



New Zealand School of Export Gets Institutional Status

Less than a year after officially opening our doors, the New Zealand School of Export has been granted both Accredited Provider and Institutional status by the International Association of Trade Training Organisations (IATTO). The announcement came during the 34th IATTO Forum at the World Trade Center in Stockholm, which was attended by School Director, Dr Romuald Rudzki.

To gain both of these, the School had to undergo a rigorous application process and on-site inspection earlier in the year.

Accredited Provider status means that the School no longer has to partner with another provider to deliver training, but is now able to offer its own approved learning materials and award internationally accredited New Zealand School of Export qualifications.



And there's more...

Whilst attending the 34th IATTO Forum, School director Romuald Rudzki was elected to the IATTO Board to serve a three year term alongside other international trade training providers from the United States, South Africa and Sweden. Rom replaced the delegate from Norway and said "*That a New Zealand-based institution has been appointed is particularly pleasing*" said Rom, "*considering the school officially opened only a year ago, this is a major coup for us.*"

Free information for exporters

In fact Rom was pretty busy in Stockholm! He also presented a joint conference paper "*The value of free information for exporters*" which was written with Graeme Siddle, our Head of Library and Information Services at the School. To download this paper, go to: <http://www.export.ac.nz/freedownloads.html> and don't forget to check out ELIS while you're there.



Enrolments Open

Enrolments for the Diploma of International Trade are NOW OPEN for 1st February 2009.

Places are limited, so click on www.export.ac.nz/courses.html for more information or contact: alison@export.ac.nz to reserve your place.

Contributions welcome

We welcome your feedback and contributions. Please submit your comments, tips and advice to info@export.ac.nz

Road stories from our globetrotters

This month we focus on Ian Walton, Vice-President, Aviation and Logistics with Auckland based ATRAX Group NZ Ltd. ATRAX is the world leader in the Design, Manufacture, Integration and Support of a full range of Industrial Weighing, Measurement, and Control systems, for the Airport and Logistics industries.



<http://www.atraxgroup.com/>

Getting into export

Ian “fell into” international trade during his “Big OE [Overseas Experience]” in the UK when, with a background in technical sales, he worked for oil and gas giant Halliburton as internal sales support. An international position became available and soon Ian was in charge of a sales area that included Eastern Europe, CIS and the Middle East.

Cultural differences

Although well-travelled (his family lived in several countries before settling in New Zealand when he was 11), Ian still felt the impact of cultural differences: “*The Russians were extremely educated but totally theoretical - knew how to design it, knew how to build it, but didn't know how to kick it to make it work.*”

The right move

Twenty years on, Ian evidently made the right move. At ATRAX, a 100% export company, he has total global responsibility for sales through agents and direct to customers and spends at least 35% of his time overseas each year.

So what is it about working internationally that gives Ian such a buzz? Firstly, “*the travelling, even after all this time. If you time it right, you can avoid a lot of the winter and most people are great, they love New Zealanders because we are perceived to be different from Americans and Europeans.*”

“*Time away from the family can be a downside, but when I'm home, most of my work is done by phone or emails, and how many Dads can take a week off if they need to spend time with their kids and mates getting mucky in the bush somewhere? You just need to prioritise and make sure you're home for birthdays, school-camps, prize-giving's and such. During my children's time at school, I've been on every school camp.*”

What New Zealand needs

Ian sees the scarcity of qualified staff in NZ as the greatest challenge facing a company like ATRAX, and the lack of good quality sub-suppliers with an international mind-set. He regrets not taking a degree straight from school, and gets frustrated by the pre-requisite tertiary education for senior posts, believing that real-life experience is more important. But things are changing, Ian is now half way through his studies for the Diploma of International Trade, in order to validate his experience with a formal qualification. For years he has “*got by on logistics and finance, but not known the details, or if I'm doing it the best way ... so far, the course, especially the logistics side and finance is very detailed.*”

