

AMCHAM NEWS

American Chamber of Commerce in New Zealand

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April 2015

Trade with USA hits record high - Launch of AmCham-DHL Express Success & Innovation awards for businesses trading with the USA

The American Chamber of Commerce is delighted to announce the launch of the 2015 AmCham – DHL Express Success & Innovation Awards, held in conjunction with Hawaiian Airlines. The awards celebrate business achievement between New Zealand and the United States.

Two-way trade between New Zealand and the USA hit a new high in the last year of \$11.22 billion, an increase of 29.81% on 2014 and accounts for 11.2% per cent of New Zealand's total earnings from overseas trade.

AmCham works closely with its members and companies trading with the USA to enhance and expand business and trade relationships within the private and public sectors.

"The annual Success & Innovation Awards provide an opportunity to showcase those companies that have demonstrated imagination, innovation and entrepreneurship, as well as honour and celebrate their achievements." says AmCham Executive Director Mike Hearn.

Awards categories are:

- ◆ Exporter of the Year to the USA - with export revenues to the USA up to NZ \$500,000
- ◆ Exporter of the Year to the USA - revenues from NZ \$501,000 to NZ \$5 million and
- ◆ Exporter of the Year to the USA - revenues over NZ \$5 million
- ◆ Importer of the Year from the USA
- ◆ Investor of the Year for New Zealand companies investing in the US, as well as US companies investing in New Zealand
- ◆ The Eric & Kathy Hertz Award for Citizen Diplomacy

A Supreme Award winner is selected from winners of each of these awards.

AmCham also makes an award to the Supporter of the Year.

The winners of the importer and exporter awards receive between \$1,000 and \$2,000 of free shipping with DHL Express and 100,000 air miles from Hawaiian Airlines

Award winners will be announced at a gala awards & 50th Anniversary dinner at the Pullman Hotel Auckland on 20th August.

Companies interested in entering the 2015 awards can find further information at www.amcham.co.nz or by contacting Mr Hearn – email mike@amcham.co.nz or phone 09 309 9140. Entries close at 5.00 pm on 29 May. Finalists will be announced on 14 July and the winners announced at the black tie awards dinner on 20 August.

Previous winners of the Supreme Award have included ZESPRI International, Peace Software, Airways Corporation, HumanWare, Tenon, Zeacom, Specialist Marine Interiors, Fonterra and Christchurch Engine Centre, Buckley Systems, Vista Entertainment, Greenshell New Zealand and Orion Systems International.

In addition to AmCham, DHL Express and Hawaiian Airlines, the awards are supported by: ASB Bank, Baldwins, Fonterra Co-operative, Prescient Marketing & Communications, the Pullman Hotel Auckland and The Business Herald

TPP Update

Hard work by members of the business community and trade champions in Congress and the administration continues apace as debate advances over [Trade Promotion Authority \(TPA\)](#). The Senate Committee on Finance and the House Committee on Ways and Means last week marked up the [Bipartisan Congressional Trade](#)

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TPP Updates (Continued from page 1)

[Priorities and Accountability Act of 2015](#), which will renew TPA. The House and Senate are considering legislative strategy for TPA as well as the African Growth and Opportunity Act (AGOA) Extension and Enhancement Act of 2015—which includes AGOA, the Generalized System of Preferences (GSP), and continued trade benefits for Haiti—as well as customs reauthorization legislation and Trade Adjustment Assistance (TAA).

From Inside US Trade

Trans-Pacific Partnership countries have scheduled a long-awaited ministerial meeting for May 26-28 in the Philippines where they will seek to close a final deal. This places the TPP meeting just after a self-imposed congressional deadline for passing fast-track trade authority legislation before the Memorial Day recess which begins May 22. The fate of the Trans-Pacific Partnership (TPP) ministerial hinges on whether Congress can pass Trade Promotion Authority legislation before the meeting.

However new procedural hurdles in the Senate are making it unlikely that congressional leaders will meet their goal of having Congress pass a Trade Promotion Authority (TPA) bill before it recesses on May 22 for the rest of the month and prior to a Trans-Pacific Partnership (TPP) ministerial meeting tentatively planned for late May, according to pro-TPA lobbyists.

McConnell Files Cloture on Motion to Proceed To TPA Bill

Senate Majority Leader Mitch McConnell (R-KY) on Thursday morning (May 7) filed cloture on a motion to proceed to a bill to renew Trade Promotion Authority (TPA). The cloture motion takes two days to “ripen,” meaning that a vote on it could come on Monday at the earliest.

New Zealand’s Chief negotiator recently briefed stakeholders and advised that “TPP could be concluded by mid-year but the outcomes need to be in New Zealand’s national interest”. Chief and Lead negotiators are due to meet in Guam in the next week or two to finalise negotiations and report to the Trade Ministers who are due to meet on May 26-28 in the Philippines.

