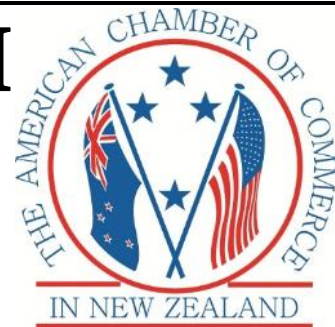


AMCHAM NEWS

American Chamber of Commerce in New Zealand

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Volume 12 Issue 5

June 2013

New AmCham President elected at AGM

Frances Benge, Head of Primary Care & Country Lead Managing Director of Pfizer New Zealand was elected as President of AmCham taking over from Stephen Titter at our recent AGM.

"As incoming President I would like to say a special thank you to Stephen Titter for his superb governance, stewardship and passion for the noble purpose of AMCHAM – he has been the driving force behind many of the changes which will ensure AMCHAM NZs sustainability long term and he has certainly energised the strategic vision for the organisation. Stephen is a great asset and I am delighted that he will continue to play a major role in the future of AMCHAM.

As the new President I appreciate the significance of AMCHAMs role in delivering what members want in terms of advocacy, networking, connectivity and of course a vehicle for the celebration of success of NZ/US companies. Working with the board and Mike Hearn's great helmsmanship, our priority is to make certain that we have a framework for diverse board membership ensuring that all sectors have a voice within AMCHAM to ensure we can unlock the value of our strategic plan".

Other Directors reappointed were:

- Treasurer **Mark Fitz-Gerald**, Westpac
 Vice President **Eric Mahoney**, New Zealand Assets Management
 Directors **Stephen Titter**, Ernst & Young
Tim Ritchie, Meat Industry Association
Alex Broughton, BusinessIQ
Tony Eaton, Motion Picture Assoc/NZFACT
Geoff Perry, AUT University
Derek Syme, Citibank
Robert Falvey, Minter Ellison Rudd Watts
Jordy Almgren, Microsoft New Zealand
Neale Hill, Ford Motor Company of New Zealand

[Click here to read Presidents Annual Report](#)



US NZ Partnership Forum Future Leaders Te Ari Awa, Kiwa Huata with Dr Geoff Perry, AUT



Rachel Harris & Kieran Brown

AmCham would like to thank **Dr Geoff Perry, Sarah Trotman** at the **AUT University Business School** for hosting the AmCham board meeting, AGM and member reception. Attendees heard from **Kieran Brown & Rachel Harris**, who were both part of the US NZ Partnership Forum Future Leaders delegation.

AUT UNIVERSITY BUSINESS

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JOIN THE FREQUENT FLYERS TO AND FROM THE USA.

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US NZ Council calling on Congress to support E-1 and E-2 visas for New Zealanders

There are currently reforms to U.S. immigration law under consideration in the House of Representatives. The US | NZ Council is planning to send a letter to select Members of Congress expressing support for E-1 and E-2 visas for New Zealanders.

"While the United States makes E-1 and E-2 visas available for visiting traders and investors respectively from numerous countries, New Zealanders are not eligible for either visa category. We believe that extending these visas to New Zealanders will encourage more trade, investment, and collaboration between our two countries", says William Maroni, President of the United States | New Zealand Council

The United States allows temporary entry for traders from more than 50 countries via E-1 visas, and for investors from more than 80 countries via E-2 visas. Surprisingly, New Zealand nationals are not eligible for either visa category.

The board of AmCham New Zealand has agreed to support the Council's letter as a signatory.

The U.S.-New Zealand Partnership: An Alliance in All but Name

By Jack Georgieff (@JackGeorgieff), Visiting Fellow, Japan Chair, CSIS

May 19-21 saw several hundred delegates from across the United States and New Zealand gather in Washington for the biannual U.S.-New Zealand Pacific Partnership Forum. The forum has been instrumental in helping to normalize relations between the two countries, which had cooled significantly following New Zealand's 1985 ban on nuclear-powered or nuclear weapons-capable naval vessels visiting its ports.

