

AMCHAM NEWS



American Chamber of Commerce in New Zealand

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December 2013

TPP nearing conclusion?

As you will have seen in the media and our newsletters, the TPP negotiations are nearing conclusion. The Chief negotiators for the 12 Trans-Pacific Partnership countries have reported significant progress after six days of intensive meetings in Salt Lake City, Utah.

Working with key subject-matter experts, the lead TPP negotiators resolved a substantial number of outstanding issues across the talks, including with regard to intellectual property, cross-border trade in services, temporary entry, environment, market access, state-owned enterprises, investment, financial services, sanitary and phytosanitary issues, government procurement, labor, e-commerce, legal issues, technical barriers to trade and rules of origin.

The work of the chief negotiators has significantly narrowed the number of issues to be addressed directly by the TPP Ministers at their upcoming meeting in Singapore. Discussions among TPP negotiators will continue in the coming days to further set the stage for a productive meeting among the TPP Ministers in early December.

The Trade Ministers of the 12 negotiating countries are due to meet on the sidelines of a WTO meeting in Bali beginning December 3rd and again in Singapore on December 7th for the next official round of negotiations. We hope will see an agreement following these meetings.

U.S. Trade Representative Michael Froman issued the following statement regarding the announcement made by Deputy Prime Minister Hyun Oh-seok of the Republic of Korea regarding the Trans-Pacific Partnership (TPP):

"The United States welcomes Korea's expression of interest in joining TPP. Korea plays an important role in the regional economy, and its interest in the TPP demonstrates the significant importance of this initiative to the region.

"In close consultation with Congress and our domestic stakeholders, we look forward to consulting with Korea at an appropriate time to lay the groundwork for Korea's possible entry into the TPP. The U.S.-Korea Free Trade Agreement already demonstrates that Korea and the United States share a common approach with regard to certain rules for trade and investment. As with previous prospective members, these consultations will focus on Korea's readiness to meet high standards across the TPP, as well as to address outstanding bilateral issues of concern including full implementation of existing obligations.

Meanwhile President Obama's push for Trade Promotion Authority, has been hit by 151 House Democrats and 22 House Republicans sending letters opposing "fast track".

With this flurry of activity we are seeing more groups coming out against TPP however a great to see Export NZ's article [Catherine Beard: Criticism of TPP unfounded](#)

NZUS Future Partners gather in Auckland

With the generous support of Sir Owen Glenn, Fulbright New Zealand and the US Embassy, 19 young people are gathering in Auckland today to identify a shared vision for the future of the NZ/US relationship.


Sir Owen Glenn said he was delighted to be able to support this initiative, which offered the 50 "future partners" who attended the 2011 and 2013 NZUS Partnership Forums the opportunity to get together again.

"The US will continue to play a big part in New Zealand's economic and strategic future," said Sir Owen.

"I was impressed by the passion and commitment of the young people I met in Washington DC earlier in the year. This 'get-together' provides a unique platform to harness their energy for tangible commercial and cultural connections between the US and New Zealand," he added, noting it was fitting that they were meeting at the Auckland School of Business.

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NZUS Auckland Gathering (Continued from page 1)

The NZUS Future Partners were drawn from Fulbright Alumni and wider New Zealand, including Te Putea Whakatupu Trust students. A request for applications to attend 2013 Forum saw over 300 apply with 26 finally selected.

NZUS Council Executive Director, Stephen Jacobi congratulated **Rachel Harris** and **Toby Jordan** who have been appointed to the Advisory Board of the Council to represent the Future Partners replacing **Lucy Coghill** and **Shay Wright**.

Pasifika Festival 2014 Hawaii Village

Hawaiians at Pasifika - Hawaii has a deep Polynesian history. Settlers from the Marquesas Islands first set foot on the main island over 1500 years ago. Then, settlers from Tahiti arrived roughly 1000 years ago, as the two cultures blended they created a unique Hawaiian culture. Showcasing Hawaii at the festival not only identifies this unique Pacific Island culture, but also creates natural ties between New Zealand Maori and the other Pacific Islanders participating.



The idea behind the inclusion of Hawaiians at the Pasifika Festival began in 2010 with organizers reaching out to those regarded as a distant cousin. Since then Hawaii has had a growing presence at the event – in the past Hula dancers such as Kumu Blaine's hula school were flown in from Hawaii, Hawaii Tourism has had an exhibition booth, and Hawaiian Airlines have offered round trip airfares to Hawaii. This has set the stage for increased support and the inevitable establishment of the first Hawaiian Village at the 2014 Pasifika Festival.

