



Welcome to our first *Graduation Issue*

It has taken 17 months of hard work, dedication and no doubt some heart-ache on the part of our exporters, but at last we have our first graduates from the Diploma of International Trade.



On behalf of the Board and Staff of the New Zealand School of Export, it gives me great pleasure to congratulate our first graduates on their successful completion of the Diploma of International Trade.

The group were independently examined throughout by the Canadian-based Forum for International Trade Training (FITT) and they can now apply for Certified International Trade Professional status – the designation which is recognized by the World Trade Center Association as the global standard.

The success of these graduates represents a major achievement both in their own personal professional development, but also that of their sponsoring organizations. It is also a major milestone for the School and we are very proud of this first group of New Zealand's pioneering exporters.

We warmly congratulate Belinda, Dehua, Jurie, Michael and Trevor, and we trust that they will take time out with their families and friends to celebrate their success.

Dr Romuald Rudzki, Director



New Zealand School of Export's first graduate

Belinda Andal, is International Trade Officer with Red Seal Natural Health. Her success marks the end of 17 months of study whilst working full time in Red Seal's export department, as well as driving the development of soon- to- be launched products including natural toothpaste for children under the Phyto-shield brand and UMF Active Honey.

Belinda has achieved double success as the proud recipient of the School's inaugural 'Founders Award' for her valuable contribution to the ongoing development of course content and organisational processes.

"The award is given in memory of the School's co-founder Dr Robin Smith who shared my vision to bring world-class professional qualifications and training to New Zealand" says Dr Romuald Rudzki, Director of the New Zealand School of Export.

Red Seal Natural Health's Management asserts: *"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."*

Belinda, who was presented with her Diploma and Award at the Red Seal Natural Health offices in Avondale, Auckland had this to say: *"It has been a steep learning curve, arriving in NZ and finding myself in a new career that called for specialised skills. The programme has helped me navigate my way around international trade quicker, providing me with the ammunition to support my drive to serve Red Seal's offshore clients better. It has been a challenge – having to crunch numbers and digest subject matters from one time zone to another, but overall, it has been a rewarding journey."*



Rom presents Belinda with her Diploma, Founders Award, and 'The Greatness Guide' by Robin Sharma

One of New Zealand's most distinguished exporters

Trevor Millar has taken pavlova's to the world. As Export Manager of Cowell's Pavlova Kitchen, Dunedin, the business which he built up and is now selling to his daughter and son-in-law, Trevor has broken into the world's biggest and probably toughest consumer market—the US—which now accounts for 10% of the company's total earnings.



On hearing that he had successfully completed his studies, Trevor sent us this picture, taken at 8.45am on Monday March 2 in 46th St near Times Square in New York: *"We did 14 "very cold calls" that day when the temperature was about 21 F. The next day it was down to 12 F with a strong cold wind and we did another 10 calls, but a lot of the snow had been swept away into slushy piles in the gutters...so it was not so pretty. So this shows what length graduates of your course will go to in order to apply what they have learned. Even though the USA stock-market is at it's lowest level in 12 years, and USA unemployment is at it's highest level for 25 years - I still sold pavlovas into the market using what I have learned from the course."*

In addition to gaining the Diploma of International Trade, Trevor was awarded the New Zealand School of Export 2008 'Distinguished Exporter Award' for his outstanding contribution to developing an iconic New Zealand brand.

“Standing in the line of visionary exporters”

After graduating from Police College in Shanghai, Dehua moved to New Zealand where he studied for a Bachelor Degree in Commerce and Administration at Victoria University in Wellington. Dehua's international trade career began at ANZCO Foods Ltd where he worked first as a trainee, and then as ANZCO's Marketing Executive for total beef export to China, Hong Kong, Singapore and Taiwan.