New Zealand's Labour Party came to power in 1984 pledging to make the country a nuclear-free zone. That policy found wide public backing, but presented a dilemma for New Zealand's ally, the United States. The situation came to a head in February 1985 when a port visit request by the USS *Buchanan* was refused because the ship was capable of launching nuclear weapons and the United States refused to reveal whether it carried any. New Zealand officially declared itself a nuclear-free zone in 1987, and the administration of President Ronald Reagan responded by suspending the United States' obligations to the country under the Australia, New Zealand, United States Security Treaty. Thus began a chilly period in relations between the two allies.

But times have changed for the better. [Read More](#) | [Read Newsletter in PDF](#)

Baucus Applauds Senate Confirmation of Mike Froman to be U.S. Trade Representative

Senate Finance Committee Chairman Max Baucus (D-Mont.) today applauded the Senate's confirmation of Mike Froman to be U.S. Trade Representative by a vote of 93 to 4.

"I am confident that Mike Froman will be an excellent U.S. trade representative," Senator Baucus said. "He is the right man for the job at just the right time. The trade deals we're currently negotiating have enormous potential for the U.S. economy and jobs. Mr. Froman will go into these negotiations fighting for our ranchers, farmers, businesses and workers. I'm looking forward to working with him to get these trade agreements done. And I'm looking forward to working with him to get Trade Promotion Authority done. Along with Trade Adjustment Assistance, TPA will lay the groundwork for a successful trade agenda."

During a hearing to consider Froman's nomination on June 6th, Senator Baucus said the U.S. needs a strong trade representative on the job as Trans-Pacific Partnership negotiations continue and free trade agreement talks with the E.U. ramp up. The committee approved Froman's nomination unanimously on June 11th.

Froman has most recently served as the assistant to the president and deputy national security advisor for international economics. He also chairs the Major Economics Forum on Energy and Climate, co-chairs the Transatlantic Economic Council and plays an active role in the G20 and G8 summits. Froman also served during the Clinton administration in various roles at the State Department, National Security Council and National Economic Council.

[Froman: Obama 'ready to engage' with Congress on fast track](#)

Ambassador Michael Froman hosted a meeting at the USTR offices in Washington with representatives from all of the TPP partner countries. NZ Ambassador Mike Moore is seated opposite USTR Froman.

At the same time, the U.S. government today also announced its intention to launch free trade talks in environmental goods and services (at the APEC summit), and President Obama (in Africa) said he will instruct USTR Froman to finalize a new trade and investment agreement with the Economic Community of West African States. And then there's the US-EU Transatlantic pact.



Obama targets so-called patent trolls

The White House has recommended that the US Congress allow new challenges to patents on processes that are enabled by computers. [Read more](#)

OSAC New Zealand being re-launched 9th July

OSAC was established 1985 under the Federal Advisory Committee Act to promote security cooperation between American private sector interests worldwide and the U.S. Department of State. The New Zealand Chapter was the 51st Chapter to be set up back in 2003 but has been inactive over the last couple of years, however with the support on the new RSO at the US Embassy is about to be re-launched.

The Country Council meeting is taking place on 9th July in Auckland and the meeting's activities will include presentations by the Deputy Chief of Mission, RSO Wellington, OSAC headquarters and more.

OSAC is open to US companies and their employees. For more information contact: Christina Lorelli lorelliCJ@state.gov

Exporter confidence is up: DHL Export Barometer survey

Exporter confidence is up - innovation and online offset strong dollar

- 59% of exporters confident about next 12 months orders
- Currency number 1 challenge
- Australia and China biggest opportunity and threat
- Online the key to export future

New Zealand exporter confidence is up despite the strong kiwi dollar, as exporters focus on factors they can control and deploy strategies ranging from importing to focusing on the online environment.

The ninth annual DHL Export Barometer survey found that 59% of New Zealand exporters are confident that export orders will increase in the next 12 months. This is an increase from last year where confidence was at an all-time low (51%) in the history of the survey.