With the full support of the U.S. Mission to New Zealand, Hawaiian Airlines, Hawaii Tourism and both local and mainland Hawaiians, we hope to develop an exciting and authentic Hawaiian experience for all.

This is our invitation to you to be a part of the first Hawaiian Village at the world's largest Pacific festival, the PASIFIKA FESTIVAL March 8 – 9, 2014. To participate as either a stall holder or a performer you can register online. <http://www.aucklandnz.com/pasifika/>

Hawaii NZ Business Association launched

Robyn Bartram of Kiwi Associates in Wellington has set up the Hawaii NZ Business Association to maintain, support, promote and encourage trade, investment, technical and economic cooperation and tourism between New Zealand and Hawaii. The association provides a network and forums for the members to meet and discuss common or specific issues to do with their business enterprises in both New Zealand and Hawaii. Joe Lopez, who runs the Kiwi & Associates office in Honolulu will head up the US end. For more info contact Robyn at robyn@kiwiandassociates.com Phone: +64 (04) 4789004 Mobile: +64 (0) 274908644

2014 North America/Pacific Aviation Partnership Conference, New Zealand

The American Association of Airport Executives (AAAE), International Association of Airport Executives (IAAE), and Wellington Airport are proud to present the 2014 North America/Pacific Aviation Partnership Conference, to be held in Wellington, New Zealand, on February 10-12, 2014. This is a stunning opportunity to meet with senior officials with major US and Canadian airports attending the conference in Wellington, New Zealand. New Zealand Trade and Enterprise is keen to see strong New Zealand company participation.

The conference will explore the important role airports play in both the local and global community and address matters of airport productivity, financial viability, environment/ sustainability, aviation security and airport technology needs. Airport executives involved in procurement decisions, national government officials, airline representatives, and recognized industry leaders from around the world will attend.

[For more info click here](#)

The Book of New Zealand

On Saturday night The Book of New Zealand was officially opened in Los Angeles – dazzling a crowd of special guests and high-profile international media.

The Book of New Zealand was opened with a 90 second digital sequence blending the magic and fantasy of Middle-earth with the reality of the striking and diverse locations across New Zealand where the film Trilogy was made.

Oscar®-winning Kiwi filmmaker Sir Peter Jackson, director of The Hobbit Trilogy, and stars from The Hobbit: The Desolation of Smaug made an appearance including Martin Freeman, Richard Armitage, Evangeline Lilly, Dean O'Gorman, Aidan Turner and Luke Evans.

The opening was a true Kiwi event with New Zealand food and wine, while celebrated Maori songstress Hinewehi Mohi and MC Nancy Jay (from EXTV) entertained the crowd.

The Book of New Zealand is a sprawling installation that spans the length of two tennis courts, and will open at the Beverly Hilton Hotel in Beverly Hills, California, on the evening of Saturday, 30 November – our Sunday, 1 December – for five days.

Their objective with the exhibit is to use it to tell the story of New Zealand as a fun, must-see tourism destination, as well as an innovative and creative nation, and a great place to make films and do business.

Open for five days, the exhibit will be used for official publicity activities and functions for industry, media and fans. They are delighted to be a part of the worldwide media programme in Los Angeles, and believe The Book of New Zealand will motivate all those who experience it to share the wider New Zealand story.



Supporting AmCham

World Internet Project update for NZ

The World Internet Project in New Zealand is one of a number of studies conducted by more than 40 countries that contribute to the World Internet Project, an international collaborative project looking at the social, political and economic impact of the internet and other new technologies.

This report compares the 2011 WIPNZ data with a range of other partner countries. An international report including 2013 WIPNZ results will be prepared and released in 2014.

The fourth survey was recently released by AUT University's researchers. The project's International Director, Jeff Cole, was in New Zealand for the release and spoke at an AmCham event. To see a copy of the report [click here](#)

AmCham would like to thank **Hal Josephson (MediaSence) and the US Embassy** for bringing us Jeff Cole.

Pfizer launched New Zealand specific Twitter handle

Pfizer New Zealand recently launched a Twitter handle as a way to keep stakeholders more regularly informed about the company's activities news and views.

Twitter provides a channel for local health stakeholders and consumers to gain insight into Pfizer New Zealand's day to day activities and how it contributes to better health outcomes for Kiwis. It also provide Pfizer with an opportunity to have a voice in broader conversations about health to support the work of other organisations that focus on health as a priority.