Ambassador Mark Gilbert has tweeted- “Its time to pass Trade Promotion Authority. Please see our letter from 11 US AMBs.. <https://twitter.com/ambmarkgilbert/status/593486047889219584>

[President Obama’s Case for Why the Trans-Pacific Partnership is Good for America](#)

[Support for TPA Expanding, Showing its Sweep](#)

Digital Trade and the 99 Percent -- New PPI Report and Republic 3.0 Op-Ed

From the US Chamber

Please note take a look at the article Ed Gerwin wrote that helps clarify how TPP helps SMEs. Nowhere is that more apparent than in the digital space and Ed’s piece and the accompanying op-ed highlight how the Internet is making trade more more inclusive by enabling entrepreneurs, small businesses, and consumers to trade worldwide. They have given AmChams permission to reprint as long as it is sourced with a note that this piece appears courtesy if Republic 3.0.

[The Digital Opportunity: Democratizing Trade for the 99 Percent](#), a new report for the Progressive Policy Institute, we highlight how the Internet is rapidly making trade more inclusive by enabling entrepreneurs, small businesses, and consumers to trade worldwide—in many cases, as easily as large, deep-pocketed multinationals. And we explain why it’s vital for these non-traditional traders—and for many other members of the 99 percent—that the United States ensure that trade deals like the TPP include strong protections for digital trade.

I hope you find the [report](#) and accompanying [op-ed](#) in Republic 3.0 to be of interest.

Cross-Border Investment: International Agreements and Dispute Settlement

To address the ongoing debate over international investment and investor-state dispute settlement (ISDS), the U.S. Chamber of Commerce has published a primer on the subject as well as a two-page version of the “13 Myths about ISDS” section that appears toward the close of the broader document. [Read more:](#)

OTHER NEWS

Lincoln University honours former US Trade Representative and Secretary of Agriculture Clayton Yeutter

Founder and Chairman of ANZCO Foods, Sir Graeme Harrison, has continued his support for Lincoln University through the establishment of a Research Fellowship to work alongside the recently appointed Sir Graeme Harrison Professorial Chair in Global Value Chains and Trade.

The Research Fellowship does more than just boost the expertise at the University in global value chains and trade, however. To honour a significant colleague and trade negotiation leader, Sir Graeme has requested that the fellowship be known as the Clayton Yeutter Fellowship.

[Read more:](#)

U.S. Department of Defense praises U.S., Australia, New Zealand partnership

Thousands of miles from home, the Australian and New Zealand Army Corps fought for something larger than themselves: their national

(Continued on page 3)



Supporting AmCham

(Partnership Praise - Continued from page 2)

identify and ensuring the world was safer and better, Deputy Defense Secretary Bob Work said during a ribbon-cutting ceremony of the enhanced exhibit in the Australia, New Zealand and United States Corridor at the Pentagon. [Read More:](#)

Kiwibots teams triumph again at the Vex Robotics World Championships

For the last seven years teams from New Zealand schools and Universities have travelled to the USA to take part in the Vex Robotics World Champs and every year they have returned victorious. This year's champions were:

Glenfield College won the World Excellence Award – the supreme award for schools

Lynfield College successfully defended their High School World Champions title

University of Auckland won the World Excellence Award – the supreme award for Universities, this was the second time they have won this title. They were also Robot Skills World Champions and Programming Skills World Champions.

VEX is the biggest and fastest growing classroom based robotics competition in the World and we are at the top of it. More than 33 countries and 11,000 teams compete worldwide to attend the World Championships and only 450 make it to the High School Championships. To win is a magnificent effort that cannot be overstated and to win the Excellence Award in unbelievable. www.kiwibots.co.nz

US Ambassador visits HTYN

Newly appointed US Ambassador to New Zealand and Samoa, Mr Mark Gilbert visited Studio 274 with his family. He was able to meet with some of our youth members and have a tour of the Studio. It was great to meet Mark and his family and show them a sample of the projects, members are working on.



APCAC Announces New Vice Chairs

The Asia Pacific Council of American Chambers of Commerce (APCAC) announced today the following slate of APCAC Vice Chairs and other leaders who will serve the current term until Spring 2016.

- Judy Benn, Vice Chair for Southeast Asia Region
- Tom Clark, Vice Chair for Policy, Washington, and APEC
- Amy Jackson, Vice Chair for North Asia Region
- Kenneth Jarrett, Vice Chair for U.S. – China Bilateral Relations
- Shiumei Lim, Vice Chair for ASEAN Integration
- Niels Marquardt, Vice Chair for Australia and Pacific Islands Region
- Radika Obeysekere, Vice Chair for South and Central Asia Region
- Steve Okun, Vice Chair for TPP
- Brett Sciaroni, Vice Chair for ASEAN Engagement
- Harley Seyedin, Vice Chair for U.S. – China Economic and Trade Policy
- James Zimmerman, Vice Chair for Greater China

Also joining the leadership ranks are Richard Vuylsteke as APCAC Treasurer and Adam Sitkoff as APCAC Secretariat.

Jackson Cox, Chairman of APCAC, commented on these appointments saying, "I am very grateful to each of our Vice Chairs and other leaders for stepping up and agreeing to serve during a time of such consequence for American commerce in the Asia Pacific region." Mr. Cox, based in Ulaanbaatar, also acknowledged the important work each AmCham is doing throughout the region, "AmChams stand at the front lines of promoting job creation and economic development in the Asia Pacific region and offer unparalleled knowledge, service, and benefits to their members."

