



Congratulations to our Distinguished Exporter for

Ian Walton, Vice President at ATRAX Group achieved a double success last month. He arrived at the New Zealand School of Export to be awarded the internationally accredited Diploma of International Trade and was surprised to also receive the School's *2009 Distinguished Exporter Award*.



Atrax is the world leader in the Design, Manufacture, Integration and Support of Industrial Weighing, Measurement and Control systems for the Airport and Logistics industries and entered its 91st export market last month.

"Atrax is a wonderful example of a New Zealand company with world-class products and Ian has been responsible for continuing to grow Atrax's sales internationally. His ability, professionalism and knowledge gained from many years on the road are second to none – that is why he truly deserved the 2009 Distinguished Exporter award" says Romuald Rudzki, School Director.

Ian, who follows in the footsteps of 2008 winner Trevor Millar of Cowell's Pavlova Kitchen, says: *"The Distinguished Exporter Award was just the icing on the cake after 2 years of study towards the Diploma. The level of support from the School of Export was of a very high standard and I would recommend this course to any company already in the export field or contemplating entering this highly competitive arena."*

Sustainable Exporters get thumbs up from **RICOH**

Our sincere thanks to Ricoh for sponsoring the *Ricoh Sustainable Export Scholarship* valued at \$1200. Environmental sustainability is at the core of Ricoh's business strategy and knowing exporters are under increasing pressure to reduce their carbon footprint, Ricoh is keen to support businesses wanting to succeed internationally, but not at the expense of the environment.

Ricoh and the School share the belief that conserving valuable resources makes good business sense. Our teaching materials include content on climate change, fair trade and the impact of exports on local populations, because we believe it is essential for exporters to understand the global context within which they undertake their exporting activities now and in the future. As the School does not receive any funding from government, we are grateful to Ricoh for such practical support. If your company is interested in sponsoring the School, please contact us!

Scholarship's Update

Migrant Exporter Scholarship Award

Fonterra Customer Service Executive Dairen Perez Guzman is the first recipient of the inaugural *Migrant Exporter Scholarship*. Venezuelan born Dairen worked within the Latin American Team at Fonterra for three and a half years and is now with Fonterra Brands. With a background in accounting, Dairen worked in her home country, then in Argentina before migrating to New Zealand in 2004.



She enrolled in the Diploma to improve her formal knowledge of International Trade and to gain the internationally accredited professional qualification. *"I have been looking for a course like this for a long time and finally I found it, this is an opportunity for me to grow and have a career in what I currently do at Fonterra and the Scholarship will help me a lot."*

Supporting migrants is important to the School as our Director and Marketing Director originate from the UK and our most recent addition to the team is Mongolian born Ariunaa Mendtsoo, who is fluent in four languages and is currently enjoying an internship at the School.

NZ School of Export - Tauranga Chamber of Commerce Scholarship



Janine Cooney, Director of Trench-It Industries is the first person to receive the joint *NZ School of Export and Tauranga Chamber of Commerce Scholarship*.

Trench-It Industries Ltd has been manufacturing for the domestic market for over 18 years and after recent success in exporting to Singapore and the UK, this small but determined specialist trenching company is setting its sights on *"becoming one of the world's most recognised trencher manufacturers"* says Janine.

The company which designs and manufactures from its premises in Tauranga, is owned by Janine and husband Matt. *"The Diploma will allow our company to have the skills to become more competitive and be in a far better position to succeed in our goals and ambitions"* said Janine, *"and because I work daily in our business, I am able to structure the Diploma study time required into my weekly schedule."*

Rural Exporter Scholarship

Congratulations also go to Byron Morris-Denby of Masterton who has been awarded the inaugural New Zealand School of Export 2009 *Rural Exporter Scholarship*.

Byron, who is a farmer and beekeeper will use the Scholarship to increase his knowledge of exporting through the Diploma of International Trade in order to develop his honey business.

More on Byron next time.



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Stories from our globetrotters

In recent issues we have focused on New Zealand born exporters, this time, we talk to German-born Pierre Schindler who works at Fonterra.

Pierre Schindler was born in Güstrow, a small town in North-Eastern Germany where his mother was an engineer and his father a forestry worker. Pierre's early years were spent under the austere, communist regime of the DDR, characterised by my limited travel to only a few Eastern European countries.