It is important for Pfizer to engage through this platform says Pfizer New Zealand Managing Director Frances Bengé. "It is a current and relevant channel of communication through which we can regularly share our news, highlight the value of medicine and provide a new way for people to interact with us as a company."

Pfizer New Zealand has been on Twitter for three months and the microblog is providing a diverse record of the company's role within New Zealand healthcare. "It is such a worthwhile medium for visibility - anyone can visit Twitter and get a good perspective on who we are as a company. Our page provides a balanced snapshot by providing insight into what people think of us via our interactions, not just what we say about ourselves," said Bengé.

SUCCESS STORIES WITH USA

[Lorde signs publishing deal worth up to \\$US4m](#)

[Kiwi firm starts work on first US sites](#)

[US tech firm seeks NZ listing](#)

[NZ Super Fund buys US\\$55m stake in US wind turbine designer](#)

[New Zealand invention 'FlagTrax' wins 'Product of the Year' at US Trade Show](#)

[US billionaire Bill Foley takes quarter stake in Gault's restaurant empire](#)

[Sprint and New Zealand's Mako Networks to offer solutions for US Businesses](#)

[Hawaiki Cable signs up US landing site](#)

[Mako eats America](#)

[Kiwi firm starts work on first US sites](#)

[Kiwi company BIMStop secures investment to continue US expansion](#)

[PE signs Cxbladder agreement with 3rd national provider-US](#)

[Unisys in whopper IRD contract worth up to \\$130m](#)

TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

Commercial News USA

The November/December issue of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at <http://exusa.thinkglobal.us/i/187575>

Trade-Leads for Importing and Exporting

You are invited to register you 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 2014

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

(Continued on page 4)

pullman
HOTELS AND RESORTS

AUCKLAND

Supporting
AmCham

TRADE INVESTMENT OPPORTUNITIES (Continued from page 3)

Playground equipment seeks importer

We have a client that is highly interested in exporting their playground systems into New Zealand. <http://www.rainbowplay.com> Contact: Samanta Moreno at International Trade Center | South-West Texas Border SBDC Network, Maria.MorenoCardona@utsa.edu

FROM NZTE

Introducing the New Zealand Story: a free resource for exporters

Designed to help companies gain a competitive advantage by sharing a strong, consistent story about what New Zealand has to offer in international markets, the New Zealand Story toolkit was launched last week. [Read more](#)

Driving Demand - Imarda provides enterprise-level fleet management and mobility solutions predominantly for the Australian and US markets. Co-founder and CEO Selwyn Pellett shares his insights, challenges and learnings along the internationalisation road. [Read more](#)

From Worldwide Access

Amazon Offers Sunday Delivery - Amazon.com will offer Sunday delivery starting this weekend, reports the Wall Street Journal. Sunday deliveries will be offered first in Los Angeles and New York in partnership with the US Postal Service, with other cities soon to follow. Seven-days-a-week delivery service will remove one disincentive to online shopping, the reluctance to order on Fridays because delivery wouldn't occur until the week following. [Read more](#)

Smith Creek Fly Fishing Accessories- New Zealand manufacturer Smith Creek has selected World Wide Access to manage sales of its fly fishing accessories on Amazon.com in the USA. Smith Creek founder Wayne Smith, originally from California, discovered his own New Zealand paradise while fishing his way across the South Pacific on his sailboat 20 odd years ago.

From KEA

A World Class network in action - The growing World Class NZ network is being used by organisations worldwide. The World Class NZ team are connecting onshore and offshore businesses with network members across Asia, the US and Europe. Discover how the right introduction can help you break through to the next stage of your global growth strategy [here](#).

MEMBER NEWS

BMW X5 Pricing and Specification revealed.

Pricing and specification details for the all-new BMW X5, the third generation of the world's most popular premium Sport Activity Vehicle, have been revealed. These new vehicles are made in the USA.

The good news for BMW enthusiasts is the new model features significantly enhanced specification, representing exceptional value for money, but with a driveway price less than 1.5% more than the model it replaces.

"We're launching with X5 30d and X5 M50d and are pleased to reveal features such as Head-Up display, rear-view camera with surround view, eight-speed sport automatic transmission, bi-xenon adaptive headlights and automatic tailgate are standard on these models," said the Managing Director of BMW New Zealand, Nina Englert. "Further models, including a new X5 25d and X5 40d, will be added to the range early next year."



