

# AMCHAM NEWS

## American Chamber of Commerce in New Zealand

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### U.S.-New Zealand Strategic Dialogue

Assistant Secretary of State for East Asian and Pacific Affairs Kurt M. Campbell and Acting Assistant Secretary of Defense Peter Lavoy hosted New Zealand's Deputy Secretary of Foreign Affairs and Trade, David Walker, and Secretary of Defence, John McKinnon, for the 2012 U.S.-New Zealand Strategic Dialogue today as part of their ongoing bilateral dialogue.

The two countries discussed opportunities and challenges in the Asia-Pacific region. They reiterated their commitment to deepening the strategic partnership between the United States and New Zealand, as envisioned in the Wellington Declaration - which was signed in November 2010 by Secretary of State Hillary Clinton and New Zealand Foreign Minister Murray McCully.

The U.S. delegation included representatives from the Departments of State and Defense, the National Security Staff, and USAID. The New Zealand delegation included representatives from the Ministry of Foreign Affairs and Trade, Ministry of Defence, the New Zealand Defence Force, the National Assessments Bureau, and the New Zealand Embassy in Washington D.C. The two sides look forward to meeting again in the future.

### Talks begin with TPP aspirants

New Zealand has been visited by representatives of three aspirant countries as part of the TPP membership process. Membership was also discussed by TPP Chief Negotiators at the recent Melbourne round.

In November 2011, Canada, Japan and Mexico each expressed interest in joining TPP. Their interest was welcomed by all nine current TPP participants, who share the longer-term goal of expanding TPP to other economies across the region. This would progress the vision of APEC Leaders and the objective of a Free Trade Area of the Asia-Pacific (FTAAP).

Officials from Canada, officials from Japan, and the Secretary of the Economy from Mexico travelled to New Zealand for separate discussions during February.

Discussions are expected to continue over coming months as each aspirant is considered on its individual merits by New Zealand and other TPP participants.

New Zealand is keen to ensure that any expansion of membership does not result in a dilution of the high-quality objectives set out in TPP Leaders' announcements in the margins of APEC 2011, particularly around comprehensive market access through the elimination of tariffs and other barriers to goods and services trade and investment. Neither do we want the pace of the current negotiations to slow if new members join.

This approach reflects the views of New Zealand stakeholders as expressed in the [recent public submissions](#) process about the aspirants as potential members of TPP.

Once all bilateral consultations have concluded, a consensus decision by the TPP group at Ministerial level is needed to expand the membership.

The 12th Round of TPP negotiations are taking place in Dallas, Texas, from 8-18 May 2012.

### Ambassador Marantis Underscores Job Creating Benefits of Trans Pacific Partnership and Asia-Pacific Trade in Visit to Los Angeles

Deputy U.S. Trade Representative Demetrios Marantis visited Los Angeles's dynamic apparel, fashion, and creative industries on April 2 and 3 to discuss the Trans-Pacific Partnership (TPP) and other trade expansion and enforcement initiatives. He first visited 3 apparel manufacturers -- Karen Kane, New Fashion Inc, and Blue River Denim -- for a close view of the success these factories have had in manufacturing and promoting high fashion

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"Made in the USA" apparel. Ambassador Marantis also gathered with a group of designers, apparel manufacturers, retailers, and other industry leaders at the California Market Center for a roundtable discussion of issues that concern them, including ways that trade agreements, like the TPP and the recently entered into force U.S.-Korea trade agreement, can boost U.S. made apparel exports to the region. They also discussed how President Obama's newly announced Interagency Trade Enforcement Committee (ITEC) can help address increasing concerns with counterfeiting and intellectual property rights

On Tuesday, Ambassador Marantis participated in a roundtable discussion with representatives of LA-based film studios, independent filmmakers, unions, and the Mayor's office to talk about the Obama Administration's trade agenda and export opportunities for U.S. creative industries. Highlighting the \$12 billion trade surplus in this export-intensive sector, Ambassador Marantis outlined how the Administration is working to further enhance opportunities by pursuing trade agreements like the TPP, enforcing those agreements, and strengthening relationships on the bilateral, regional, and multilateral levels. Discussion topics included the recent successful negotiation of enhanced market access for US films in China, the path forward to an ambitious outcome in the TPP negotiations, and how the TPP can help LA-based small- and medium-sized businesses.

## 2012 National Trade Estimate Report on Foreign Trade Barriers

USTR has recently release the 2012 National Trade Estimate Report on Foreign Trade Barriers.

[http://www.ustr.gov/sites/default/files/New%20Zealand\\_0.pdf](http://www.ustr.gov/sites/default/files/New%20Zealand_0.pdf)

## U.S. Chamber's Donohue testifies urging Congress to make America a premier travel destination

U.S. Chamber of Commerce President and CEO Thomas J. Donohue today urged lawmakers to better promote the United States as a premier travel destination and to put the welcome mat back out for international visitors in order to grow the U.S. economy and create jobs.