Dehua enrolled in the Diploma of International Trade in 2007 and last year, moved to Mathias Meats NZ Ltd where he is Business Development Manager with responsibility for the Chinese market. In the same year, he was also elected as student representative of the New Zealand School of Export Advisory Council

“I am so excited about standing in this line of visionary exporters who are taking the lead to gain more skills and gain a competitive edge in the world of international business” says Dean. “What I learned from this course was much more than practical modules, from which I have already benefited through

application. More importantly it is the people I have met in the course from instructors to participants, all truly dedicated, professional and diligent. It's more than a study group, it's a pioneering team that drives the country's export professionalism.”



“I also need to thank NZTE and Anzco Group for sponsoring my study and my appreciation extends to the School for introducing such a great course. I highly recommend exporters to invest in this rewarding programme - unless staying competitive is not a part of your business goal.”

Dehua was awarded the New Zealand School of Export 2008 'Highest Achievement Award' as the only exporter within the cohort to complete the Diploma of International Trade with distinction.

Exporter applies his skill - selling fine wines to China



By day he is a senior teacher at an International Language School; by night Michael Putt is Marketing Director of NZ Liquor Resources, an Auckland company established in 2007 with a goal of selling fine wines to China.

On successfully completing his Diploma, Michael had this to say: *“From completing this course I feel much more confident in approaching possible investors with a proposal for my venture. I feel better equipped both in my own knowledge and mind, as well as having some real research and figures to back up my proposal.”*

“ Before the course I thought I had a good idea of what I needed to do, but now the picture is much clearer, I realise just how much I didn't know. I believe through this training I am in a far better position to succeed in my goals and ambitions for my company.”

During his studies, Michael has consistently demonstrated his ability to successfully transfer knowledge from the Diploma into his organisation and for this reason, he has been awarded the New Zealand School of Export 2008 'Applied Learning Award'.

Time spent doing course work and study is actually time in which I am constantly thinking of how this relates to my business. How can I use this to improve our chances of success?”

Michael Putt

Jurie Breytenbach expands his professional trading career

Jurie Breytenbach, Minerals Key Account Manager at New Zealand Steel Limited in Glenbrook - a 600ktpa steelmill and subsidiary of BlueScope Steel Ltd has recently completed his Diploma of International Trade. A member of the New Zealand School of Export Advisory Council, he was awarded the 2008 'Innovation Award' in recognition of his creative thinking in achieving business solutions.

Jurie moved into exporting in 2006, to become part of the Minerals division, a small team managing the full commercial spectrum of planning, logistics, marketing and sales of New Zealand Steel's mineral based products e.g. ironsand, vanadium slag, ferrous scrap amongst various others. Jurie is a qualified Metallurgical Engineer with more than 20 years of experience in the iron and steel making industry, including 7 years gained in New Zealand.

"International Trade is much more than simply transporting goods from point A to point B and a myriad of complexities must be taken into consideration across national borders as experienced during a recent visit to China" says Jurie.

"The Diploma consists of very logical modules, each building on the previous. First an introduction to explain International Trade and the various intricacies of buying and selling for the entrepreneur and existing businesses. There is also a focus on advising and regulatory organisations. As most countries use protectionism in some shape or form, one has to consider the best approach of entering new markets and how to continue sales to existing markets. International Trade is not static, in fact it is very dynamic and new trade restrictions / free trade deals are seen as normal to respectively limit or promote bilateral and multilateral trade channels."

"As an example the most recent China-New Zealand FTA has changed our paper based practice to make use of the new electronic Certificate of Origin, as regulated by the local Chamber of Commerce. This is covered in the next two modules of research and marketing. One day the world might be a fully global enterprise with no trade barriers."

Commercial shipping covers about 90% of global

trade in goods across international borders. Jurie gained *"a deeper appreciation for shipping and the associated intermodal logistics, including road and rail transport, and the intricacies of container movements as explained in the logistics module. Bills of Lading are now much better utilised, as we are fully electronic with our shipping provider, saving both time and cost"*.