Congratulations to

Bill Buckley, Auckland entrepreneur, who has been named the New Zealand Hi-Tech Trust's Flying Kiwi for 2013. Buckley, who founded precision electromagnets manufacturer Buckley Systems, joins the likes of Glidepath founder Sir Ken Stevens and Xero's Rod Drury in the New Zealand Hi-Tech Hall of Fame. [Read more](#)

Global customer service award for Woburn International

Immigration consultants Woburn International based in Lower Hutt have been highly commended for outstanding customer service as a destination service provider by United States company Cartus Global Network.

Woburn International Managing Director, June Ranson, says she is delighted with the award which acknowledges the company's commitment to customer service. "We hire a cross section of staff with international experience and they can deal effectively with overseas referrals through the global network," she says.

"Our goal is to really understand high performing service which our international clients expect and deliver beyond expectations."

Judging was based on the commendations from Woburn's international clients based on a rigorous survey and questionnaire managed by the network based in the United States.

People on the move

The **2degrees** board has appointed **Brad Horwitz** as its new Chairman, and international wireless pioneer, **John Stanton** as a new director.

Brendan Boughen is the new Public Relations Manager at **Microsoft New Zealand**

Drew Stein and Jeff Lycett have been appointed as General Partners in **Endeavour Capital Ltd**

Auckland Airport has appointed **Jason Delamore** as General Manager for Marketing & Communications.

Dave Gibson has been appointed Chief Executive of the **New Zealand Film Commission**

Mastercard has appointed **Peter Chisnall** as NZ Country Manager

FOR YOUR DIARY

14th February AmCham Ambrose Golf Tournament, The Grange Golf Club, Auckland

19th February Auckland CEO lunch (by invitation only)

5th March Wellington Member & Government officials reception.

6th March Wellington CEO lunch (by invitation only)

13th March St Mary's University, San Antonio, TX, reception, Auckland

19th March Auckland CEO lunch (by invitation only)

Serious Golfers AmCham Auckland Golf Tournament

The third Serious Golfers AmCham Auckland Golf Tournament was held at Manukau Golf Club on 26th Nov. The winners were:

US Embassy Trophy – Senior Grade – Dean McWilliams

AIG Trophy – Intermediate Grade – Mark Douglas

3M Trophy – Junior Grade – Ian Finch

Best Score by a Non Handicap – Wayne Neal

Best Team Score – Citibank NZ

Nearest the Pin – Jim Speedy

Longest Drive – Tomas Riberio

Our thanks to the hole sponsors:

APC Logistics (NZ) Ltd – Mark White

Eagle Technology Group Ltd – Gary Langford

Also our thanks to **Todd** and the team at Manukau Golf Club for making us so welcome.



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THE AMCHAM OFFICE WILL BE CLOSED FOR THE CHRISTMAS HOLIDAYS FROM FRIDAY 13TH DECEMBER UNTIL MONDAY 20TH JANUARY 2014.

WE WOULD LIKE TO THANK ALL OUR MEMBERS FOR THEIR SUPPORT DURING 2013 AND WISH YOU ALL A VERY MERRY AND SAFE CHRISTMAS HOLIDAYS.

US NZ CONNECTIONS IN NEW ZEALAND

Kiwi Expat Association – www.keanewzealand.com

Wanganui New Zealand American Association donnarush@clear.net.nz

American Club – Auckland <http://www.americanclub.org.nz/>

American Women's Network – Wellington www.awn.co.nz

American Women's Club – Auckland www.awcauckland.com

American Club of Christchurch – www.american-club-chch.org

NZ/American Association, Wellington www.nzaa.org.nz

Kiwi Club of New York Inc - www.kiwiclubny.org

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Online membership database plus companies trading with USA

All members should have received their passwords so please go online and make sure your information is correct so that other members can get see who you are and what you do. www.amcham.co.nz

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, Dun & Bradstreet (New Zealand) Ltd, Ernst & Young Ltd, Federal Express Pacific Inc, Qantas Airways Ltd, Wallenius Wilhelmsen Logistics AS.

Marketing Opportunities for Members

For more details - phone 09 309 9140

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

Also 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

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

Congratulations to the team at **Esk Valley** who won our **Business World Travel Champion Exhibition Red Wine** with their **Esk Valley Winemakers Reserve Hawke's Bay Syrah 2010** at the Air New Zealand Wine Awards a couple of weeks ago. The overall Air New Zealand Wine Award winner was a sparkling, the Nautilus Cuvée Brut NV. If you'd like the booklet with the complete awards listing then contact one of our team: Jane Higgie at BWT Wellington or Marie Easton-Myers at BWT Auckland.

