

# AMCHAM NEWS

## American Chamber of Commerce in New Zealand

P.O. Box 106-002, Auckland. Tel: 649 309 9140; Fax: 649 309 1090

Email: [amcham@amcham.co.nz](mailto:amcham@amcham.co.nz)



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### Trans Pacific Partnership

The 14th round of negotiations took place September 6-15, 2012 in Leesburg, Virginia. On September 9, more than 250 stakeholders representing 93 groups from civil society, business, labor and regional development organizations spoke one-on-one or in small groups with TPP negotiators in a Direct Stakeholder Engagement Forum; 60 presenters also accepted the opportunity to give brief presentations on their views on key negotiating issues. That same day, U.S. Chief Negotiator and Assistant U.S. Trade Representative Barbara Weisel and fellow chief negotiators briefed stakeholders and took questions on the substance and process of the TPP talks.

The 15th round of Trans-Pacific Partnership (TPP) negotiations will be held in Auckland, New Zealand on December 3-12, 2012. The host country is pleased to announce the SkyCity Convention Centre in downtown Auckland as the venue.

New Zealand will organize a program for registered stakeholders from TPP participating countries on Friday, **December 7th**, with the goal of maximizing the number of negotiators who are able participate in stakeholder sessions. The program will include opportunities for stakeholders to make short presentations related to TPP and a briefing with TPP chief negotiators

**AmCham is working with several industry organisations and is looking at holding a forum for stakeholders to present.**

### USTR has been holding TPP public hearings on Mexico and Canada see.

<http://www.ustr.gov/about-us/press-office/blog/2012/september/ustr-hearing-tpp-canada>

<http://www.ustr.gov/about-us/press-office/blog/2012/september/USTR-holds-hearing-mexico-tpp>

### Kiwis keeping an open mind on TPP

The majority of Kiwis support the idea of a Trans Pacific Partnership (TPP), new research has found. Research commissioned by the NZUS Council has found that 56.3 per cent of New Zealanders surveyed support or strongly support the TPP. 13.4 per cent oppose the negotiation, with 30.4 per cent keeping an open mind.

"The research is an important contribution to the debate around free trade. It shows New Zealanders are prepared to see where the TPP negotiation leads rather than give into scaremongering," said NZ US Council Executive Director, Stephen Jacobi.

The research found that 60.5 per cent believe New Zealand needs to do more to connect with global markets, with just 9.4 per cent opposing such moves.

"In the lead up to the TPP negotiation round in Auckland in December, Kiwis are quite rightly thinking about the way New Zealand trades with the world," said Mr Jacobi.

"As a small South Pacific economy, New Zealand needs revenue and investment from global markets to provide growth and jobs and funding for health and education.

When prompted, 48.4 per cent of respondents knew about TPP with another 59.3 per cent wanting to know more about TPP and free trade.

The research also found that a majority of Kiwis (64.4 per cent) believe increased trade between New Zealand and the United States is a good idea. Only 12.1 per cent are opposed to it.

(Continued on page 2)

Index	
Privately held Trademarks	2
US Sec Defence visits NZ	2
New Award for Secondary School Science Students	2
2012 Connecting Young Leaders Conference	2
New Washington Social Media	3
Mayor eyes Sisterhood with San Francisco	3
ASEAN Business Outlook Survey released	3
<b>SUCCESSSES</b>	<b>3</b>
Altitude CIP Completions 1st customer to NZ	4
<b>TRADE &amp; INVESTMENT</b>	<b>4</b>
Commercial News USA	4
Animal Traceability Systems seeks contact	4
Great Lake Governors export Success	4
From World Wide Access	4
NZ Liquor exporter seeks contacts in US	4
<b>BUSINESS TRAVEL</b>	<b>5</b>
US Security update	5
Air NZ increases capacity to North America	6
<b>MEMBER NEWS</b>	<b>6</b>
New Look Amcham	6
Member Survey	6
New Members	6
AmCham Role of Honour	7
HR Members comment on positive employment	7
Business needs more relevant research	7
Congratulations to	7
People on the move	7
<b>FOR YOUR DIARY</b>	<b>8</b>
Sustainability Leadership Report	8
Reception with Alec Ross	8
GE Capital Report	8
<b>US NZ CONNECTIONS</b>	<b>8</b>
<b>GENERAL</b>	<b>9</b>
US Elections	9
Time to Jingle and Mingle	9
Investor wanted for Charity Basketball	9
Seeking Challenging Opportunity	9