APCAC was established in 1968 and is an association of 30 American Chambers of Commerce in the Asia Pacific Region. APCAC's collective membership represents more than 15,000 companies, 50,000 overseas American workers, and over US\$500 billion in annual investment and trade in the region. For more information on APCAC please visit www.apcac.org

Hon. Kurt Campbell to be U.S. Co-Chair of the US | NZ Council Pacific Partnership Forum

US | NZ Council is proud to welcome Kurt Campbell as a U.S. Co-Chair of the Pacific Partnership Forum coming up on June 30-July 1 in Auckland! Hon. Campbell previously served as the Assistant Secretary of State for East Asian and Pacific Affairs and is currently CEO of The Asia Group.

Whanau Tahī leads Maori business team to USA

Waipareira and Whanau Tahī – the IT arm of the west Auckland organisation – is leading a high level Maori business delegation to the US.

Waipareira CEO, Hon John Tamihere, Whanau Tahī Director Stephen Keung, joins North island Whanau Ora Commissioning Agency, Te Pou Matakana Chair, Merepeka Raukawa-Tait, New Zealander of the Year Dr Lance O'Sullivan as well as Lady Tureiti Moxon in a 20 strong Maori Health and Social Services delegation to the US. The trip is supported by Callaghan Innovation – New Zealand's business innovation agency. Whanau Tahī and Callaghan Innovation have a Memorandum of Understanding (MoU), signed in 2014.

The group heads to San Francisco then Seattle – where they will commemorate the 100th Anniversary of Anzac Day. The delegation will also receive a briefing with Microsoft executives in Redmond, Washington. Whanau Tahī have a MoU with Microsoft.

The delegation will make a presentation at the Self-Governance Tribal Annual Consultation Conference in Reno, Nevada before meeting with the City of Los Angeles on May 1.

The purpose of the trip is to:

- Identify and advance commercial opportunities for Maori businesses
- Develop technologies that Maori health and social service providers can use in their health Centres
- Learn about latest developments in health IT
- Develop international relationships with indigenous peoples
- Set the stage for joint work with Callaghan Innovation and IT and medical businesses.

Mr Keung says the calibre of the group heading to the US is outstanding.

"Whanau Tahī is very fortunate to be part of this delegation and we'll be looking for as many opportunities as possible," Mr Keung says.

SUCCESS STORIES WITH USA

[AMC Theatres and Movio partner to enhance moviegoing](#)

[\\$100k capital payday as Silicon Valley shows NZ start-up the way](#)

[Tait Communications set to deploy one of North America's largest radio networks](#)

[US burger demand bodes well for NZ beef farmers](#)

[NZ shines on global stage as Microsoft backed VMob realises American dream](#)

[Battle for Cloud supremacy continues as Oracle sends troops to NZ](#)

[Lucrative US market looms for Tru-Design](#)

[Universities' collaboration the 'catalyst' for city growth](#)

[NZ iPad cloud firm flies the flag for Kiwi innovation in Las Vegas](#)
[GeoOP doubles annual sales as it chases US customers](#)

[Huljich loans Pushpay \\$4 million to fund US growth plans](#)

[2Degrees buys telco Snap in step towards full service](#)

[Pushpay to raise \\$13.8m to fund US growth](#)
[Waikato Innovation Park companies show buoyancy](#)

[US BlackRock takes 5% stake in Fletcher Building](#)

[Massive Kickstart to Kiwi-born Grainfather in USA & Canada](#)

[Visitors to Hawaii double in two years](#)

[The New Zealand Merino Company secures US apparel contract](#)

[EveredgelP forms Partnership with Mondiale Technology](#)

TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

Commercial News USA

The May/June 2015 issue of Export USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at <http://exusa.thinkglobal.us/052015/>

Trade-Leads for Importing and Exporting

You are invited to register your company at America's new online trade leads matchmaking platform for importers and exporters. ThinkGlobal is the world's first B2B matchmaking platform to integrate multimedia, localization, virtual trade show technology, and social media. Just register online at [ThinkGlobal](#)

International Buyer Program – Trade Show Schedule 1 Jan to 31 Dec 2015

for details and support contact Janet Coulthart: janet.coulthart@mail.doc.gov

Hawaii trade mission

NZ Hawaii Business Connections presents the opportunity for you to attend and be part of the Annual Hospitality & Food Service Expo being held in early July 2015, at the Blaisdell Centre in Honolulu, Hawaii. <http://www.blaisdellcenter.com/venues/exhibition-hall/> Updates will be posted onto our website: <http://nzhawaii.com>

2015 BIO International Conference

Hosted at the Philadelphia Convention Centre, Pennsylvania, June 15-18, this year BIO promises to be enormous: <http://convention.bio.org/>. We are partnering with MBIE again this year to facilitate any NZ companies heading to Philadelphia, and we will be hosting a stand and a number of events to ensure we effectively connect and contribute to the convention. If any of you are thinking of heading to BIO but have missed out on the Early Bird, let me know as we have secured some additional discounts.

