inaccurate assumption or states inaccurate facts, clear things up before trying to answer.
- Try to take a personal interest in the reporters. If there is time and opportunity, ask them what stories they have been covering, how long they have been at the publication (even if you already know), and what they think the hottest topics are in Australia at the moment.

Don't:

- Disclose any information that you don't want to be published. Anything you discuss during an interview may be noted by the journalist and/or published. You are never truly "off the record".
- Disclose any sensitive, classified information or ongoing deals.
- Comment negatively on government initiatives, market conditions or other parties.
- Try to answer questions on unfamiliar subjects. If these questions arise, explain that you are not the appropriate person to comment, however you can put the right person (such as your PR agency) in touch.

There are additional points to note when conducting recorded interviews for radio or TV/online.

Broadcast: TV

Do:

- Sit and speak confidently with your hands on the table so as to create an impression that you are ready to engage in a conversation with the interviewer.
- Speak in full sentences.
- Make a conscious effort to speak more slowly than usual, and generally avoid slang or colloquialisms.
- Compose yourself at the start of your answer for the first question by thanking the journalist and show for inviting you. E.g.:

"Firstly, thank you having me here today. I'm honoured to share some of my views about New Zealand's recent work in...."

- To 'buy time' when a question is asked, you might like to repeat the question. Eg:

Q: Why is Australia an important market?

A: Australia is an important market because....

Don't:

- Wear a patterned or bright-coloured outfit – avoid green in particular.
- Focus on the camera unless expressly instructed to do so. Your main point of engagement is the journalist, so give them your full attention.

Broadcast: Radio

Do:

- Keep your answers short and snappy in order to provide better sound bites.
- Speak in full sentences.
- Make a conscious effort to speak more slowly than usual, and generally avoid slang or colloquialisms.

Don't:

- Be afraid to elaborate. Whilst it is important to be direct, take the time you need to explain and provide examples – producers can cut you off if they need.

Speak in a language everyone understands

Every industry has its own jargon, which some reporters may understand, but the general public may not. Explain abbreviations and avoid jargon.

Use flags

Phrases such as “What’s most important...”, “The key thing is...”, “There are three critical factors...” signal to the reporter and the audience that you’re about to say something vital.

You don't have to know everything

If you can’t answer a question because it is not your area of expertise, don’t fudge. “I don’t know” is a legitimate answer. Ensure you indicate who can answer the question and get them in touch with the right person.

Remember your rights

It’s your interview as much as it is the reporter’s. You can ask the reporter for clarification, question repeat, a moment to think about the issue.

Beware of hypothetical statements.

If a reporter asks, “would you say” and then quotes a statement for your agreement or disagreement, don’t accept it. Make your own statement.

If a statement is made that is not true, refute it immediately and politely

Correct it in a helpful manner. If a journalist rephrases your words incorrectly, don’t repeat the negative. Take the opportunity to re-state your position.

Hammer home key takeaways

Reporters will often ask “Is there anything else I should know or you want to add?” Close the interview by saying, “The three things I want you to take away are...”





CHRISTCHURCH AIRPORT WELCOMES CHINA SOUTHERN AIRLINES' RETURN

Direct flights between Christchurch and Guangzhou are about to resume.

The President of China Southern Airlines announced the airline's return during a meeting with the NZ Prime Minister's delegation in Beijing.

President Han says the service paused during the pandemic, but will re-start on November 10 with three flights a week.

Christchurch Airport Chief Executive Justin Watson describes the announcement as a great day for Christchurch Airport and for New Zealand.

"Our connection from Guangzhou to Christchurch was launched in 2015, and over the following four years grew from a summer seasonal service to a daily year-round link between our two countries," he said.

"With a staggering growth rate of more than 250% in only three years, China Southern's growth at Christchurch expanded from one charter flight back in 2015, to a daily Boeing 777 in 2019.

"Our China market has expanded from around 45,000 in 2015, to almost 120,000 passengers flying direct into Christchurch Airport."

Justin Watson says Christchurch is the primary gateway to the wonders of the South Island which, when connected to China Southern extensive network, means passengers can connect directly through the airline's Guangzhou hub to hundreds of destinations.

"The impact of the service re-starting will be far beyond our tourism industry. Not only is the service popular with visitors, but it's key for education, business and high value airfreight such as our famous live lobster and fresh seafoods.

"People-to-people links and greater prosperity through business and improved trade are the results of airlinks such as this."

Tourism New Zealand Chief Executive René de Monchy says "Tourism New Zealand is focussed on attracting high quality visitors who will positively contribute to New Zealand's nature, society, culture and economy. Chinese visitors support this, tending to travel across the year and undertaking a range of activities across the regions."

ENDS