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*(Continued from page 1)*

"Freer trade will create more opportunities for exporters and more choice for consumers, and ultimately more jobs for Kiwis. The TPP provides an opportunity to maximise these benefits. TPP is a work in progress but it's an important first step towards to adopting a seamless economic space around the Asia Pacific region," said Mr Jacobi.

"Public debate around TPP issues is a welcome and indeed necessary part of this process.

"High quality and forward-looking agreements like TPP are necessary for business to play its part in building a stronger and more resilient global economy on which New Zealand's economic livelihood relies."

The research was conducted by Buzz Research between 18-21 September 2012 with 1018 respondents aged 18 – 64 in New Zealand. It has a margin of error of +/- 3.1.

## **The U.S. Chamber on Use of Privately-held Trademarks**

The U.S. Chamber of Commerce, Washington DC, has issued a statement on New Zealand's Public Consultation to Eliminate Use of Privately-held Trademarks. The U.S. Chamber of Commerce Vice President for Asia Tami Overby commented following the US Chamber's submission of comments last week to New Zealand's Ministry of Health, regarding its proposal to introduce plain packaging of tobacco products:

"The U.S. Chamber is a strong supporter of measures that protect public health, including those that effectively reduce smoking in the population. However, we remain convinced that measures under consideration by the government of New Zealand will achieve neither objective and will instead mandate through law, the elimination of an entire industry's trademarks.

"There are a wide variety of tobacco control measures, such as education campaigns, that can be effective and do not require destroying an industry's intellectual property.

"We hope the government of New Zealand will carefully weigh all the views expressed in these consultations, and adopt narrowly tailored alternatives that can more effectively protect public health and adhere to the government's international obligations."

## **US Secretary of Defense visits NZ**

United States Secretary of Defense Leon Panetta visited New Zealand in late September. He was the first US Defense Secretary to visit in over 30 years.

The trip follows the signing of the Washington Declaration in June between Secretary Panetta and Minister of Defence Jonathan Coleman. The declaration provides a framework for cooperation to focus, strengthen and expand the bilateral defence relationship.

While in New Zealand, Secretary Panetta laid a wreath at the Auckland World War II Hall of Memories to remember the sacrifices of the New Zealand Defence Force in that war and, most recently, in Afghanistan.

Mr Panetta announced that Washington would drop restrictions on ship visits and remove the requirement to get a waiver before any military talks or exercises.

## **New award offered for top secondary school science students**

Students selected to take part in the prestigious Genesis Energy Realise the Dream event for an excellent piece of science research will this year have the chance to win an additional award.

The Royal Society of New Zealand is delighted to announce the American Ambassador Outstanding Award, which will enable the winner to represent New Zealand at the Intel International Science and Engineering Fair (Intel ISEF) in Phoenix, Arizona in May 2013.

Intel ISEF is the world's largest international pre-university science competition. Annually it provides a forum for more than 1,500 high school students from about 70 countries, regions, and territories to showcase their independent research. [more..](#)

## **2012 Connecting Young Leaders Conference**

Last weekend I participated in one of those events that keeps me jumping out of bed in the morning to go to work. I was in Auckland with 50 of my university student advisers from around New Zealand for our 2nd biennial Connecting Young Leaders Conference, at which we spent a couple of days discussing policy, working on leadership and career skills building, and networking among ourselves and with special guests from government, business, academic, elite sports, and not-for-profit circles.