MBIE are also working with us to offer Travel Assistance to a handful of NZ companies heading to BIO. If you would like to learn more, let me know and I will send you an application form. **Contact NZ Bio** : operations@nzbio.org.nz

Kiwi TV chef wants to connect with you

World Class New Zealander Annabel Langbein, bestselling author, co-producer and star of her hit television show The Free Range Cook, will shortly be appearing on North American television. Her series has been picked up by PBS and will air from September 2015 across the country. North America will be the 94th country screening The Free Range Cook, and Annabel Langbein Media are keen to talk with companies working in the North American market who might be interested in leveraging exposure through TV sponsorship and joint promotional activities. [Read more](#) or contact Christine Arden, General Manager, christine@annabel-langbein.com Tel: +649-522-4184

A marathon of sprints

No market has a greater ability to reward an organisation's talent and success – or to test its focus and perseverance – than North America. Claudia Batten, NZTE Regional Director for North America, discusses the two key tactics that will maximise your chances: marketing and a mutually-beneficial approach to networking she calls "super-connecting." [Read more](#)

Tickets are expected to go on sale next month, with flights commencing mid December.

TRAVEL

Air New Zealand to fly direct to the heart of Texas - the gateway to southern hospitality

Air New Zealand has today announced it will start flying to Houston, Texas from December this year, opening up a direct connection between New Zealand and America's South for the first time.

Air New Zealand will fly its completely refitted Boeing 777-200 aircraft between Auckland and Houston up to five times a week opening up the state of Texas as well as popular nearby tourist states such as Louisiana and Florida.

The new route is set to become the fastest way for Kiwis to get to popular East Coast and Midwest destinations, such as New York and Chicago.

Today's announcement means Air New Zealand will soon be offering direct services to five popular North American destinations – Los Angeles, San Francisco, Vancouver, Hawaii and Houston.

Air New Zealand Chief Executive Officer Christopher Luxon says the airline is hugely excited to be adding Houston to its list of international destinations, particularly as the move comes hard on the heels of the airline's recent announcement that it will also begin flying to Buenos Aires, Argentina, in December.

"We are absolutely committed to expanding our Pacific Rim network. Houston offers our customers direct access into the heart of the American South and a world of new tourism experiences. Not only is Houston home to NASA's Johnson Space Center and Mission Control and one of the world's largest livestock shows and rodeos, it's a great jumping off point for the home of country music in Nashville, Tennessee; the jazz capital of New Orleans; and the resorts, theme parks and beaches of Florida. Houston is also a key gateway for Mexico and the rest of Central America and the Caribbean.

"The great American road trip features on many bucket lists. The addition of Houston to our network will mean our customers can fly direct to Texas and then set out to explore one of the most vibrant and fascinating parts of American culture and experience down home southern hospitality through the food, music and sights of Texas and the American South. It's a great part of the USA for visitors to immerse themselves in and I know it's going to have tremendous appeal for our customers.

"We also look forward to welcoming more visitors to New Zealand from the southern and Midwest states and major East Coast cities where the option to connect through Houston will effectively make New Zealand's tourism proposition more accessible than ever before."

Air New Zealand will code share from Houston to other key USA domestic destinations as well as Mexico, Central America and the Caribbean with Star Alliance partner United Airlines, which has a large Houston based hub. United will code share on the Air New Zealand flight from Houston to Auckland and points beyond.

Tickets are expected to go on sale next month, with flights commencing mid December.

BUSINESS TRAVEL INSURANCE
FROM ACE acegroup.com/nz



BUSINESS TRAVEL & TRAVEL NEWS

News, views and information for Amcham business travellers from **Grant Bevin**, Managing Director Business World Travel.

Business World Travel is a member of GlobalStar Travel Management

BWT introduces Virtuoso to our Amcham clients

Airlines

Air New Zealand's new destinations **Buenos Aires** and **Houston** (flights from December) will be useful for quite a number of BWT travellers. Whilst our Clients' primary business destinations in South America are Brazil and Chile, **Buenos Aires, Argentina** does feature prominently for our leisure and school/sporting groups travellers. **Houston, Texas** will hopefully rival the Qantas success with their service to Dallas Fort Worth by providing superior connections from this United Airlines hub to the US East Coast, the Caribbean and Central America. These are better than those offered from LAX. The specific schedule for Houston has not been announced.

Lufthansa and Air New Zealand have launched a great combined **Premium Economy Class** airfare available to a number of destinations in Europe. NZ\$3749 plus taxes (eg via **Los Angeles to Frankfurt** return taxes will be \$245) is **great value** from two airlines with commendable Premium Economy Class products. The fare allows extension to one of around 120 European cities (plus relevant taxes). Seat sales in on until 24 June with travel through to March 2016. A shrewd eye will notice that this very special airfare is less than the lowest regular Premium Economy fare to Los Angeles alone! Call our BWT Consultants now!

