

Perry Richardson
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15 August 2016

Dear Perry

RE: OIA 2016-17-3 – Better By Design Study Tour Mission - October 2015

Thank you for your email of 8 July 2016, partially transferred to New Zealand Trade and Enterprise (NZTE) on 18 July 2016, concerning an Official Information Act 1982 request. You requested the following information:

1. *What businesses went on the Better By Design study tour mission in October 2015 and what were the selection criteria used*

The following businesses attended the October 2015 Better By Design study tour:

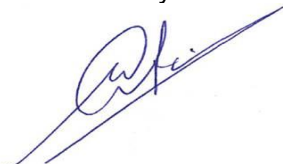
- ADInstruments
- Balle Bros
- Bluelab
- Framacad
- Gallagher Group
- Kiwa Digital
- LIC Automation
- Livestock Improvement Corporation
- EBOS Animal Care
- Milmeq
- New Zealand Agriseeds
- Online Republic
- Page Macrae Engineering
- Private Flight
- Smartrak
- Spanbild
- Surtees Boats
- Villa Maria
- Yealands

In addition, the following businesses attended the trip as coaches:

- Virtuo Design
- Smith and Wild
- Empathy
- Bowmast Consulting

To be eligible for this learning experience a company must have sufficient resources (capital and staff) along with a CEO who understands that there is value in design to grow their company. The study tour is an invite only event and invitees are chosen in consultation with their NZTE customer manager.

Yours sincerely



Marcus Scoliege
DIRECTOR – BOARD AND MINISTERIAL