Testifying before the Senate Judiciary Subcommittee on Immigration, Refugees and Border Security, Donohue highlighted the importance of efficient travel policies to conducting international business and called for key visa reforms to make inbound travel easier for visitors without compromising national security.

"The travel and tourism industry currently employs 7.4 million Americans and generates more than \$700 billion in revenue," said Donohue. "And when foreign visitors spend their money here, it's counted as an export. But we are leaving travel-related jobs and revenues on the table because we're not laying out the welcome mat for business visitors and tourists. Consider what's at stake: If we could restore the U.S. share of the global overseas travel market to its 2000 level, we would create 1.3 million new jobs and generate \$860 billion in economic activity—without costing taxpayers a dime."

"With a struggling economy, we cannot forgo lost business, revenue, and exports because of bureaucratic delays and understaffed agencies. We need to ensure that when tourists are ready to travel and business people are ready to make deals, they come to the greatest travel destination of them all—the United States of America," Donohue stated.

Donohue also spotlighted the business community's support of the "Jobs Originated through Launching Travel Act" (JOLT), legislation that would improve the visa process and expand international travel by:

- Expanding the Visa Waiver Program
- Giving travelers the option to expedite visa applications for a fee
- Offering lower application fees during off-peak seasons
- Ensuring timely and predictable reviews by requiring the State Department to process applications within a 2 week time frame

Donohue's complete testimony is available at: [Donohue Testimony](#)

## Commerce Department: IP industries support 40 million American jobs

**WASHINGTON**—The Obama Administration today released a report that provides clear, new evidence of the importance of Intellectual Property to our nation's economy. The report prepared by the Economic and Statistics Administration and the U.S. Patent and Trademark Office (both agencies of the U.S. Department of Commerce) found that IP-intensive industries, including movies and television, supported the jobs of 40 million American workers, or 27.7 percent of all U.S. jobs.

The following is a statement from Michael O'Leary, Senior Executive Vice President for Global Policy and External Affairs for the Motion Picture Association of America (MPAA):

"Today's first-ever report on intellectual property industries by the Department of Commerce shows that companies that create intellectual property provide the good paying jobs for which Americans are hungry and that are critical to our economy. Let's work together to ensure these industries flourish. More protections for the property created by America's finest minds and fastest innovators, from tablet computers to prescription drugs to movies, will help ensure these industries remain vibrant."

A Copy of the Report can be found [here](#).

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## **U.S. Ambassador David Huebner joins Defence Minister Jonathan Coleman in welcoming U.S. military personnel to New Zealand to exercise with their counterparts**

"With the signing of the Wellington Declaration, both countries committed to exploring mutually beneficial areas of cooperation and coordination. That's precisely what we are doing," said Ambassador Huebner.

The Ambassador noted that the breadth and depth of present-day interaction between the two countries is based on a long, uninterrupted history of friendship.

"We have a very long history of engagement. This year marks 70 years of formal bilateral relations as well as 174 years of American diplomatic presence in Aotearoa. Our relationship has always included mutual support and cooperation on humanitarian, disaster relief, and other security matters."

Ambassador Huebner said he was very much looking forward to the centerpiece of the year in June when the Marine Band and other Marines will visit to commemorate the 70th anniversary of the arrival of American forces to help defend New Zealand and the South Pacific during World War II.

"How Kiwis and Americans worked together during the dark days of 1942 is a particularly powerful part of our shared history. It is a values-based touchstone as we explore new and innovative ways of expressing that long-standing friendship," Huebner said.

The invitation for the Marines to participate in marking the 70th anniversary was extended when Prime Minister Key was in the U.S. to see President Obama last year. U.S. Major General Peter Talleri formally accepted the invitation when he visited New Zealand last November.

## **New social media from Washington**

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

## **Ambassador Moore hosts US graduate research fellows traveling to New Zealand**

Ambassador Mike Moore welcomed 15 U.S. East Asia and Pacific Summer Institutes (EAPSI) fellows destined for New Zealand to his residence this Monday for a New Zealand Embassy reception. The fellows were in town for the EAPSI 2012 pre-departure orientation which included attendees such as fellows, alumni, foreign counterparts from seven host locations, guest speakers, and National Science Foundation (NSF) staff.

## **Ambassador Moore meets with NASA and YouTube Space Lab Regional Winners from New Zealand**

On Friday, 23 March, Ambassador Mike Moore met with NASA and YouTube's Space Lab regional winners from New Zealand, Patrick Zeng, 17, and Derek Chan, 16. The two students, escorted by their parents, travelled from Auckland and were one of six teams to visit Washington, DC for an awards ceremony.

## **U.S. - New Zealand Council Creates Internship Program on Capitol Hill**

Announcement Made on One-Year Anniversary of Christchurch Earthquake;

First Students to Participate Will Be From Canterbury University in Christchurch

To foster greater understanding of the American legislative system, the United States - New Zealand Council has announced the launch of a new internship program for New Zealand university students. The Council will provide financial support to two New Zealand students to work in congressional offices for 6 - 8 weeks each year.