"Any trade will involve financing of some kind. There are many more options and ways to protect and grow your business than I thought possible. This covers simple and straightforward payment strategies to factoring, hedging and the full use of documentary credits e.g. letter of credits. Contracts and the complexities of legal trades and various interpretations of the same aspect by different countries and legal structures and how this can help or limit your business are explained in the Legal Aspects module. I believe more people should be aware of the legal implications of your trading decisions and how to negate this. Most important to know is that contract inefficiencies can be managed easier if you have strong interdependent business relationships with your buyers."

"The final module focuses on an International Business Plan, where all your knowledge on the previous seven modules comes together. Your experience with products, logistics, financing, resourcing, regulatory aspects, marketing and sales to your export countries all comes together. An extremely helpful part of this program is the access to a world-class library and selected shortcuts to a vast number of related international trade sites to use. This will shorten your time on research and also put you at the leading edge as international events unfold."

"Once you have the passion for trading, you won't even notice how the 18 months sails by. The exams and position papers are all seen as ways to keep sharpening your skills to deepen and expand your professional trading career."



New Zealand School of Export: Finalists in VERO Excellence in Business Support Awards



The New Zealand School of Export is among the finalists for the “Education Provider” category in the 2009 Vero Excellence in Business Support Awards. The Awards, held annually and sponsored by Vero, BDO Spicers and *National Business Review* are a key event during the annual Bizzone Business Expo, New Zealand's largest event for business.

A record number of entries were received for the 2009 awards and the competition was stronger than ever says Bizzone managing director Sarah Trotman. *“New Zealand businesses are being well supported by companies that are not buying into the doom and gloom mentality,”* she says. *“The evaluators were thoroughly impressed by the quality and number of entries – choosing winners this year will be extremely difficult.”* Finalists were selected by The New Zealand Business Excellence Foundation to provide an independent and robust evaluation process for the awards’ 12 categories.



The New Zealand School of Export is up against four other education providers including the AUT Business School and the ICEHOUSE. The winners will be announced on 28 May in Auckland at a gala black-tie dinner attended by 600 people—wish us luck!

Enrolments open for May 2009 — Scholarships available!

Enrolments for the Diploma of International Trade starting 1st May 2009 are **NOW OPEN**.

If you, or someone you know is interested in finding out more please give Alison a call on either 06 356 5656 or 027 387 3137.

The School still has Scholarships available for study in 2009, please check out www.export.ac.nz/courses.html for more details, as you may be eligible. Categories include: sole trader; business start-up; SME; rural exporter; Maori exporter; Pacific Islander exporter; Dr Robin W. N. Smith Memorial scholarship; and Chamber of Commerce scholarships.

Places are limited in order to maintain our service standards so apply early.

Quote of the month

Light travels faster than sound, which is why some people appear bright until you hear them speak.
(anonymous).

Welcome to new Adjunct Faculty



Towards the end of 2008, the School was lucky to secure a number of Adjunct Faculty, all experienced professionals who are keen to 'give something back' by supporting exporters enrolled at the School. In this issue, we meet Reinhold Goeschl who is highly experienced in the field of global logistics.

Born in Weiz, a small town in south-east Austria, Reinhold has spent the last twenty years working across five continents. In the late 1980's, he arrived in New Zealand where he worked until 1993 when he accepted a post in Kuala Lumpur. By then, Reinhold knew he wanted to make Aotearoa his permanent home and not long after he returned and now heads up RIGO Consult Ltd.

What do you particularly like about working in the International Trade Environment?

The most appealing part is that it's never dull. No deal is the same. You can only beat the competition by actually coming up with an even better answer to a challenge, in a shorter time. To develop smart supply chain solutions takes patience, discipline, an inquisitive mind and a good network of contacts.

You've worked all over the world—have you any stories you can share with our exporters?