The conference is a central, organic part of the Embassy's extensive youth and future leader program. It provides an opportunity for my cadre of youth advisers to get to know each other better and to hit me with their best advice in an intensely concentrated but casual manner. Our

*(Continued on page 3)*

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(Continued from page 2)

experiment with a conference in October 2010 was such a success that we've decided to institutionalize the gathering as a regular event, biennial so as not to unduly tax the time of our students. [more...](#)

## 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>

## Mayor eyes sisterhood with San Francisco

Closer business links between Wellington and San Francisco, as sister cities, could be in place within a year, Wellington Mayor Celia Wade-Brown says.

Wade-Brown, who recently returned from a trip to the Californian city that sits on the doorstep of Silicon Valley, reports "enthusiasm" for creating closer relationships.

The cities share similar seaside geography, more liberal socio-political environments, strong creative high-tech business communities and a love of artisan food and drink.

"We want to bring people from San Francisco and their companies to Wellington," she said.

"Most of the companies there are the best of Wellington's kind of companies - nimble, IT, software, gaming, innovative kind of companies that fit what we've got very well. [More...](#)

## AmCham Singapore Announces Results of ASEAN Business Outlook Survey 2012/2013

U.S. companies are optimistic about business prospects in ASEAN, according to a survey conducted by the AmCham Singapore and the U.S. Chamber of Commerce. In a poll of 356 senior-level executives from U.S. companies across the region, 90% expect that their company's trade and investment in the region will increase over the next five years.

Across the region, 21% of U.S. companies are planning to diversify some investments or business from China into ASEAN over the next two years, significantly higher than when asked in 2011.

For the first time, respondents were asked about Myanmar. While a majority do not export to Myanmar, 33% are exporting, or are planning to export to the country. Vietnam and Thailand had the first and second largest number of respondents considering exporting to Myanmar.

Singapore-based respondents are very satisfied with local factors and government institutions, specifically the stable government and political system (94%) and laws and regulations (86%). 40% of respondents expressed dissatisfaction with labor costs; 48% office lease costs; and 77% housing costs. For more information on the survey, click [here](#).

## SUCCESS STORIES WITH USA

[Obama's social media guru has advice for Twitter tryhards](#)

[New York VC expert scouts for local IT talent](#)

[Marketing agreement to increase incentive travel from US](#)

[11Ants Analytics signs Elder Research as US reseller](#)

[Grass Proving Green in U.S for Kiwi Mower Brand](#)

[Kiwi Landing Pad Launches Catapult to the US Community](#)

[Wellington Drive signs licensing deal of up to US\\$400k/year](#)

[US-based Craig Wireless lifts stake in Woosh Wireless to 75%](#)

[US deal big boost to winery](#)

[Silicon Valley backs Appsecute](#)

[Hawaiian Airlines Offers Super New Fare Deals from NZ to USA](#)

[Brothers' new phone app to test US waters](#)

[Kiwi app firm builds reputation - Carnival Labs creates Convention Floor Pass app for US presidential race.](#)

[Nasdaq-listed Citrix buys Wellington's Beetil](#)

[Entrepreneur Tim Wood buys into Mexicali Fresh](#)

[Blanket Bay Voted New Zealand's No. 1 Luxury Lodge](#)

[Avis to buy Chch-based Apex Rentals for US\\$29M plus fleet](#)

[Bringing Cali to K' Road](#)

[Kiwi Wave Energy Technology on Show in US](#)

[US launch sweet news for kiwi supplier](#)

[Investment firm puts \\$15m into Lanzatech](#)



Pernod Ricard New Zealand proud supporter of AmCham.

## Altitude VIP Completions welcomes its first VIP customer to New Zealand in style

Altitude Aerospace Interiors today welcomed the first new Boeing Business Jet (BBJ) into its Christchurch-based completion facility following a non-stop delivery flight from Los Angeles to Auckland.