Hotel news

Hilton Hotels has launched a new branding – **Curio Collection**. Currently with eleven hotels, Curio's mantra is *that the properties that make up the Curio Collection defy the ordinary. Each one is handpicked, selected for their unique character and ability to create moments that will last forever.* They seem to be a mix of older properties that don't quite fit into the other standard Hilton brands and the opening collection has two resort properties in Jamaica, one in Hamburg and the others in the US.

Executive Leisure

As a member of Virtuoso, BWT can bring you improved availability for major US Sporting Events. Packages are now on sale for the **2016 Daytona 500** (17-22 February) and the **2016 Masters** in Augusta (04-10 April). Forget the Masters' ballot and be part of golfing heritage as the 2016 Master's champion dons the coveted green jacket! Packages vary and also include the rental of private houses nearby if there is a group of you. Tanya Warman here at BWT has the details.

Time to spare after a business trip to **New York**? We have this exclusive tour available where you can **discover New York and Beyond – The Five Boroughs in Five Days**. New York City is comprised of five boroughs; Manhattan, The Bronx, Brooklyn, Queens and Staten Island, representing over 200 different nationalities. Each neighbourhood is distinctive and rich with culture and history. Go beyond the New York that you already know and discover what makes each of these boroughs unique. Our sightseeing tour takes in a different borough each day and you'll be hosted by a qualified tour guide. Ask one of the BWT Team for details.

We seem to have created a new breed of **serial shoppers** with holidays to **Honolulu**! Of significance for families (particularly teenagers) it must be noted that the very famous **Nordstrom Rack** (outlet division of the elite clothing department store featuring bargain basement pricing) has moved to the Ward Village Shops at 1170 Auahi Street in Honolulu – a couple of blocks beyond Ala Moana Shopping Centre. Our Executive Leisure Travel Consultants tell us that there is some availability to Hawaii in the third term school holidays but you'll need to book soon. Third term school holidays for State Schools are 25 September – 12 October (Private Schools vary). Then back to school refreshed for the busy last term exams! Our team advises that **Hawaiian Airlines** is the choice for shoppers offering each economy class traveller **2 pieces at 32kg each** of luggage.

Travellers using **Auckland Airport** will notice that the work has commenced on a major upgrade to the intersection of SH20A and Kirkbride Road. To allow a faster travel time from the city and the new Western Highway to the airport, SH20A will be tunnelled under Kirkbride Road over the next 18 months. Expect congestion and therefore allow 15-30 minutes additional travel time to or from Auckland Airport.

Our valued clients at **The Himalayan Trust** are needing support. Although not the US, we invite our fellow Amcham members to consider assisting their fundraising efforts. Visit www.himalayantrust.org to read about and assist with the rebuild following the Nepalese earthquakes.

Check out our website at www.bwt.co.nz

Reviewing your Corporate Travel? Call our Team:

Clare Gilbertson Business World Travel Wellington 04-470 6044 cgilbertson@bwt.co.nz

Grant Bevin Business World Travel Auckland 09-529 3700 gbevin@bwt.co.nz



FOR YOUR DIARY

26 th May	Auckland CEO lunch (invitation only)
28 th May	AGM & AGM Reception at AUT University, Auckland
4 th June	Auckland CEO lunch (invitation only)
2 nd July	Wellington CEO lunch (invitation only)
15 th July	Auckland CEO lunch (invitation only)
29 th July	An audience with Craig Elliott, CEO of Pertino Inc (date TBC), Auckland
23 rd July	An audience with Daniel Radcliffe, EY Entrepreneur of the Year 2014, Auckland
31 st July	Seminar - How to design a lean mean and strategy with Palladium Group Australia, Auckland
20 th Aug	2015 AmCham-DHL Express Success & Innovation Awards & 50 th Anniversary Dinner, Auckland

MEMBER NEWS

AmCham Past

Jim & Peggy Butts (AmCham President 1990-92) were recently back in New Zealand for their annual trip and met up with a group of old AmCham friends. AmCham's ED Mike Hearn met with Jim who commented that "I truly appreciate staying in touch with AMCHAM New Zealand. They were happy years for me and happy times since by staying in touch with these wonderful people and friends".



Helping NZ's next generation of filmmakers mark World IP Day – at the movies

By Jim Donegan, U.S. Consul General, Auckland

On May 4 I had the pleasure of participating at an event hosted by the New Zealand Screen Association (NZSA) and Recorded Music New Zealand (NZ), who had teamed-up with the Embassy and Consulate General to celebrate World Intellectual Property Day. The highlight of the event was a special screening of "Avengers: Age of Ultron", the superhero movie sequel to 2012's hit "Marvel's The Avengers", starring Robert Downey, Jr. and Scarlett Johansson.

Around 160 people were invited to see the movie at the Event Cinema in Newmarket, Auckland. In addition to industry and government representatives, the screening was also attended by media studies students from Auckland's St Kentigern College. [Read more:](#)

Air New Zealand and Aimia Acquire Kiwi Analytics Business

Air New Zealand and Aimia, a Canada based data-driven marketing and loyalty analytics company have today announced the joint purchase of the 11Ants Analytics business.