Kenya 1987: *"Quite a number of times per year we would handle the transport of human remains from Nairobi to their final destinations. One urn was destined for South Carolina and got lost in transit in New York. After a frantic search—track and trace was still in the distant future—we received a copy of the New York Post from the American Embassy and right there on the front page, it showed a mailbox in a residential area on Long Island and the missing urn sitting right on top of it. Someone must have stolen it in transit and just discarded it. Much to our relief we learn that the contents were untouched and the family was reunited. I've often wondered what a shock the thief must have had when he realized what he had taken!"*

Malaysia 1995: *"At that time there was a huge demand for computer chips on the international market which made them the hottest commodity to steal. A small carton with a few kilos would be worth hundreds of thousands of dollars. The trick to keep the customer happy was therefore not low transport costs, but safe passage from manufacturing plant to airport. When entire trucks, including drivers were hijacked, only logistics companies with the most resourceful and creative plans had a chance of making it. Planning was highly secret and the best mobile phones and support systems were brought into place and at the height of demand, surveillance flights would be engaged. This was a truly exciting time."*

Have you any advice for our new Prime Minister?

"The Prime Minister has spent a significant time in the private sector so all the right incentives may be expected. Personally, I consider three core areas as particularly important to ensure our prosperity:

- 1. Education—encourage the best students to set high goals and give them enthusiastic support; promote foreign languages; and student exchange programmes.*
- 2. Inspiration—Kiwi ingenuity needs to be groomed. Interesting, challenging job opportunities will be the best motivation to remain or return to New Zealand and I'm convinced that it is not always more income that is the final decision maker on whether to stay, leave or return.*
- 3. Expectation—Promote a realistic understanding of competition outside New Zealand. The international market must neither be feared nor ignored. We rather must respect foreign competitors and always look for ways to get to know them, so that we can make informed decisions."*

Reinhold, in your view, what are the greatest challenges facing New Zealand exporters just now?

"It is very challenging for SMEs to position themselves in a demanding global environment, especially to develop a market within a sensible budget and there is a real need to simplify global market access."

Why did you agree to become an Adjunct Faculty member at the School?

"International trade is not a scientific subject. While one can precisely measure distances or the flow of commodities and calculate the costs, there are components that are highly dependent on individual abilities, such as emotional intelligence and experience. Innovative and successful supply chains require the best possible input from sourcing raw materials to the manufacturing process, to transportation and distribution."

"No deal is the same. You can only beat the competition by actually coming up with an even better answer to a challenge, in a shorter time".

This requires a multitude of skills and as much overseas experience as possible so that decisions can be made in a timely manner. I've had the opportunity to gain rather unique work experience in a number of different countries and the School is an excellent source of making that expertise available to the market".

Checkout

Have you searched for your house on Google Street View yet? Check it out via the School website under *Quicklinks*, it could be handy when looking for a competitor's premises or checking out a supplier as thousands of locations in the United States, France, Italy, Spain, Australia, New Zealand and Japan are covered.

Did you see the latest issue of *Bright* magazine? The February/March 2009 issue on p.38 features the New Zealand School of Export. *Bright* is a great magazine, produced by NZTE and full of case studies with news relevant to exporters and importers and even better, it's free! If you haven't subscribed already email: bright@nzte.govt.nz

Did you know that the New Zealand School of Export has a toolkit and several free downloads which you can use in your business? Check them out at: <http://www.export.ac.nz/> and if you have suggestions for new ones –just let us know by emailing: info@export.ac.nz

When you are looking at the ELIS Catalogue have you noticed the button **Tag Cloud**? This is a group of words or 'tags' which have been used to describe some of the resources that are available in ELIS Cat. Click on one of the tags and you will be taken to the resource it is attached to. The larger the print, the more resources have that tag and, you can add your own tags – this will help you to remember what was useful about a resource and it will help other users as well.

Trade history 2 GBE 2 Auckland 1 Marketing strategy 1 Market entry strategy 1 Maori economic networks 1 Management education 1 LAIT 1

Contributions welcome!

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