The Boeing 737-700 aircraft is what's known as a 'green' aircraft; direct from the Boeing factory without interior or external paintwork beyond the green protective coating. The aircraft has been modified for VIP use and has been fitted with auxiliary fuel tanks to give it extended range. It made the 10,470 kilometre non-stop trip to New Zealand in just over 13 hours.

The BBJ aircraft will now be positioned at Altitude's Christchurch base for the next 10 months where it will receive a full VIP custom interior complete with the latest in-flight entertainment and communication systems before being handed over to the undisclosed overseas owner. The exterior of the aircraft will also be custom painted.

Altitude's Head of Business – VIP Aircraft Matthew Woollaston says the VIP interior completion has been two years in planning and preparation.

"Since entering the BBJ completion field and achieving some significant successes in the commercial airline side of our business we have been able to grow and expand our operation". In just over two years, the Altitude team has doubled in size from 55 permanent employees to almost 100 engineering, design and programme staff, and we continue to welcome more high calibre individuals into the team.

## TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

### Commercial News USA

The Sept/Oct 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/i/79279>

[Trade Events in the USA](#) See also [www.exportyellowpages.com](http://www.exportyellowpages.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)**

### US Exporter of animal traceability systems seeks contacts

**Hana Micron America** - Manufacturers of tags and software/animal traceability system that uses UHF tags to trace livestock, mainly sheep and cattle. Looking for marketing channels in the livestock industry. As farms (small, medium, large) move towards meeting the criteria of NAIT, we believe our system will be a success in New Zealand because we use UHF technology. See <http://www.hanainnosys.com>

<http://www.hanafleet.com> or contact Clinton Park, Sales and Marketing Assistant Manager

[clintonpark@hanamicrondev.com](mailto:clintonpark@hanamicrondev.com)

### Council of Great Lakes Governors export success

Susie Christensen, International Trade Specialist at the Council of Great Lakes Governors has advised that as a result of the AmCham reception for our group of Pennsylvania companies in Auckland last March, PA company, K'NEX [http://www.knex.com/About\\_KNEX/international.php](http://www.knex.com/About_KNEX/international.php) has signed an agreement with Sweet Pea <http://www.sweetpeanz.com> for them to act as K'NEX's rep in NZ.

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

**Brolly Sheets Enlists World Wide Access** New Zealand waterproof bedding specialist Brolly Sheets is enlisting World Wide Access to manage USA sales of its products through Amazon

**Fat Chance For Success** Fat Chance Publications has signed on with World Wide Access to enter the American market. Its first book, Fat Chance by Susan Maiava, will soon be available on Amazon.com in the USA.

### NZ liquor exporter looking for contacts in US


Wildfern is a new brand of premium quality New Zealand-made bar liqueurs currently being released on the New Zealand and international markets. Some of these have already won international medals. Cocktail premixes, liquor premixes, Mead & Wine liqueurs, Shooter liqueurs, Spirit based liqueurs. See [www.wildfern.co.nz](http://www.wildfern.co.nz) contact: Anthony de Vries [Anthony@ancoprint.co.nz](mailto:Anthony@ancoprint.co.nz)



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\*Christchurch/Sydney flights operated by Jetstar

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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 given us a very good Economy Class quick-fire sale fare for under \$1600 return for travel between 17 October and 03 December 12, provided you buy your seats by 26 October 12. What about a long weekend for Christmas shopping or a post-exam reward for the teenagers or Uni students? Call your personal BWT Travel Consultant or new clients please call our executive Leisure teams in Auckland or Wellington.