At a young age, Pierre experienced a total change of political system and remembers the first time he crossed the border to West Germany "As a kid, it was like entering an entire new world. All looked so different and beautiful with all the lights from advertisements, beautiful cars and a huge variety of products, many of them I had not seen before".

After graduating from high-school, Pierre enrolled in an Economics Degree at the University of Rostock and after two years, took time off to focus on his linguistic skills at a language school in Cambridge, England. After two further years at University — this time in Cologne, Pierre attended a number of university fairs and made the decision to study in New Zealand and it was with great excitement that he arrived to study at Massey University in Palmerston North, accompanied by his Chinese-born girlfriend.

What did you study at Massey?

"I graduated in May 2008 with a Master of Management with an endorsement in International Business. I finished my studies with a research report on Global Communities and knowledge management, with the findings presented (thanks to Dr Romuald Rudzki) at the Oxford Business & Economics Conference and Philosophy of Management conferences in June and July 2008.

What is your current job?

"For the last few months I've been working in the Europe Team of Fonterra's customer service centre in Auckland. I am really enjoying it."

You have your degree - so why the Diploma of International Trade?

"Unlike courses offered at Universities, the knowledge gained at the New Zealand School of Export is practical and immediately applicable at the workplace. During the course I gained in-depth knowledge of all facets of trade such as in international supply chain management, law, finance and international marketing. I gained a much better understanding of the challenges Fonterra faces in international trade as well as a better appreciation of the various risks. The one-on-one support I got during my studies has been outstanding. The staff has been very supportive and pro-active at all times, making sure I get the best out of my studies."

So Pierre - what are your career aspirations?

"A managerial position in export or import. I could also imagine running my own export business in the future but in the meantime I plan to gather as much experience (academic and practical) as possible."

Pierre, you were the first to receive the Robin W.N. Smith Memorial Scholarship - what did this mean for you?

"This gave me the chance to fulfil my wish to take part in the Diploma which otherwise would have been very difficult for me. Thanks to this award, I've been able to gain new skills and knowledge which will be highly useful for my entire life and I'm very grateful for the award."

Do you see yourself staying in New Zealand?

"Yes, definitely. I love the life here and feel at home. I could imagine working a couple of years on projects around the world, but in the long term I see myself in New Zealand."

About the Dr Robin W. N. Smith Award

In 2005, Dr Robin Smith and Dr Romuald Rudzki established Export Training Services Ltd to deliver the Diploma of International Trade in New Zealand. Sadly, Robin was diagnosed with pancreatic cancer and passed away in July 2006.

Determined to continue what they had started, Rom launched the Diploma in 2007 and in the same year established the New Zealand School of Export. This Scholarship is in memory of Robin and is awarded to an individual who may not yet be working with an exporting environment, but who indicates a high degree of potential success within the field of international trade.



Dr Robin W.N. Smith

Pierre has so far passed four of the six modules completed with distinction, proving himself a very worthy recipient of the Dr. Robin W. N. Smith Memorial Award. Pierre also got a perfect score of 100% for the International Market Entry and Strategy module.

Richard loses his hair to raise money

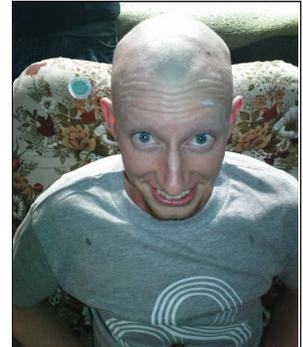
Well he did it - and raised nearly \$700 dollars for his trouble! At the end of July, Richard Smart of Mathias Meats NZ Ltd, who is nearing the completion of his Certificate of International Trade, went completely bald in support of The Leukemia & Blood Foundation which provides support for those with leukemia, lymphoma and other blood cancers. The big shave occurred on Mount Ruapehu on a very chilly Friday night, so well done Richard - we're very proud of you!



Going ...



Going ...



Gone!

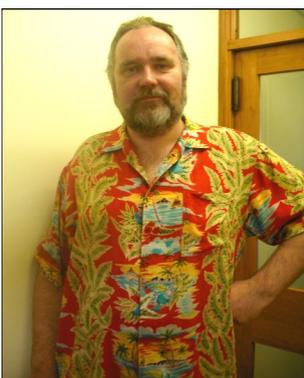
Reduce your stress levels

Exporting can be stressful at the best of times but in the current economic climate, its likely that for many of us, stress levels are rising.