To complement this, 54% of exporters also expect company profitability to increase in the next 12 months "Given the on-going challenges exporters have faced it's encouraging to see them finding ways to manage the strong kiwi dollar and look forward with confidence. And this forecast is off the back of a positive last 12 months with half (52%) of exporters claiming they saw an increase in export orders over the last year", says Tim Baxter, Country Manager DHL Express New Zealand. [Read more...](#)

An audience with Derek Handley

AmCham recently hosted an event where Derek Handley spoke about the impending launch of the B Team as well as talking about his life and latest book "Heart to Start",

The B Team is a group of sixteen inspiring citizens of the world who believe that in light of the environmental and social challenges we face this century, 'business as usual' is no longer acceptable.

Live streamed from London to over 500 communities from over 100 cities around the world, today we kicked off the development of a "Plan B" for business - one that aims to put people and our planet alongside profit.

We need a Plan B because we owe it to our grandchildren and we owe it to grandparents.

We need a Plan B because we owe it to our home – this beautiful planet we all share.

We need a Plan B because we can do so much better with business, to shape a much better world.

The B Team also released an open Declaration sharing their views on the state of business and the need for radical change. I wanted you to be one of the first to hear about all of this here <http://kickoff.bteam.org>

AmCham would like to thank **Mark Fitz-Gerald and Westpac** for hosting this event, **Rebecca Simpson at Random House and Derek Handley's team.**



AUT appoints Derek Handley to executive professor role

Derek Handley, CEO of The B Team and Chairman of mobile advertising company Snakk, has taken up an adjunct executive professorship at AUT. [Read More..](#)

Cavit & Co Ltd and Constellation Brands New Zealand Ltd showcase

AmCham recently held a soiree for our Sustaining Members and other key supporters at Cavit & Co. The evening showcased a selection of Constellation Brands great Californian wines (Robert Mondavi, Ravenswood, Franciscan, Clos du Bois, Simi, Mount Veeder Winery, Primal Roots) in a wonderful environment of latest Ralph Lauren Home, Baker, McGuire, Verellen and Bolier ranges of quality American furniture.

AmCham would like to thank **Debbie Cavit and Lynne Howard** for hosting us and **Jane McRae** and her team for **Constellation Brands** for the wines. (Photo's [Page 8](#))



Constellation Brands

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SUCCESS STORIES WITH USA

[Diligent says no dividend this year, mulls US listing](#)

[Facebook NZ's 2012 service revenue almost doubles](#)

[North Dakota selects Orion Health for statewide health information exchange](#)

[Merlot.aero opens first US office](#)

[Auckland animators' robots conquer US](#)

[2degrees And Business Mentors Partner to Help SMEs Find Someone to Talk to](#)

[Verifone spends \\$70 mln on Eftpos acquisition in NZ](#)

[IBM supports business success with Unitec scholarships](#)

[Citrix Systems pays \\$4.5m cash for Wellington's Beetil](#)

[Luxury Wairarapa lodge bought by NBR Rich Lister Foley](#)

[Reading NZ gets Christchurch centre box office boost, Wellington looking good](#)

[Kraft Foods \(NZ\) pays \\$40m dividend to parent Mondelez](#)

[MRP extends option to bigger stake in US geothermal firm](#)

[Aperia Solutions Adds Value to Sales Channel With Mako Networks](#)

TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

Commercial News USA

The July/August 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/134837>

Trade-Leads for Importing and Exporting

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

International Buyer Program – Trade Show Schedule 1 Jan to 31 Dec 2013

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

US brands looking for agents, distributors, franchisees

BrightStar Care® - a high-growth U.S. health care company that provides a unique mix of health care staffing, in-home medical care and non-medical home care. BrightStar Care® is one of the fastest-growing health care companies in the U.S. with over 250 offices. The presence of medical care separates BrightStar Care® from all other home care franchises and brings a very high level of quality standards not previously found in this sector. www.brightstarcare.com

Rita's Italian Ice® - a healthy, unique tasting, affordable alternative to ice cream with 625 stores open across the USA and soon in Canada, China and India. Made fresh daily, all Rita's products are created on premises, with the highest-quality proprietary ingredients. The first Rita's has opened in the Asia Pacific in Shenzhen, China. Mother's like Rita's because the unique ice product is tasty, healthy and low cost. www.ritasice.com