Fly **Air New Zealand** to Los Angeles or San Francisco and receive **free side trips** to Europe! The latest Europe 2013 Economy Class Seat Sale has commenced and Air New Zealand flights in conjunction with Star Alliance partners Swiss International and Lufthansa provide flights via Zurich, Munich or Frankfurt for around the same price as the standard economy fares to California and return (eg from just under \$2000 return). The seat sale concludes 08 November and travel is available from 01 November 12 to 31 August 13. But be quick as seats at fares under \$2000 for California and Europe are strictly limited on each flight.

**Hawaiian Airlines** will be flying between **Honolulu and Auckland** from March 2013 and they have announced an up gauge of aircraft to their new Airbus A330 aircraft. This aircraft offers personal in-seat TV in Business and Economy and Hawaiian's airfares include meals, drinks, luggage and movies. The three weekly flights land in the morning in Honolulu enabling connections straight out to the Islands. The Business Class chair offers a 42" seat pitch (compared to Air NZ Boeing 767 at 50" or JetStar A330 to Singapore at 38"). Hawaiian's sharp pricing takes into account the smaller seat pitch.

More on **Prince Harry's antics in Las Vegas!** Whilst the Las Vegas Visitors Bureau is tut-tutting over the breach of the 'what goes in Vegas' code of conduct, they've now estimated that they have received US\$23million in free publicity around the globe. So they're not that unhappy!

**BWT – Executive Leisure – global families!** Our **Private Client** advisors handle a lot of multi-generation family travel. With family members scattered around the globe we plan multi-generation, extended-family reunions – for Christmas, special birthday celebrations, anniversaries or just to connect!. With grand-parents, aunts and uncles, adult children, college students on breaks, teens, pre-teens and toddlers, and even the in-laws in tow, far flung relations from anywhere and everywhere can be catered for. Although the same blood-line you're family too will have the gamut of tastes, interests and physical capabilities and many have found that a **vacation at sea** is just the ticket to a great reunion. This type of holiday is stress free as no one is the HOST and has to do all the work, and no single person is responsible for keeping everyone happy and entertained! The list of possibilities for fun and excitement is far greater on a cruise than anywhere else. Meet in the Miami, Hawaii or Los Angeles for some wonderful options. Like most families together about 7-days should do it and from each of these cities there are many alternatives available. Our team are members of the International Cruise Council and know exactly which Ships to select – they've been on most of them! Ask our Cruise specialists Agota Watt in Wellington [awatt@bwt.co.nz](mailto:awatt@bwt.co.nz) or Anne Hessell in Auckland [ahessell@bwt.co.nz](mailto:ahessell@bwt.co.nz)

## 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) <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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Jane Higgle Business World Travel Wellington 04-470 6044 [jhiggle@bwt.co.nz](mailto:jhiggle@bwt.co.nz)



## Air New Zealand to further increase capacity to North America

Air New Zealand will add approximately 5,000 return seats a month to North America as it further increases capacity to San Francisco, Vancouver and Los Angeles from April 2013.

The airline will operate daily return flights on the Auckland – San Francisco route. To date, the San Francisco service has predominantly run five times per week. In addition to being an exciting destination in its own right, San Francisco offers connections to over 100 other destinations in the United States.

Auckland to Los Angeles will also increase, with twice daily flights from April, compared with 12 flights per week at the same time this year. Air New Zealand will continue to operate a third Los Angeles flight one day a week in peak demand periods around the July and October school holidays.

The additional capacity will replace more than 75% of the seats lost from the California market earlier this year following the exit of one of Air New Zealand's competitors.

The Auckland to Vancouver route will also see a significant boost in capacity with three return services per week in off peak periods (previously two). Air New Zealand will operate five times a week over peak demand times from mid December to the end of February.

The increase builds on already boosted capacity increase on North American routes which was announced in March and Air New Zealand anticipates announcing further capacity additions beyond July 2013 in the coming weeks.

"This is a huge boost for the visitor economy from North America and offers additional opportunities for New Zealand exporters," says Norm Thompson, Deputy CEO.