The Southern Cross Heart Health Test is a unique risk assessment developed for Southern Cross by internationally recognised epidemiologist, Professor Rod Jackson of Auckland University. Not only will it give you an assessment of your personal risk of having a heart attack or stroke in the next five years, it will also highlight lifestyle risk factors that you can address to reduce your risk of cardiovascular disease: <http://www.southerncross.co.nz/index.cfm?E88C56F8-1E8F-4F7E-8348-E61880D5EF93>

LOUD SHIRT DAY

Did you support 'Loud Shirt Day' on Friday 18th September?



Our Director did, although the rest of us couldn't tell the difference as Rom ALWAYS wears a loud shirt!

The day is in annual fundraiser for Deaf children so put it in your diary for next year!



Become a fan of the School on **facebook** and don't forget to check out our **Exporters Blog**, open to all and we would love to hear from you. Check it out: <http://www.export.ac.nz/exportersblog>

New Resources in ELIS



As always, Graeme has been working hard to get more resources onto ELIS for our exporters. To link in with this edition's quiz on Samoa, he has prepared a new Factsheet on exporting to Samoa which is available from our website. You should also check out the ELIS Getting Answers section of the website <http://www.export.ac.nz/elisgettinganswersgateway.html>

Click on Countries and Business Culture and EITHER use the World Factbook OR you can download the Pathfinder for more options. Don't forget that there is American Samoa as well which is a territory of the US.

The Quiz

Get yourself a coffee and have a short break to test your knowledge. Answers are overleaf and remember, if this market is of serious interest to you, use the School's online Export Library and Information Service (ELIS) to help your research. Not only is it a mine of information, but there are free downloads to help you ask the right questions and collect the most useful information in the least time.



1. What is the full name given to Samoa?
2. Which country took administrative control of Samoa from 1914 up to independence?
3. What is the name of the International Airport located 35km west of the capital on Upolu?
4. How many volcanic islands make up the country?
5. In what year did the Samoan people vote for independence?
6. What is the International dialling code for Samoa?
7. What is Samoa's decimal currency?
8. Samoa was home to which Scottish author and adventurer?
9. In km's is Samoa's capital closest to Auckland or Sydney?
10. In which months is Samoa's rainy season?
11. What are Matai?
12. Do most Samoans belong to the Catholic or the Congregational Christian Church of Samoa?
13. Which Treaty underpinned the special relationship between New Zealand and Samoa prior to independence?
14. Which industry is Samoa's top foreign exchange earner?
15. At what age is education no longer compulsory in Samoa?
16. How many NZ\$ million is Samoa worth to New Zealand's exporters ?
17. Is Samoa a member of the United Nations?
18. In which country did Samoa's Head of State and Prime Minister study?
19. When will Samoa's next general election be held?
20. What percentage of export cargo does Apia port handle?
21. Foreign investment in Samoa is actively promoted, but the Foreign Investment Act 2000 reserves which type of activities to Samoa citizens?
22. Which Samoan born writer, actor, director and TV presenter is famous for The Naked Samoans, Bro-town and Sione's Wedding?
23. What do the following words mean: Talofa; Tofa; Fia ai ; Masalo



Off Topic

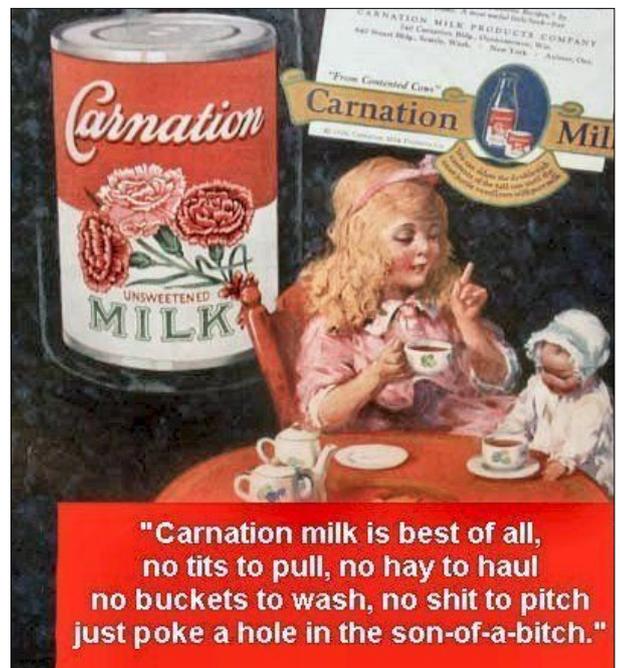
Sherlock Holmes and Dr Watson went on a camping trip. After a good dinner and a bottle of wine, they retired for the night and went to sleep. Some hours later, Holmes woke up and nudged his faithful friend. "*Watson, look up at the sky and tell me what you see.*"