Air New Zealand frequent flyer members will see some changes to their Airpoints loyalty programme membership after March 2014. In summary:

- ⇒ Every airfare will earn Airpoints (including lowest non-flexi domestic fares) – albeit between 1 and 16 Airpoints (excludes the daily Grabaseat deals which target holiday makers). The higher the fare in each class of travel the more Airpoints you get.
- ⇒ Status credits to retain your Gold, Silver level in general is more difficult. The banked year roll over has been made harder to achieve. If you value Lounge access buy a Koru Club membership.
- ⇒ If you do manage to retain Gold Elite you'll receive a 3rd upgrade certificate for short haul international flights. Your GE years of tenure will also show on the card.
- ⇒ The airline's biggest spending travellers (not necessarily 'largest flying' from what we understand) will be 'invited' into *Elite Priority One*. A little short on detail about what this entails but if it's close in concept to Qantas Chairman's Lounge or membership you'll want to be a member.
- ⇒ Gold Elite members cards will reflect the number of years continuous membership
- ⇒ No change to that One Up bidding system for upgrades, unfortunately
- ⇒ All packaged up in new logos and branding
- ⇒ Your usual BWT Travel Consultant or Client Relationship Manager will be able to answer questions about the changes to the programme

Air New Zealand travellers to **San Francisco** will be relieved to see that the airline is changing its Lounge arrangement in that airport. This month they're moving from the underwhelming contract lounge that they hired to the **Singapore Airlines Silver Kris Lounge**. With Air New Zealand departing about 1930hrs or so and Singapore Airlines at either noon or midnight, Air NZ travellers will enjoy the showers, lounging and wi-fi pretty well uninterrupted.

Whilst flying past **Singapore Airlines**, they have recently increased their luggage allowance to mirror the **Qantas/Emirates** policy. To all destinations except the US, Economy Class is 30kg, Business 40kg and First 50kg per person. To/from the US the 'piece system' applies – starting with Economy Class at 2 pieces at 23kg each. **Star Alliance Gold Members** receive an additional 20kg. PPS members, an additional 100% of the relevant allowance.

Santa Barbara's Harbour Seal Preserve Rookery is free and fun. Looking for a layover after your hectic business trip? Then head up the coast from Los Angeles and journey to Carpinteria's beautiful bluffs to witness the Harbour Seal Preserve Rookery. From December to May, view the seals and their pups, as they too enjoy the splendour of Carpinteria!

Need a **rental car in New Zealand between January – March 2014**? Book these now – it's the peak tourist season and as usual your preferred rental car supplier will run out of vehicles. Book your peak season vehicles now with your BWT Consultant. It's easier to book and have us cancel if you find you don't need the car, than to try to find one at short notice.

We've been welcoming a number of new clients to Business World Travel. Most are heading to us from the large chain business travel agents. Seemingly they're too busy with their Government or largest clients to notice the individual, smaller and mid-sized clients who are coming to us for a more personalised service. Whether you or your colleagues would prefer to book your flights with BWT Online or through one of our team of experienced Travel Consultants, we can help. We already serve the travel needs of many discerning Amcham members. If you'd like to be a big fish again, invite us to drop in for an informal discussion. Or visit us in Newmarket or on Willeston Street in the Capital.

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

Reviewing your Corporate Travel? Call our Team:

Jane Higgie Business World Travel Wellington 04-470 6044 jhiggie@bwt.co.nz

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



Who's managing your international payments and foreign exchange?

AMCHAM is pleased to announce that we are working with Western Union Business Solutions to help members manage their international payment needs.

As a global leader in foreign exchange and international payments, Western Union Business Solutions offers fast, reliable and cost effective solutions for sending payments to more than 200 countries and territories in over 130 currencies.

Western Union Business Solutions is committed to working with our members to ensure they understand your unique industry needs.

- **Risk Management**

Help to protect your bottom line by working with Western Union Business Solutions to reduce your company's exposure to foreign currency fluctuation

- **Industry Specific Solutions**

Western Union Business Solutions specialists will work with you to deliver a global payment solution that is specific to the needs of your industry.

- **Responsive Service and No fees***

Receive personalised support whenever you need it, and benefit from no fees on international payments.

- **Convenient online platform**

Along with personal support from Western Union Business Solutions specialists you can also make payments 24/7 by logging into the easy-to-use online platform

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FOR MORE INFORMATION - [CLICK HERE](#) or phone 0800 436 739

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*Applies to approved members. Western Union Business Solutions makes money off foreign exchange



WORKING WITH AMCHAM