[Air NZ expected to deliver US visitor boost](#)

## MEMBER NEWS

### New look AmCham

As of 1 July AmCham moved to a virtual environment, closing the office and implementing new online systems that allow members to:

- Update their profile
- Register and pay online for events
- Network online with other members in sector forums
- Search for members and those trading with the USA

All members should have received their passwords so please go online and make sure your information is correct.

[www.amcham.co.nz](http://www.amcham.co.nz)

### Member Survey

We are currently surveying our members about what they are looking for as a value proposition and benefits of membership, as well as seeking feedback about our performance. We are asking all our Principal members to complete a 2-3 minute (5 questions) online survey that will provide us with the platform for the future.

24 Members responded in time to qualify to go into the draw for a ticket to the **Vice President Al Gore, "Leadership in a Changing World"** dinner. Many were unable to attend due to the short notice but those that were able to were **Jonathan Flaws from First American Financial Corp., Gary Langford from Eagle Technology and Frances Benge from Pfizer.**

### New Members

**Cliftons**, Auckland – **Patrick Quesnel**, General Manager – Cliftons are Asia Pacific's leading provider of computer training venues, meeting rooms for conference and seminars, and video conferencing facilities.

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

**Switch Utilities Ltd**, Auckland – **Nick Yates**, The Switcher - one of NZ's fastest growing energy retailers specializing in energy supply contracts for a range of larger property assets and technology that can help you reduce energy consumption in buildings. We specialise in larger assets in the property industry - that means we're not like other electricity retailers - we really understand property. Our customers include Queen Street office buildings, high rise apartment developments, retail shopping destinations, hotels, some of New Zealand's largest schools, industrial sites, North Harbour Stadium and other types of buildings. [www.switchutilities.co.nz](http://www.switchutilities.co.nz)

(Continued on page 7)



Supporting  
AmCham

## 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

## AmCham HR members say employment outlook positive

[Candidate confidence on the rise: Hays Quarterly Report](#)      [Manpower Employment: Employer confidence in NZ still upbeat](#)

## Businesses need more relevant research

Massey University has launched an initiative called the Auckland Knowledge Exchange Hub (AKE Hub) to connect businesses with the research expertise available at the Albany campus. Click on the link for more information: <http://www.massey.ac.nz/news/?id=4251>

## Congratulations to:

### James & Wells' Commitment to Sustainability Recognised With Sustainable Business Network Awards Win

James & Wells was the proud recipient last night of this year's Northern Region Sustainable Business Network Medium Business (Trailblazer) Award.

The award reflects the intellectual property firm's ongoing commitment to sustainable business demonstrated by a number of initiatives in the last year.

Senior associate Jonathan Lucas says: "This award is recognition of all the hard work put in by the James & Wells team, and particularly the Sustainable Business Committee, over the last 12 months.

"Far from resting on our laurels, I hope we will now be inspired to make even greater strides in the journey to becoming a truly sustainable business."

Earlier this year, James & Wells announced an innovative new sustainability strategy which includes donating five per cent of its fees from 'sustainable clients' to coastal clean-up charity, Sustainable Coastlines. To qualify, clients must be members of either Sustainable Business Network, Sustainable Business Council or be CEMARS or carboNZero certified organisations.

## People on the move

**Jane Coombs** has returned from Washington and has taken over from **Nigel Moore** as Director of the Americas Division at the **Ministry of Foreign Affairs & Trade**.

**Bill Stretton** has retired from **Contract Resources** with **TK Dewes** taking over Bill's role.

**Brendan Meech** is joining **DLA Phillips Fox**, as head of the Banking and Finance team.

Brendan will bring two banking and finance specialists to join our current team of Special Counsel, **Terence Ng** and **Senior Solicitor, Lisa Meyer**. Also joining DLA Senior Solicitor, **Jeff Baker** and Legal Executive, **Kathleen McKay**.