11Ants Analytics was born out of Waikato University research and was founded and developed by WaikatoLink, the University's commercial arm. 11Ants has developed an innovative cloud-based retail analytics platform. The solution allows retailers such as supermarkets, fuel retailers, home improvement, fashion, pharmacies and department stores to obtain actionable insights from their raw transactional and customer data in order to understand their customers better and create deeper customer relationships.

The joint venture will see 11Ants Analytics' business expand into the 20 countries Aimia operates in, across several industries including the retail and travel sectors.

How you can grow young Kiwis' futures in the US

This year AUT University's interNZ International Scholarship Program has provided 20 graduates from NZ with internships at businesses in the United States including Saatchi & Saatchi in New York, Paramount Recording Studios in Los Angeles and Booktrack in San Francisco.

(Continued on page 8)



Supporting
AmCham



Growing young Kiwis (Continued from page 7)

AUT will be holding an event at the Kiwi Landing Pad in San Francisco this month to encourage more organisations to give young Kiwi graduates the chance of a lifetime to experience the world, transition into work and fast track their careers through immersion in global markets. If you or someone you know is involved with a company which may be interested in hosting an intern, please visit Kea's website

Air New Zealand Airbus engine selection to benefit Christchurch Engine Centre

The Christchurch Engine Centre is set for a period of strong growth after Air New Zealand announced today it has selected the PurePower® PW1100G-JM engine to power its 13 new Airbus A320neo and A321neo aircraft due to join its fleet from 2017.

Air New Zealand Chief Operations Officer Bruce Parton says the move means the Christchurch Engine Centre – a joint venture between Pratt & Whitney and Air New Zealand - will be one of the first facilities in the world with the capability to support the repair and overhaul of the new generation engines.

"The centre has successfully established world class services to overhaul the current V2500 engines on our A320 fleet. Today's announcement will secure the centre's long-term future which is wonderful news for staff and for Christchurch," Mr Parton says.

Pratt & Whitney President Aftermarket Matthew Bromberg was in Christchurch for today's announcement and says it's news worth celebrating.

"To have Air New Zealand select our world leading new generation engine further builds on the existing engine commitment we have with the airline on its current A320 fleet. The Christchurch Engine Centre also gains the opportunity to develop further capability to support this world leading geared turbine technology engine."

Christchurch Engine Centre General Manager Graham Jack says the commitment to expand the centre's capabilities to support the new engine is the result of the hard work of its staff.

"Our people have played a key role in earning the engine centre a reputation for excellent customer service and world leading performance. Today's announcement provides confidence in a long term future and growth prospect for the Christchurch Engine Centre."

2degrees 'Mobile Phone Service Provider of the Year' for 4th year running

2degrees has, again, been named as one of the country's top brands for outstanding customer service at the annual Roy Morgan Customer Satisfaction Awards.

The company was last night named 'Mobile Phone Service Provider of the Year' for the fourth consecutive year by Roy Morgan, Australasia's largest Independent Research company. What's more, 2degrees has won the same category for the last 48 months straight. The prestigious awards recognise Kiwi brands across 23 sectors for having outstanding levels of customer satisfaction, as rated by more than 10,000 New Zealand consumers.

2degrees Chief Customer Officer, Mark Cleary says the company is delighted to again be recognised amongst the top performing brands in the country.

"Our customers are at the very heart of everything we do and it's a huge honour to be recognised, yet again, for the great service we have built our brand on. We have always focused on ensuring our customers get the best possible experience – from their interactions with our Care team, Retail Team and online channels through to our continued investment in our 3G and 4G networks. This award confirms, yet again, that our customers appreciate the extra level of care we provide and we will continue to build further on that."

Mr Cleary says the award is one of several the company has received in the last year for its service. Consumer Magazine recently named 2degrees 'New Zealand's Best Mobile Provider' for the third year in a row and the company was also named winner of Canstar Blue's 'Best Mobile Plans' category.

Auckland Airport scoops major airport award

Auckland Airport has been named Best Airport in Australia / Pacific for the seventh year running at the 2015 SKYTRAX World Airport Awards.

Held in Paris, France, at the Passenger Terminal Expo centre, the Awards are the industry's most extensive and credible air-traveller based awards. The comprehensive survey runs over nine months and involves 550 airports, 13 million airport customers and 112 different nationalities. [Read More >>](#)

People on the move:

New Zealand Assets Management has appointed **Jonathan Mason** as a non-executive Director.

The New Zealand China Trade Association has appointed DLA Piper partner **Martin Thomson** as its new Chairman.

DLA Piper New Zealand has appointed **Kevin Hall** as its new Chief Executive Officer

Professor Ted Zorn has been appointed Deputy Vice Chancellor of **Massey University**.

Professor Don Ross has been appointed Dean of **Waikato Management School at The University of Waikato**

Auckland Airport has appointed **Anna Cassels-Brown** as the new General Manager of People and Safety

(Continued on page 9)

People on the move (Continued from page 8)

Fuji Xerox NZ managing director **Neil Whittaker** has moved across the Tasman to head the Japanese company's Australian operation with **Gavin Pollard** appointed Managing Director for NZ.

Renata West is taking up a role with **Tourism New Zealand** as the new trade development executive – North America, based in the United States

Dieter Adam has been appointed Chief Executive of the **New Zealand Manufacturers and Exporters Association (NZMEA)**.