The internship program was announced at the New Zealand Embassy in Washington DC on February 22, the one-year anniversary of the 2011 earthquake in Christchurch. In making the announcement, the Council said the first two interns would be selected from the law faculty at Canterbury University in Christchurch, as a "tangible commitment to that city's future."

A number of Council members were in Christchurch during the Feb 22 2011 earthquake and Canterbury University was selected to inaugurate the new internship program because the Council has been involved in collecting charitable donations for the rebuilding of Christchurch. To date, the Council's "American Friends of Christchurch" project has been the vehicle for more than US\$5 million in donations and US\$2.7 million in pledges to Christchurch.

"The United States and New Zealand can learn a great deal from each other," said William Maroni, President of the United States - New Zealand Council. "By offering outstanding students from New Zealand the opportunity to experience first-hand the American legislative process, we can promote greater understanding in both nations."

*(Continued on page 4)*



**Pernod Ricard New Zealand proud supporter of AmCham.**

*(Continued from page 3)*

The Council will work directly with Canterbury University to identify a group of candidates for the internships. Members of Congress who sponsor the students will make the final selection. Both co-chairs of the Friends of New Zealand Congressional Caucus, Rep. Kevin Brady (R-TX) and Rep. Rick Larsen (D-WA), who had been in Christchurch on the morning of the Feb 22, 2011 earthquake, have pledged their support.

"This is an exciting program for both countries," said New Zealand Ambassador Rt Hon Mike Moore, "because many of these young people will go on to work in both the private and public sector, perhaps even serving in the New Zealand Parliament. This is the kind of learning experience that not only changes lives, but strengthens friendship between nations. I'm very pleased the first students will be from Canterbury University."

The Council expects the new internship program to grow in subsequent years, involving students from other New Zealand universities, and will seek to launch a reciprocal initiative for American students interested in spending time working for a Member of Parliament in Wellington.

### **Seattle Christchurch Sister City Association visit**

Last month an 11 person delegation from Seattle was in Christchurch for the anniversary of the earthquake. On behalf of the Seattle Christchurch Sister City Association we presented a rapid response vehicle to the St. John's Ambulance in Christchurch. This was made possible by the generous donations of people to our earthquake relief fund. We raised \$US45,000. \$US15,000 was spent on immediate needs to two schools and an after school program. The rest of the money was used, along with money from Christchurch's Chinese Sister City of Wuhan, to purchase the vehicle.

A reception, attended by our 11 person delegation, representatives of the Christchurch Seattle and Christchurch Wuhan Sister Cities, the Chinese Consul General and the US Ambassador to New Zealand was held at Wigram Manor. Attached is a photo of the vehicle. Please note the logo of the City of Seattle on the vehicle. Everyone thought this legacy donation was a great use of the earthquake donation money.

### **CSIS Event with 6 Former USTRs - Taking Stock and Assessing Priorities for the Trade Agenda**

The Honorable Susan C. Schwab, Mayer Brown LLP; University of Maryland  
 The Honorable Charlene Barshefsky, Wilmer Cutler Pickering Hale and Dorr LLP  
 The Honorable Michael Kantor, Mayer Brown LLP  
 The Honorable Carla A. Hills, Hills and Company  
 The Honorable Clayton Yeutter, Hogan Lovells LLP  
 The Honorable William E. Brock III, Center for Strategic and International Studies

<http://csis.org/event/conversation-six-former-ustrs>

### **MPAA and Embassy of New Zealand to Host Screening of Alfred Hitchcock's Earliest Known Film "The White Shadow"**

Recently discovered footage was believed to be lost for decades

On Tuesday April 17, 2012, Senator Chris Dodd, Chairman and CEO of the Motion Picture Association of America together with The Right Honourable Mike Moore, Ambassador to the United States for New Zealand, will host a screening of Alfred Hitchcock's earliest credited feature "The White Shadow."

The film originally premiered in the United States in 1924 but was thought to be lost for decades. Its recent rediscovery is thanks to a multi-year collaboration between the New Zealand Film Archive/Ngā Kaitiaki O Ngā Taonga Whitiāhua, the American archival community including the Library of Congress and the Academy Film Archive, and the National Film Preservation Foundation to preserve and make available American silent films from the New Zealand Film Archive's Vaults.

Only 35 minutes of the original film remains and will be accompanied by a score commissioned for the silent picture by the Academy of Motion Picture Arts and Sciences. The conclusion of the film will be narrated to the audience.

"The White Shadow" is an atmospheric melodrama starring Betty Compson in a dual role as twin sisters, one angelic and the other "without a soul."