**Russ Williss** has been appointed Sales Manager NZ for **Hawaiian Airlines** at **The Walshe Group**

**Paul McGahen** has been appointed as Chief Executive of **Coface Australia**

**Charles Sampson** has been appointed a Director at **Credit Recruitment Co Ltd**

**New Zealand Seafood Industry Council** Chief Executive, **Peter Bodeker**, is leaving to take up the role of Chief Executive of the **Otago Regional Council**.

**Ray Millar** is leaving **BCCL** to take up a Senior Security Advisor role with **Westpac New Zealand Ltd**.

**Gerard Quinn**, who most recently held senior management roles at the **Canterbury Development Corporation**, is the new chief executive of **Grow Wellington**.

**NZBIO's** new Operation Manager is **Jargil Santos**

**Gavin Bush** is the new CEO of the **Chamber of Commerce and Business Hawke's Bay**.

**Brett Roberts** has been appointed Director of New Technologies for **Pitney Bowes New Zealand**.

**Derek Fairweather** is leaving **Waikato Innovation Park** to become head of **Dairy SolutionZ**

## FOR YOUR DIARY

- 24th Oct What business needs to know about new data security regulations (PCI DSS) panel with Steven Holmes (CIO, Debtsuccess) Roger Greyling (SecurityAssessment.com) Shona Regan (PCI Compliance Manager, Westpac), Auckland
- 25th Oct October CEOs roundtable lunch (invitation only) Auckland
- 5th Nov Reception for Colorado Christian University MBA students, Auckland
- 6th Nov Randy Tinseth, VP Marketing, Boeing Commercial Airplanes, "Boeing's Current Market Outlook" networking breakfast, Auckland
- 21st Nov November CEOs roundtable lunch (invitation only) Auckland
- 27th Nov 2nd AmCham Serious Golfers Day, Manukau Golf Club, Auckland
- 29th Nov Independent Liquor Ltd reception (invitation only) Auckland
- 15th Feb Auckland Ambrose Golf Tournament at the Grange Golf Club.

## Sustainability Leadership Report

At a recent event hosted by the AUT Faculty of Business and Law, supported by the Sustainable Business Network, AmCham members and guests were treated to an excellent presentation by Brandlogic CEO Hampton Bridwell on the keys to effective implementation of sustainability principles in business contexts.

Bridwell also took the opportunity to present the main findings from a groundbreaking study examining actual versus perceived performance on key environmental, social and governance measures for over 100 global corporations, including IBM, Pepsi, Apple, BMW and others.

As Bridwell explained, the 2012 Sustainability Leadership Report reported an 'about-face' on perceived performance from the 2011 report. In 2011, 66 of the 100 brands analysed had perception scores ahead of their reality scores. This year, while 93 companies increased their real performance scores over last year – sometimes significantly – 68 of the companies saw a decline in their perception scores.

Members of the audience included representatives of some of the companies mentioned in the Brandlogic report. There was a healthy and engaged debate after the presentation ranging from the dangers of 'greenwash', challenges to roll-out of sustainability programmes presented by the ongoing effects of the GFC, and relationship between regulation and voluntary initiatives in the sustainability area.

The event was particularly timely for the AUT Faculty of Business and Law, which successfully launched a new sustainability specialisation in its popular MBA programme in 2012, and will be offering for the first time a sustainability major in its Bachelor of Business degree in 2013.

"We're seeing increasing dissatisfaction amongst business leaders with the received wisdom of traditional investment practices driven by an all-embracing obsession with the short-term," said AUT Senior Law Lecturer Vernon Rive after the event. 'Embedding sustainability principles into all aspects of business it is quickly moving from the 'nice to do' to 'must do' category for New Zealand businesses. AUT's new sustainability programmes are effectively preparing future business leaders for an entirely different matrix of customer, regulator, investor and partner expectations in this area in the future."

AmCham would like to thank AUT Business School for hosting this event.



