

31/3/09

For immediate release

Exporters succeed despite the economic gloom

A group of pioneering exporters are celebrating despite the economic gloom. Not content to just sit back, the first graduates from the New Zealand School of Export are preparing themselves and their businesses for the upturn.

The graduates, who include Trevor Millar, Export Manager at Cowell's Pavlova Kitchen; Dehua Pan, Business Development Manager with Mathias Meats NZ Ltd, and Jurie Breytenbach, Minerals Key Account Manager at New Zealand Steel Ltd, have completed the 17 month long Diploma of International Trade by distance learning with the New Zealand School of Export.

"Many of our exporters have worked in international trade for several years, but they have still gained new skills and knowledge through the Diploma" says Dr Romuald Rudzki, Director of the New Zealand School of Export, "and by gaining this qualification, which is accredited by the International Association of Trade Training Organisations, they are now recognised as world-class international trade professionals, on a par with their counterparts overseas".

Trevor Millar, Export Manager at Cowell's Pavlova's has been selling pavlovas in overseas markets for several years and four years ago, broke into the world's biggest and probably toughest consumer market – the US. He says *"Even though the USA stock-market is at its lowest level in 12 years, and USA unemployment is at its highest level for 25 years – I still sold pavlovas into the market using what I have learned from the course".*

One of the problems facing export companies is the lack of qualified exporting staff. Red Seal Natural Health – which sponsored graduate Belinda Andal through the course, had this to say: *"Red Seal is currently exporting to a number of countries mainly Australia & Pacific, North Asia and the UK. This specialist course came up at the right time, when we struggled to find skilled people here. Our only option was to train one of our existing staff and we are really pleased that Belinda took the*

challenge, as she has grown very quickly from being just an administrator to a really good international trade professional.”

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