## **ISSUES & SUCCESS STORIES WITH USA**

### **Issues**

[D&B welcomes new credit reporting reforms](#)

[Business payments improve by four days](#)

[Only one in ten New Zealanders to improve payment behavior despite new laws](#)

### **Success stories with the USA**

[Mark Loveys leads buy-out of Enprise](#)

[Pacific Fibre announces US\\$200 million in sales](#)

[Jucy vans instant attention-grabber](#)

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**SUCCESS STORIES** (Continued from page 4)

[NZ company brings Caterpillars downunder](#)  
[NZ company works with Google on further development](#)  
[The Organic Skin Co. Skincare Products Now in the USA](#)  
[Startup to plant NZ tech in Silicon Valley](#)  
[Facebook billionaire Thiel chips \\$15m into \\$40m NZ fund](#)  
[NZVIF stumps up \\$20M in PayPal founder's NZ venture fund](#)

['Humane' rat trap goes global - New Zealand company gets US patent and reach in a dozen countries](#)  
[NZ marine energy industry to link with US state](#)  
[Auckland, and its pies, get reviewed by the New York Times](#)  
[Moa converts green into greenbacks](#)  
[OfficeMax invests in Christchurch with 60 new jobs](#)  
[ArborGen faces faster route to commercialisation in US](#)

## TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

### Commercial News USA

The May/June issue of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at <http://cnusa.thinkglobal.us/issue/61261>.

[Trade Events in the USA](#)

See also [www.exporthyellowpages.com](http://www.exporthyellowpages.com)

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

### 2012 "White Paper" & "Special Report" on Business Environment in China

The American Chamber of Commerce in South China has launched the 2012 "White Paper" on the Business Environment in China and 2012 Special Report on the State of Business in South China

Both are available for download free of charge at <http://www.amcham-southchina.org>

**From NZBio** [www.nzbio.org.nz](http://www.nzbio.org.nz)

#### New Zealand Delegation to the 2012 BIO Convention, Boston MA

NZBio is pleased to be leading the **2012 New Zealand delegation to BIO**. Once again, we are seeking a team of innovative New Zealand companies and research organisations to participate in the largest annual biotechnology event worldwide.

We would like to invite you to take part in the New Zealand delegation and join over 15,000 executives, investors, scientists, researchers, policy makers and journalists from around the world in **Boston, MA 18-21 June 2012**.

The New Zealand delegation to BIO 2011 Washington DC included 27 participating companies and almost 50 delegates.

As part of the 2012 programme, we are committed to providing delegation participants with a strong presence via the New Zealand Pavilion and supporting services. There are three levels of service offering, which will allow you to choose the programme that offers services appropriate to your business objectives.

**Interested in joining the delegation?** Contact [Kirsty Jehle](#) to confirm your partnership.

**From NZTE** - [www.nzte.govt.nz](http://www.nzte.govt.nz)

[How Kiwi companies can tell their stories in the U.S.](#)

## MEMBER NEWS

### Congratulations to AmCham members:

#### International Business Awards winners

Health IT company **Orion Health** who won the Supreme Award at the 2012 New Zealand International Business Awards. Auckland software company **Vista Entertainment Solutions** who won the Best Business Operating Internationally (revenues between \$10 million and \$50million) award. Sistema Plastics and **Triodent** shared the honours for Best Use of Design in International Business.

[Orion Health takes top international business award](#)

#### New Pro Vice-Chancellor outlines priorities

The new Pro Vice-Chancellor of Massey University's College of Business was welcomed to the Albany campus with a powhiri on February 28. [Read more...](#)

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*MEMBER NEWS (Continued from page 5)*

## Lessons from winning manufacturers

A common theme highlighted by speakers at last week's highly successful ExportNZ Go Global conference was that of using R&D to tailor products to customers' needs. **Triodent** is a winner in the \$13b international dental consumable products market through practising the business principles: **simple, innovative, smart**. [More...](#)

## EnerNOC expands upon success in New Zealand

EnerNOC Expands Upon 100-Megawatt AutoDR Success in New Zealand With Move to South Island. Contract with Genesis Energy Increases EnerNOC's International Portfolio of Demand Response

EnerNOC, Inc. (NASDAQ: ENOC), the world's leading provider of demand response applications and services, today announced that it will provide automated demand response (AutoDR) capacity for Genesis Energy on New Zealand's South Island. This agreement builds upon EnerNOC's success in the instantaneous reserves market on New Zealand's North Island and makes it the first demand response aggregator to secure this reserve capacity in the South Island. EnerNOC will immediately begin enrolling commercial, institutional, and industrial energy users who can curtail usage with single-second precision in exchange for regular financial payments. EnerNOC's AutoDR resources will then be offered year-round to the instantaneous reserves market, which helps to maintain reliable, cost-effective, and clean energy supply throughout New Zealand. [Read More](#)

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

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

[OrderPipe Featured at Geekpreneur](#)

[Washington Post Shopping Features Wood Mallets Croquet Sets](#)

[New Zealand Brand Stores on Amazon.com](#)

[Anna Wilding's Bee Venom Face Cream Now in the USA](#)

[The Village Press Olive Oil to the USA](#)

## Do you know an outstanding entrepreneur, someone who has dared to imagine?

In June, Bill Buckley from BSL Buckley Systems, 2011 Ernst & Young New Zealand Entrepreneur Of The Year and 2011 American Chamber of Commerce DHL Express Success & Innovation Awards supreme winner is competing against the best entrepreneurs from over 50 countries for the prestigious title of Ernst & Young World Entrepreneur Of The Year.