**AUT** UNIVERSITY BUSINESS

## Reception with Alec Ross

AmCham would like to thank **Westpac** for hosting the recent reception for Alec Ross, Senior Advisor for Innovation in the Office of Secretary of State Hillary Clinton.



**GE Capital mid-market research report launched at AmCham event.** The video of the event is available at <http://midmarket.co.nz/videos/>

## 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)



## GENERAL

### 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](#).

### IT'S TIME TO JINGLE MINGLE AT PULLMAN AUCKLAND

Thursday 13th December 2012, 6pm – 9pm

Want to capture that big Christmas party atmosphere but only have a small team? Impress your work colleagues whilst keeping the boss budget happy with Pullman's "Jingle Mingle".

Only \$69 per person, Jingle Mingle allows you to celebrate your end of year party with all the benefits of a big company, but within the means of your smaller budget.

You and your work colleagues will pass the night away mingling with a range of Auckland businesses over canapés, carvery and drinks with entertainment included to further encourage the party atmosphere.

Spaces are limited for this event. Book your company space by emailing [pullmanevent@pullmanauckland.co.nz](mailto:pullmanevent@pullmanauckland.co.nz) or phone +64 9 358 8407.

For more information visit [www.pullmanauckland.co.nz](http://www.pullmanauckland.co.nz)

### Looking for Investor to bring Dennis Rodman & Gary Payton to NZ for charity basketball match

In 2013 HoopNation, NZ's premier basketball event company ([www.hoopnation.co.nz](http://www.hoopnation.co.nz)) are hosting a NZ celebrities basketball game in Auckland to support a child cancer foundation. Playing in that game will be Dennis Rodman (ex Chicago Bulls) and Gary Payton (ex Los Angeles Lakers) amongst other high profile NZ sporting, media and music celebrities. We are looking for an investor to partner with in this event and can offer a return of 33%. Contact KJ Allen, 021 903224, email [kj@hoopnation.co.nz](mailto:kj@hoopnation.co.nz)

### Seeking Challenging Opportunity

Senior Marketing Executive and strategic thinker with expertise in building partnerships & developing innovative results-focused business-building programmes, has recently returned to New Zealand. Credentials include an MBA from the University of Virginia and over 15 years progressive and proven marketing & management experience in New Zealand, Asia & the United States.

I am looking for either a Senior Marketing or General Management role that leverages my marketing, leadership, strategic planning & business development skills with a dynamic company looking to expand their business in/to Asia or North America. Email: [stu-art\\_cameron01@yahoo.com](mailto:stu-art_cameron01@yahoo.com) Mobile: 022 176 7598 LinkedIn: [nz.linkedin.com/in/skcameron](http://nz.linkedin.com/in/skcameron)

## Marketing Opportunities for Members

Don't forget members have the opportunity of:

Platforming your visiting CEOs by having them speak to AmCham  
Sponsoring an events including the Annual Success & Innovation Awards Dinner  
Sponsoring a professional speaker / Launching products/service through AmCham  
Hosting of Forums / Sustaining Member Events or Committee meetings  
Use us for your Event management / Advertising in our monthly newsletter  
Direct mail or fax marketing to members

For more details - phone 09 309 9140

Don't forget your Membership gives you access to:

- ◆ Key advisors on tax, immigration, setting up a company and doing business in the USA
  - ◆ Possible sources of equity.
- ◆ A network of several thousand companies who are trading with the USA
- ◆ The U.S. Chamber of Commerce which is the world's largest business federation representing 3 million businesses with over 8,000 Chambers of Commerce throughout the USA.
- ◆ 112 AmChams in 99 countries including 27 in the Asia-Pacific region.
  - ◆ Free global membership to Regus Plc's 1,000+ serviced offices worldwide, including over 400 in the USA.
  - ◆ Discounted costs & special rates for remitting foreign exchange through AFEX - Associated Foreign Exchange Pty Ltd