Sport Clips® - is a proven hair care franchise for men with over 1,000 units open in the US and Canada. This brand offers: a sports focused business, a modern, up-to-date facility, an unique web-based POS management system, strong, detailed, multi-focus marketing programs as well as ongoing training and certification programs for stylists focused on men's hair. www.sportclips.com

The Melting Pot® - The Melting Pot® has defined the fondue restaurant niche across the US for more than three decades. Fondue is a fun and interactive dining experience at 150 locations in the USA, Canada, Indonesia, Mexico and the Middle East. This is a high end restaurant concept with 'Wine Spectator' magazine awards. www.themeltingpot.com

For further details on the above contact: William Edwards, Chief Executive Officer, EGS LLC, egsintl@gmail.com or see www.egs-intl.com

FROM NZTE

Opportunities in the US Military Health Sector

In recent years the US military medical community has invested nearly USD\$2B annually in R&D to combat infectious diseases and improve casualty care, operational medicine, bio/chem medical countermeasures, and clinical rehabilitation. Find out how New Zealand companies are tapping into this massive market as part of NZTE's Military Health Immersion programme. [Read more](#)

(Continued on page 5)



Pernod Ricard New Zealand proud supporter of AmCham.

(Continued from page 4)

Top tips on succeeding in the US Military health market

Robert Cunningham Jr, NZTE Business Development Manager based in Washington DC, shares his insights and expertise for companies looking to export or grow in the lucrative, yet highly competitive, US military health market. [Read more](#)

Top tips on Silicon Valley

Amal Johnson lives and works in the US and has extensive experience in the high-tech industry. Her work as a Beachheads Advisor exposes her to New Zealand companies and their efforts to enter the competitive market of Silicon Valley. She shares her insights on what New Zealand IT companies should know when entering the Valley. [Read more](#)

Tapping into America's bioactive market

Seth Flowerman of New Jersey-based supplement company P.L. Thomas, and Mike Dovbish of California-based Nutrition Capital Network explain the trends driving demand for bioactives in the United States, and discuss how New Zealand companies can tap into them. [Read more](#)

From Worldwide Access

Small business: Export markets - Paul Grey interview in NZ Herald

Paul Grey, founder World Wide Access on different ways of exporting. He launched World Wide Access in 2008 with the specific objective of using software technology to make it faster, easier and cheaper for New Zealand products to reach American customers. [See full article](#)

[Ecoya USA Online Wholesale Opens For Business](#)

The new Ecoya USA wholesale webstore has opened for business, utilising World Wide Access e-commerce and order fulfilment capabilities. Ecoya's network of over 300 resellers across the USA will be able to place orders online for immediate delivery.

[First USA Sale for Dominate Original Waxx](#)

The first sales in the USA have been made for New Zealand men's hair wax brand Dominate. This milestone came just a few days after the first shipment of Dominate products arrived in the USA.

[Investment lessons: cashing in](#)

US angel investor David Berkus tells Amanda Sachtleben why some startup CEOs succeed where others fail, and why there's no secret recipe for investing in winning companies. » [UNLIMITED](#)

MEMBER NEWS

People on the move

Dean Gilbert is the new General Manager of **Chevron New Zealand**

Angela Searle has been appointed newest partner at **Baldwin's** in Christchurch. **David Alizade** joins the Auckland office as head of Commercial, **Geoff Chisholm** has been appointed Senior Associate, **Andy Locke** has also taken a role as Senior Associate at Baldwin's Wellington office. Baldwin's has also promoted six Senior Associates internally: **Fiona Pringle; Rachel McDonald; Sophie Thoreau; Duncan Schaut; Brigette Shone; and Natalie Harre (nee Larnder)**; as well as six Associates: **Tim Stirrup; Katherine Bowker; Piers Thoreau; Rachael Koelmeyer; Anna Bargh; and Maria Sun.**

Craig Stevens is retiring from the **DLA Phillips Fox New Zealand**

Mark Harrison is the new NZ Director of **Schenker (NZ) Limited**

Lis Walters has been appointed as Marketing & Operations Manager for **Acronis** in Australia and New Zealand