Imagine following in Bill's footsteps. You could be next!

Nominations for our 2012 Entrepreneur Of The Year programme can be submitted by anyone associated with a successful entrepreneur, or you may self-nominate.

For more information go to [ey.com/nz/eoy](http://ey.com/nz/eoy) or contact [jamie.maxwell@nz.ey.com](mailto:jamie.maxwell@nz.ey.com)

In 2011, Olivia Lum of Hyflux from Singapore became the first woman to win the Ernst & Young World Entrepreneur Of The Year, in the **11th year of the competition**. [Listen to what Olivia has to say.](#)

## Global Sales Strategies for Ambitious Kiwi Entrepreneurs

Seize your opportunity – invest 2 days in May and learn the secrets of making global sales.

There are hundreds of superb Kiwi businesses selling innovative goods and services, but many won't realise their full potential if they are restricted to the New Zealand market.

It is essential for our firms to make plans to sell their goods or services overseas – yet many lack the skills to achieve those international sales.

**Kenneth P. Morse and Laura Morse** have been building global companies and teams for 35 years. Now they are teaching those vital skills to the next generation.

Ken is a 'serial entrepreneur' – the co-founder of several innovative companies (3Com, Aspen Tech, and others) that achieved great success because they made sales in many countries. Laura Morse is a Venture Capitalist and a Tech Team builder.

Get more information or register at [www.entrepreneurshipnewzealand.com](http://www.entrepreneurshipnewzealand.com)

## AmCham Role of Honour

### Founding Members:

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

### 25 Year + members:

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

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## New Members

**Abel Software Ltd**, Auckland – **Jane Mattsen, Business Manager** – our ERP software now used by over 200 businesses in 10 countries, we are leaders in providing medium-sized businesses with the serious functionality they need from an ERP system in one affordable and easily integrated solution.

[www.abelsoftware.com](http://www.abelsoftware.com)

**enlight photo Ltd**, Auckland – **James Madelin, CEO** - an award-winning responsive product design company dedicated to the creation of practical inventive products for photographers. Winner of the 2010 AmCham-DHL Express Exporter of the Year to the USA under \$500,000. [www.enlightphotopro.com](http://www.enlightphotopro.com)

## People on the move

**Ian Finch**, Managing Partner of **James & Wells** has been appointed **President of the New Zealand Institute of Patent Attorneys**.

**Claudio Ruegger** has left the **Pullman Hotel and** is now the Director of Sales at the **Sofitel Auckland Viaduct Harbour**

**Brett O'Riley** has been appointed Chief Executive of **Auckland Tourism, Events and Economic Development (ATEED)**

**NZBIO** has appointed **Dr Suzanne Bertrand** as Chief Executive will take over from **Dr Michelle Sullivan**,

**Suse Reynolds** has been appointed Associate Director of the **NZ US Council** in succession to **Gabrielle Rush**.

**Owen Symmans** has been appointed as Chief Executive of the **New Zealand Pork Industry Board**.

**Dr Jacqueline Parisi** has been appointed Country Manager for **Right Management**.

**Izon Science** has appointed Kris Bolen as **Director of Americas**, based in Massachusetts.

**EMC Australia** has appointed **Karinne Brannigan** Director of Marketing Australia & New Zealand

**Biomatters Ltd** has appointed **Brett Amundsen** as Managing Director.

## Seeking Work

**Loren Madden** – I am a U.S. citizen and have been based in Christchurch since 1999. For the past six years I have worked for Whisper Tech Limited in the position of Sales and Market Development Manager. The company has now moved the R&D and market development functions to its European partner based in Spain. A major part of my role was focusing on the market research, analysis and development opportunities in the US and Canadian markets for the WhisperGen®, a “CleanTech” product currently being sold in Europe. As well as managing distributors and establishing field trials, I engaged with government agencies (EPA, DOE, NIST, BNL) research institutes, natural gas utilities and industry associations in efforts to support this new technology via incentive schemes, smart grid legislation and regulatory reform.

With over 25 years' experience, I've held roles in the US, UK and New Zealand in sales, sales management, market/product development and account management. I am a highly reliable and effective team builder who can motivate and communicate to achieve exceptional business performance. I'm looking for a business/market development position and I would welcome discussions with companies operating in these or similar markets. Email: [loren.madden@paradise.net.nz](mailto:loren.madden@paradise.net.nz) Mobile: 027 543 0509

### Looking to benefit from 22 years of experience building consumer focused businesses across the US, Asia and New Zealand?

Recently returned international direct marketing professional is seeking permanent employment or contract work within the NZ business community. Dual US/NZ citizen comfortable either in a “hands on” capacity or managing teams to meet objectives with an ability to thrive in organisations large and small. While recently a start-up specialist, more than capable of driving the growth of established businesses. Skills run from the Digital (SEO, email marketing, Adwords strategies) to Analogue (direct mail, copywriting, telemarketing development).