Budding exporters take note

Ian's advice to people starting out in export, is to get help from NZTE to check that you are ‘export ready’ and form an association with an existing exporter. Then, “*do a sales plan based on highest projected costs, worst possible exchange rate and see if you can still compete. I have seen many companies struggling recently with steel prices going up and the USD going to 80c, suddenly they were not cost competitive and had no Plan B.*”

Two ears and one mouth

Skills and knowledge are also of huge importance. Ian believes good communication to be his greatest asset and as a useful reminder that we are blessed with two ears and only one mouth—“*I have seen people who are far better salesmen than myself give perfect presentations, but they did not listen to the feedback.*”

General knowledge of the world, its peoples and customs are also important, “*read the international sections in papers and publications and when you travel, mix with the locals.*”

Of course the ability to travel successfully is an added advantage: “*People not in the industry still tell me it must be great flying first class and staying in 5 star hotels ... I wish ... they should do a two week trip to Kazakhstan.*”

In terms of government assistance, ATRAX has received limited funding for new market ventures but as Ian says, when it comes to boosting exports “*We have to be in a position that we would do it anyway; if government money is that important, you should not be in the business.*”

Don't undervalue your assets!

“*New Zealand is a great country for designing and building high-tech niche equipment. Loads of companies can do it, but not many can market them internationally. Therefore, the technology is sold to an offshore company for a small percentage of its true value.*”

Think Global — Act Local

When you're visiting prospects overseas, it can help to know what is going on 'locally'. If you want the latest, go no further than the newspapers section on the School website www.export.ac.nz. Type 'newspapers' into the *Search for* box and scroll down the ELIS Information page. Click on *World newspapers online* and choose the region you are interested in. You will get a range of regional newspapers – just click on a title.

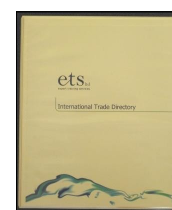
Another useful source when researching foreign markets, especially if you're not proficient in many languages, is <http://www.Newstran.com/> which provides free translations of 10,000 newspapers. You can select your language of preference and Newstran.com will give you a page with links to translated newspapers.

Check Out — Trade Fairs

For exporters, some of the most successful ways to market a company overseas include attendance at events, trade shows and trade fairs. You can access information on upcoming events through ELIS: <http://www.export.ac.nz/findinginformation.html> which lists several event directories. If you are planning to attend a trade show, NZTE have an excellent guide to ensuring success at trade shows which can be downloaded at: <http://www.marketnewzealand.com/mnz/services/14418.aspx> remember — if you fail to plan, you plan to fail — so do your homework first.

International Trade Directory — 3rd edition available now!

The latest edition of our International Trade Directory is now available. The Directory includes common acronyms and International Trade Terms, as well as Internet Country Codes and Sources of Assistance. \$29.95 plus GST + P&P (free of charge to those enrolled with the School). To order your copy email: info@export.ac.nz



STOP PRESS... STOP PRESS... STOP PRESS...

We are thrilled to confirm that Murray Gregg, who spent 42 years at Air New Zealand Cargo and is now with Qatar airlines in Doha, has agreed to come on board as one of our new adjunct faculty. Murray joins other experts who want to 'give something back' to New Zealand by sharing their practical experience in their chosen field. The School gratefully acknowledges the support of our adjunct faculty which enable us to draw on the wisdom of leading figures in New Zealand, in order to improve what we teach based on real-life and the practical aspects of what actually happens in exporting.

Funny finish—what about this for a letter!

Dear Sir/Madam

I acknowledge receipt of your letter dated 7 July 2008 in which for the 3rd time, you request that I pay the monies owed to you. I first want you to know that by no means do I dispute my debt and I intend to pay as soon as possible.

However I would like to bring to your attention that you are not my only creditor. I have many more creditors, quite as honourable and important as you, and whom I wish to pay too. That is why, each month, I throw all the names of my creditors into a hat and draw one randomly. The one drawn is paid immediately. I hope that yours will come out shortly.

Sincerely Yours,

PS: I regret to inform you that given the harsh and threatening tone of your last letter, you will not be taking part in the next three draws.

Contact details

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Pass it on!

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