Eric Walton has joined **University of Waikato**

James & Wells and US Global Tax look to use business synergies to unlock wealth potential for clients.

New Zealand businesses have a unique opportunity to maximise their wealth potential through the working relationship between national intellectual property specialists James & Wells and tax and immigration consultancy firm US Global Tax.

Clients of the two firms will have ready access to international tax and business structuring advice enabling them to achieve a holistic business strategy with convenience.

James & Wells partner Ceri Wells says the new service offering delivers clients valuable business solutions, rather than legal process, with the aim to tailor to the specific needs and budget of each client.

“The two elements work hand in hand. Intellectual property (IP) is not only a vital business tool but can also be a powerful tax planning tool; it is something that every business can likely access.”

“A tax strategist can help maximise the returns from IP by, for example, minimising tax liabilities, and accessing incentives such as tax concessions and rebates.”

Founder and Director of US Global Tax Thomas Carden, says tax planning is an essential component of a global business strategy and wealth creation.

“The increased focus on and access to the global market means a product may be designed in New Zealand, manufactured in China and sold in the United States. Intellectual Property has become the preferred method companies use to become tax efficient.”

Focused on helping clients achieve the greatest return from innovation, James & Wells are an internationally recognised firm of intellectual property experts. With offices throughout New Zealand, the team is able to obtain, commercialise and enforce intellectual property rights through the expertise of its business strategists, scientists, engineers, accountants, lawyers and commercialisation specialists (and now, ready and seamless access to top tier tax advice).

US Global Tax are an international tax firm, focused on assisting individuals, expatriates, and businesses with tax planning, business structuring, and immigration issues, with particular expertise in US and Asian tax issues.

For more information on James & Wells' services visit www.jaws.co.nz or to find out more about US Global Tax visit www.usglobaltax.com.

LEGAL ISSUES

Norris Legal Consulting – American Law Specialists

In partnership with the Chamber, our objective is to provide Chamber members with information on the complex US legal landscape, which might assist in US-NZ business relationships, and to assist NZ businesses expanding into the lucrative US markets. In our monthly column, we write about legal issues which we deal with in our representation of NZ businesses doing business in and with the US, however, we are also open to suggestions on topics about which members are interested in learning. So, please feel free to email us with your comments, questions and any suggested topics at info@nz-uslegal.co.nz.

A Brief Look at the Investor State Dispute Chapter Of the Trans Pacific Partnership Agreement

Many AmCham members have been closely following the battle for Trade Promotion Authority in the US Congress. Trade Promotion Authority, or “fast track” authority, is the authorization of the US President by Congress to negotiate and enter into trade deals such as the Trans Pacific Partnership Agreement (“TPPA”) without additions or deletions of the deal terms by Congress. If granted Trade Promotion Authority, President Obama can sign the TPPA and simply ask Congress for an up or down vote on its approval. Without the Trade Promotion Authority, it is unlikely that the TPPA will be passed as it is almost impossible to negotiate the terms of the deal, as any terms that are agreed upon during the negotiation can be changed by Congress. At this point, the Senate Democrats have just filibustered the Trade Promotion Authority vote, and there seems to be much more political work to be accomplished before it will pass.

One of the major hang-ups that many have with granting Trade Promotion Authority is over their concerns regarding the Investor State Dispute Chapter of the TPPA. While there are valid arguments on each side concerning Investor State Disputes, some Kiwi exporters are uninformed on exactly what benefits the Investor State Dispute Chapter of the TPPA would hold for them.

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LEGAL ISSUES (Continued from page 9)

Below, we briefly explain the Investor State Dispute Chapter of the TPPA and discuss the benefits.

The Investor State Dispute Chapter of the TPPA (as alleged in the latest leaked version) provides foreign investors with specific guarantees and protections for their investments in member countries. Where those guarantees are breached by the member country's government, the foreign investor has the right to bring an international arbitration claim against that government to recover damages to the investment. The arbitration is governed by an international arbitration body (ICSID) and private international law experts are the individuals who serve as the arbitrators. This mechanism provides a Kiwi foreign investor with the right to sue the government outside of its own courts, and eliminate the "home field" advantage in the foreign state. While the Chapter includes numerous protections which are intricate in their detail, the five main protections granted to Kiwi foreign investors are as follows:

The first protection granted to a foreign investor is that of "national treatment". "National treatment" means that a foreign investor will be treated the same as a native investor by the government. For example, if a Kiwi business wants to make an investment into Malaysia, the government of Malaysia must treat that Kiwi business the same as it would a Malaysian business making the investment. Specifically, the playing field must be even as to laws regarding the "establishment, acquisition, expansion, management, conduct, operation, and sale or other disposition of investments." In other words, no "special" regulations can be issued which unfairly favour a local investor over a foreign investor. The playing field must be equal.