If you are looking to grow your business, contact Steve Reck via [Steve@globaldirectllc.com](mailto:Steve@globaldirectllc.com) or 021 486-777 for a confidential conversation.

**Duncan Gross** - I recently returned to Auckland after 14 years of working and studying in the US. My work experience focused on identifying and executing acquisitive and organic growth strategies. More specifically, my experience includes 1) five years in an M&A role helping companies grow via strategic acquisitions, 2) four years as a management consultant validating and sizing organic growth opportunities, and 3) two years in a start-up raising private equity, writing business plans, and developing valuation models. My work spanned a range of industries, including financial services, technology, e-learning, consumer services and business services.

I also have a MBA in entrepreneurship from Babson College (Babson's MBA is ranked #1 globally by the Financial Times for its entrepreneurship program).

I am currently seeking exciting career opportunities in Auckland. I am particularly interested in the following:

- An internal M&A role at a company executing an acquisitive growth strategy
- Joining an early-stage venture requiring a business plan, capital, and/or go-to-market strategy
- A private equity, venture capital, or angel group requiring assistance with investment/acquisition analysis
- A business development role with an innovative company expanding into off-shore markets

I would greatly appreciate any ideas, advice, or networking opportunities that may be offered. I can be reached at [duncangross@yahoo.com](mailto:duncangross@yahoo.com) and 0222.774.773. Thank you in advance.

## FOR YOUR DIARY

- 26<sup>th</sup> April** Wellington CEO's luncheon (invitation only)
- 30<sup>th</sup> April** April CEO's luncheon series Auckland (invitation only)
- 2<sup>nd</sup> May** Neil Flett, CEO & Founder of RogenSI – "Winning when times are tough", Auckland
- 3<sup>rd</sup> May** Calman J. Cohen, President of the US TPP Business Coalition, a board member of the USNZ Council and President of the Emergency Committee for American Trade, roundtable lunch meeting Auckland.
- 21<sup>st</sup> May** Jose Ferrao, Senior Vice Pres. of International Networks for United Way Worldwide, roundtable meeting Auckland, 10 am-11am
- 23<sup>rd</sup> May** AmCham AGM and reception hosted by AUT University Business School, Auckland.
- 28<sup>th</sup> May** \*\*\*\*Re-rescheduled.\*\*\*\* Class of 2011 with Exceltium Ltd – Opportunity for business to meet the 23 new MP's recently elected to parliament.
- 9<sup>th</sup> August** 2012 AmCham – DHL Express Success and Innovation Awards dinner at the Pullman Auckland, supported by Qantas.

## US NZ CONNECTIONS IN NEW ZEALAND

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

## The NZUS Council 10th Anniversary Conference

From international thought leaders to some of New Zealand's leading businesspeople, the NZ US Council is bringing an impressive line-up of experts together to discuss the significant business opportunities that the Trans Pacific Partnership can deliver for New Zealand.

With the NZ/US relationship at the best it's ever been, the TPP is set to deliver the missing element - a free trade agreement encompassing not just New Zealand and the United States but other important partners in APEC.

This FTA with USA will open up new opportunities for business in both countries and put New Zealand's economic relationship with the United States on the same footing as key competitors Australia and Chile, both of whom already have FTAs.

This is a unique opportunity to hear high-level strategic discussion from experts in international trade. International speakers include one of the United States' leading trade policy experts, Jeff Schott, of the Peterson Institute in Washington, Cal Cohen, US TPP Business Coalition President and William Maroni, US NZ Council President, Washington.

Discussions during the Conference will traverse security, trade and economic issues, including ongoing Trans Pacific trade negotiations as well as wider regional and global issues of mutual concern - changing geo-politics, science, innovation, energy and sustainability.

### Featured speakers:

**Jeff Schott** Trade Policy expert at the Peterson Institute, US

**HE David Huebner** US Ambassador

**Rt Hon Jim Bolger** Council Chairman

**Michael Barnett** Auckland Chamber of Commerce, CEO

**John Ballingall** NZIER, Economist

**Tim Green** NZTE, General Manager

**Philip Gregan** NZ Winegrowers, CEO

**Cal Cohen** US TPP Business Coalition

**Tony Nowell** ABAC NZ

**Hidehiro Okayama** Japan Chamber of Commerce and Industry

**Hon Tim Groser** Trade Minister

**Fran O'Sullivan** Journalist

**David Walker** TPP Chief Negotiator

**Scott Champion** Beef and Lamb NZ, CEO

**Mark Fitz-Gerald** Westpac, Head of Wealth

**Frances Bengé** Pfizer NZ, CEO

**William Maroni** US NZ Council, Washington, President

**Stephen Jacobi** NZ US Council, Executive Director

Click [here](#) to view the full programme or for further information and to register please visit [www.nzusconference.co.nz](http://www.nzusconference.co.nz), email [register@nzusconference.co.nz](mailto:register@nzusconference.co.nz) or phone Jo-Anne Cooper on 09 309 6100.