The U.S. Chamber of Commerce in Washington DC has named **Steve Van Anandel** chairman of its Board of Directors. Van Anandel, chairman of **Amway**, will serve a one-year term

Deer Industry New Zealand is pleased to announce the appointment of **Dan Coup** as its new chief executive

FOR YOUR DIARY

5 th July	Christchurch CEO roundtable lunch (invite only)
9 th July	Auckland CEO roundtable lunch (invite only)
24 th July	Wellington CEO roundtable lunch (invite only)
8 th August	AmCham-DHL Express Success and Innovation Awards, Auckland
21 st August	Business War Games with Palladium Group, Auckland
29 th August	Craig Heatley, 2012 Ernst & Young Entrepreneur of the Year, Auckland
24 th September	Lunch with Mark Adamson, Chief Executive Officer and Managing Director, Fletcher Building, Auckland.



Supporting AmCham

BUSINESS TRAVEL & TRAVEL NEWS

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

Business World Travel is a member of GlobalStar Travel Management

BWT has some reduced fares to offer on **Air New Zealand** between New Zealand and **Los Angeles or San Francisco**. Economy Class from \$1440 return, Premium Economy Class from \$3500 return and Business from NZ\$6600 return. Taxes are around \$165 return (LAX) plus your contracted or BWT Private Client Transaction Fee. Sales finishes 20 July with travel dates ranging from late July to November.

Taiwan's EVA Air has become the newest member of **Star Alliance**, the airline grouping which includes United Airlines, Singapore Airlines, Lufthansa and Air New Zealand amongst others. The airline is now included in the Star Round world and Circle Pacific Fares, the latter allowing a business trip to the US to include Asia more easily.

Time your business travel to include a Thursday in **Santa Monica**. Starting this week every Thursday evening during Summer there is a twilight concert at the famous Pier. Traffic dependent, Santa Monica is 30 minutes from Los Angeles Airport and is a very user-friendly stopover spot.

Go forth and multiply! Our savvy business travel clients know the value of attending or exhibiting at International Trade Fairs and Trade Shows. If you're a product manufacturer or exporter you have to be there to benchmark the competition, understand developments and see what the next big thing is. Importers of course attend not just to source new product and suppliers but most importantly to protect their relationship with their existing suppliers and moreover their New Zealand or Australian distribution rights! Get on a plane – you won't retain or win the business from behind your desk! Try this selection of US trade shows:

PLASTECH (Plastics) – September 2013, Chicago

FABTECH (Welding/Metal) – November 2013, Chicago

MAGIC Summer (Apparel) – August 2013, Las Vegas

PRINT – September 2013, Chicago

PACKEXPO (Packaging/print) – September 2013, Las Vegas

POWERGEN International – November 2013, Orlando

International Baking Industry Expo – October 2013, Las Vegas

Call Nick Kotlarevsky at BWT (nkotlarevsky@bwt.co.nz) about your flights and hard to find accommodation to any one of these or other key industry events. We'll also apply to register you in the US International Buyers Programme if available for your Show.

Qantas is offering complimentary **Frequent Flyer** membership for a limited period. Ask one of the Business World Travel Consultants about this. Qantas Frequent Flyer is one of the optimal frequent flyer programmes because you earn a minimum of 1000 FF points on every Qantas flight, no matter how low the fare you paid. This also includes any domestic New Zealand travellers if flying Qantas subsidiary JetStar and pay the Flexi upgrade bundle.

US Service Security Update

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

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



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

Five New 25 Year Members added to role of honour

The flowing companies will be recognised for their support at this year's awards dinner.

Dun & Bradstreet (New Zealand) Ltd

Ernst & Young Ltd

Federal Express Pacific Inc

Qantas Airways Ltd

Wallenius Wilhelmsen Logistics AS

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



CAVIT & CO and Constellation Brands Function



US Consul General Jim Doragan Roger & Lyndsay Partridge



Richard & Tricia Moore



Debbie Cavit & Mike Hearn



Roger & Lyndsay Partridge, Stephen & Lynne Titter