The second protection granted to a foreign investor is that of "most-favoured-nation treatment" (MFN). With MFN, a Kiwi business can look to make sure that not only is it being treated favourably under the National Treatment guarantee above, but that it is also given the same benefits as other foreign investors from countries who are not TPPA members and who have separate investment treaties with the host country. This simply means that if a TPPA country has granted benefits for foreign investors in a separate trade deal which are not contained in the TPPA, it must also grant those benefits to TPPA member foreign investors.

The third protection granted to a Kiwi business's investing in TPPA member countries is the guarantee of a "Minimum Standard of Treatment". This essentially means that the TPPA member countries must treat your investment with a minimum standard of treatment under customary international law principles. A TPPA member country cannot act against a Kiwi business with an investment in that country without due process and under a rational legal standard which under an international standard would be considered fair and equitable, and cannot fail to provide police protection to the Kiwi investor's investment. For example, if Kiwi business opened up a manufacturing facility in Mexico which was destroyed by the local Mexican cartel for failing to pay "protection" money while the Mexican police turned a blind eye, the Kiwi company could sue the Mexican government to recover damages to the facility and the investment for failing to provide it with adequate and internationally customary police protection.

The fourth protection granted to Kiwi business's under the Investment Chapter of the TPPA is protective "Treatment in Case of Armed Conflict or Civil Strife". Under this category of protection, if a Kiwi business's investment is damaged during armed conflict or civil strife, then the Kiwi business has a right to be treated in a non-discriminatory way by the government in regard to measures the government adopts to deal with the damage. Also, if the damage is actually caused by the government itself, due to either the government requisitioning the investment or by the government destroying the investment through its military actions, the government must pay the Kiwi business "restitution, compensation, or both, as appropriate for the loss."

Finally, the fifth protection granted to Kiwi foreign investors is the protection against expropriation. This protects a Kiwi foreign investor from having their investment simply nationalized by the foreign government. It also covers the case where a government "indirectly expropriates" a Kiwi business's investment. In other words, the foreign government cannot unfairly change its laws or regulations to prohibit your business from operation (after you've already started) or deprive your business of a source of income that was reasonably expected when you initially made the investment. Without getting into too much detail, the provision stops foreign governments from being tyrannical in their treatment toward foreign investors.

In short, the Investment State Dispute Chapter provides a harmonizing mechanism whereby foreign investors can expect that their investments will be treated uniformly and fairly in each of the member countries and that there is a fair and independent non-governmental body that can adjudicate their claims against the governments that breach the promised protections. Should the TPPA ever pass, Kiwi foreign investors can take solace in the fact that their investments are now protected to the highest standard and that not even the mightiest governments may wrongfully damage those investments.

- Zachary D. Norris, JD, LL.M. and Ada Echetebe, JD, LL.M.

*This article is for general informational purposes only and does not constitute legal advice, nor should it be construed as constituting any legal advice from Norris Legal Consulting, The Norris Law Firm or any of its affiliated lawyers. For specific analysis of your US legal issues, please contact the attorneys at Norris Legal Consulting at +64 (0)9-889-2602 or visit us on the web at <http://nz-uslegal.co.nz/>

CallaghanInnovation

Rukuhia te wāhi ngaro, hei maunga tātai whetū

Interested in learning about the new frontiers of innovation, practice and strategy, then attending the **Finding the Future First** forum with **Larry Keeley** is a must do. Bloomberg Businessweek named Keeley one of seven 'Innovation Gurus' that are changing the field.

There will be 2 forums in NZ the first on Monday the 25th May in Auckland and the second on Tuesday 26th in Wellington.

You will learn how to create game changing breakthroughs at a fraction of the cost and risk that efforts demanded just a few years ago.

Keeley has also co-authored a book on the topic - *The Ten Types of Innovation and the Discipline of Building Breakthroughs* - that codifies much of the research and tradecraft that drives effective innovation. In it, Larry explains how the 'Ten Types' can be used analytically to reveal blind spots, as a lens for leaders to identify new innovation opportunities and, most importantly, as a tool that can be used immediately to accelerate and amplify existing ideas.

At only \$115 (inc GST) this is a fantastic opportunity to hear from one of the world's leading innovation experts, tickets will sell quickly so get in early to ensure a seat.

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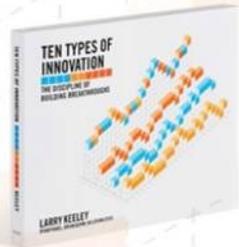
Larry Keeley

Larry Keeley is a strategist who has worked over three decades to develop more effective innovation methods. Larry is President and co-founder of Doblin Inc., an innovation strategy firm known for pioneering comprehensive innovation systems that materially improve innovation success rates.

DOBLIN

Profit Model	Network	Structure	Process	Product Performance	Product System	Service	Channel	Brand	Customer Engagement
CONFIGURATION				OFFERING		EXPERIENCE			
These types of innovation are focused on the innermost workings of an enterprise and its business system				These types of innovation are focused on an enterprise's core product or service, or a collection of its products and services		These types of innovation are focused on more customer-facing elements of an enterprise and its business system			

Significantly, the top innovators outperform the S&P 500. Integrating more types of innovation can help deliver superior financial returns.



Ten Types of Innovation the discipline of building breakthroughs. by Larry Keeley

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