**Date:** Friday 4 May **Time:** 9.00am - 5.00pm **Venue:** SkyCity Auckland Convention Centre, 88 Federal Street, Auckland **Tickets:** \$299.00 + GST

## US Elections

Stay tuned for updates on our social media channels. Follow [@DavidHuebner](#) and [@usembassynz](#) on Twitter and 'Like' our [U.S. Embassy Facebook page](#) and/or [Google Plus page](#).



## U.S. Mission in New Zealand Announces New Appointment Service for Visa Applicants

The U.S. Consulate General in Auckland is transitioning to a new appointment service for applicants applying for a visa to the United States. As of March 16, 2012, applicants will no longer be required to pay phone charges or purchase a courier envelope from the New Zealand Post. All services including calling for information and scheduling an appointment will be provided at no additional cost to the Machine Readable Visa (MRV) fee based on the visa classification. [\[read more\]](#)

## U.S. Consular Officer to visit Christchurch - Report of Birth Abroad and Passport Interviews

Mr. Dana Deree, the United States Consul in New Zealand will be in Christchurch on Thursday, May 10th (1pm – 4pm), and Friday, May 11th (8.30 – 2pm), to accept Passport and Consular Report of Birth Abroad applications from American Citizens who would normally need to apply in person at the Consulate General in Auckland: e.g. Applications for minors, and first adult passports.

To meet security requirements an appointment is essential. If you wish to make an appointment, please telephone Consulate General Auckland on 09 303-2724 ext: 2800, 2842, 2848, 2856, or email us at [aucklandacs@state.gov](mailto:aucklandacs@state.gov)

## Auckland Philharmonia Orchestra launches its Splendour Series

On Thursday 17 May the Auckland Philharmonia Orchestra launches its Splendour Series. A three-concert series at Auckland Town Hall.

The theme for this year's Splendour Series is 'From the New World', which will feature music inspired by the United States – not only by American composers but also European composers whose experience of visiting or living in the US inspired the masterpieces they created.

The series will feature world-class soloists and conductors, including percussionist extraordinaire Dame Evelyn Glennie, in a rare opportunity to see her perform in New Zealand. [www.apo.co.nz](http://www.apo.co.nz)

## USA women's hockey playing in New Zealand

New Zealand Hockey is hosting a Women's Four Nations Hockey Tournament from 12 – 22 April in Auckland, in which the USA National Women's hockey team is participating .



## TAXATION ISSUES

### Owe Taxes in the US? You may get your passport revoked!

By Thomas Carden

According to Dictionary.com the word onerous is defined as

1. laborious or oppressive
2. *law* (of a contract, lease, etc) having or involving burdens or obligations that counterbalance or outweigh the advantages

A bill is currently working its way through congress that is onerous to US citizens who live or work abroad. The Orwellian bill titled "Moving Ahead for Progress in the 21st Century Act" has a provision that will allow the United States Department of State to "deny, revoke or limit passport rights for any taxpayers with serious delinquencies". Though the main part of the bill is meant to reauthorize funds for transportation programs, the small section introduced by Senator Barbara Boxer should cause concern for people who travel or work internationally.

It is easy to imagine a nightmare scenario where an individual arrives at the airport to make an international trip and is told that they cannot fly because the IRS considers them delinquent in their taxes. The bill has passed the Senate and the House is expecting it to pass as well. The details are still being worked out, but at this point, the debt to the IRS would supposedly have to exceed 50,000 US dollars. Furthermore, the IRS would have to file a lien or assess a levy for the outstanding balance in order to suspend or revoke the passport.

The questions for US citizens who reside overseas are: (1) "What happens if the IRS is unable to contact them?" and (2) "Will the IRS be able to issue a lien without their knowledge and thus have their passport revoked?"

The onerous part of the bill for US citizens who live abroad is that through the use of foreign tax credits and exclusions, most will not owe any US taxes when their returns are completed properly. However, the IRS will assume that all their income is taxable in the US until they file a return with the IRS. It is precisely this compliance trap that makes this bill so onerous.

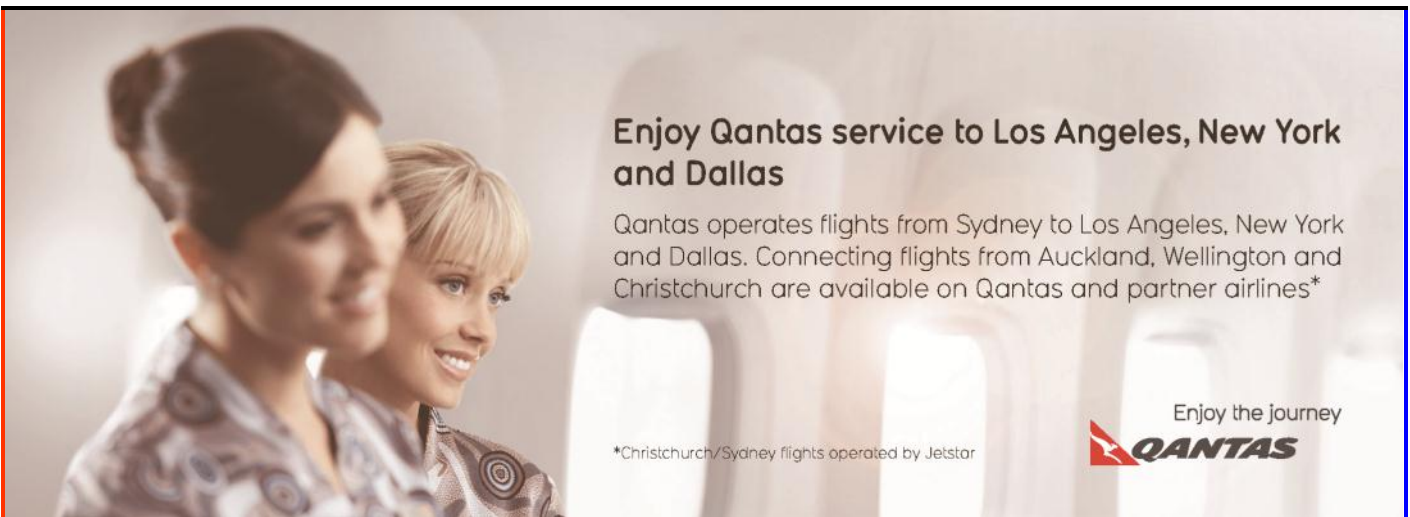
Thomas Carden is a director of New Zealand United States Tax Specialists and an IRS Enrolled agent with more than 15 years of tax and financial industry experience.



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## BUSINESS TRAVEL

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

**Business World Travel is a member of GlobalStar Travel Management**

**Air New Zealand** has adjusted the airfare range on flights between **New Zealand and California**. From this week the range of Economy Class fares is between NZ\$1800 and NZ\$3200 return, offering a total of 7 airfares within this range. The range was previously NZ\$2100-NZ\$4600. Air New Zealand has also given us a special offer on **Premium Economy Class** – for couples. Save up to \$500 per person on some of the longhaul fares.

**Air New Zealand**, expanding on its partnership with many things Virgin, has commenced an arrangement with **Virgin America** for connecting flights between San Francisco or Los Angeles and several East Coast destinations. We've been recommending **Virgin America** to clients for the last couple of years for our US bound clients and the feedback is always positive. They are a refreshing alternative to many US airlines.

The last non-stop **Qantas** flight between **Auckland and Los Angeles is 05 May**. The airline has multiple routing options via Sydney, Melbourne and Brisbane to Los Angeles, Dallas and New York as an alternative.

Following the merger between United with Continental, Delta with Northwest we assumed the US airlines were settling down until **US Airways' (US)** public announcement on Friday, April 20 that it is aggressively pursuing a combination with **American Airlines (AA)** and 'in consideration of a rapidly changing commercial air services marketplace'. It's a busy world being a traveller and a travel agent – rely on our BWT Team to unravel the mayhem for you! Let's watch and wait for the moment before cashing in all those frequent flyer rewards!

One of the **hottest tickets** in Los Angeles is **'Food Trucks'** and the New Zealand cooking show on the subject notionally embraces the tried and true concept. The craze in gourmet takeaways has only escalated in LA, where the Food Trucks sell authentic cuisine from around the globe – crepes, dim sum, Korean barbeque or designer burritos. Try one Truck one day and another the next, or make your way down a line of Food Trucks and sample a few different dishes. The Trucks move in swarms so when next in LA go to [foodtrucksmat.com](http://foodtrucksmat.com) or [findafoodtrucks.com](http://findafoodtrucks.com) on Twitter to find out where you're going for dinner with the locals.

**Sept. 19, 22, 23, 26, 29 -30, Oct. 3, 6, 7, 2012**

Keep these dates noted for one of the top headline shows in **Las Vegas** – Do You Think I'm Sexy – **Rod Stewart Live at the Colosseum** at Caesar's Palace. The dates coincide nicely with a number of our US Trade Shows, so plan ahead for a weekend either side of work to drop in to see this stand out show.

**Holidaying in the US?** BWT –Executive Leisure, our specialist team for your vacation break following a business trip to the US or to any other destination. Call any of our team members in Auckland or Wellington.

Would you like to subscribe to BWT News, our monthly news and information update featuring all destinations? Contact our Managers in Auckland (Erin O'Sullivan [eosullivan@bwt.co.nz](mailto:eosullivan@bwt.co.nz)) or Wellington (Clare Gilbertson [cjgilbertson@bwt.co.nz](mailto:cjgilbertson@bwt.co.nz)) to have your name added to our list.

## US Service Security Update

US sites to see for updated information visit [www.dhs.gov](http://www.dhs.gov) and [www.safetravel.govt.nz](http://www.safetravel.govt.nz) or <http://www.tsa.gov/travelers/index.shtm>

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

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