"*I see millions and millions of stars, Holmes*" replies Watson. "*And what do you deduce from that?*" Watson pondered for a minute. "*Well, astronomically, it tells me that there are millions of galaxies and potentially billions of planets. Astrologically, I observe that Saturn is in Leo. Horologically, I deduce that the time is approximately a quarter past three. Meteorologically, I suspect that we will have a beautiful day tomorrow. Theologically, I see that God is all powerful, and that we are a small and insignificant part of the universe. And what does it tell you, Holmes?*" Holmes is silent for a moment. "*Watson, you idiot!*" he says, "*someone stole our tent!*"

True Story of Brand Slogan

A little old lady from Wisconsin had worked in and around her family dairy farm since she was old enough to walk, with hours of hard work and little compensation. When canned Carnation Milk became available in grocery stores in the 1940s, she read an advert offering \$5,000 for the best slogan beginning with '*Carnation Milk is best of all.*'

She thought to herself: "*I know all about milk and dairy farms*". I can do this! She sent in her entry, and several weeks later, a black limo pulled up in front of her house. A man got out and said, '*Carnation LOVED your entry so much, we're here to award you \$2,000 ... even though we will not be able to use it!*' (See opposite for her entry)



Off Topic is brought to you at the request of our Director who rightly says that life is too short to be miserable, so these 'funnies' raise a smile or two.

Animal Antics...



Samoa Quiz: Answers

1. The Independent State of Samoa
2. New Zealand
3. Faleolo International Airport,
4. 10: Savaii and Upolu are Samoa's largest islands, and the collection of eight smaller islands includes Apolima, Fanuatapu, Manono, Namua, Nuulopa, Nuulua, Nuusafee and Nuutele
5. 1961
6. International dialling code: +685
7. The Samoa decimal currency is based on the Tala (dollar) and Sene (cent):
8. Robert Louis Stevenson
9. Auckland which is approximately 2890km from Apia. Sydney is approximately 4400km km from Apia.
10. Rainy season: November to March.
11. Matai, are chiefs of the 300+ villages in Samoa. There are thought to be approximately 18, 000 Matai and all but two in the 49 Parliament must be Matai
12. 47% of the population are affiliated to the Congregational Christian Church of Samoa, while the Roman Catholic and Methodist Churches account for 20% of the population each.
13. The special relationship between New Zealand and Samoa is underpinned by the Treaty of Friendship concluded when Samoa became independent, after a period of New Zealand trusteeship from 1914 to 1962.
14. Tourism, although highly vulnerable to any cyclone, Samoa's natural advantages of sun, scenery, and culture have drawn unprecedented numbers of tourists
15. Education is not compulsory for children older than 14
16. the market was worth NZ\$97 million to New Zealand in 2007
17. Yes
18. New Zealand
19. 2011
20. 97%. The other deep-water ports are Mulifanua, Salelologa and Asau Ports. The Apia Port provides two berths, a 12,700 square metres container yard, two cargo sheds (2,541 square metres and 2,486 square metres) and a staging area of 4,500 square metres giving it an increased capacity to receive more shipping tonnage.
21. The Foreign Investment Act 2000 requires all foreign investment projects to obtain a Foreign Investment Certificate from the Ministry of Commerce, Industry and Labour prior to commencement of operations. Most sectors are open to foreign investment, however, the Act has provisions for certain activities that are either 'Restricted', 'Prohibited' or 'Reserved' (for local operators and Samoans) including: General transport buses, taxis, hire vehicles; Retailing; and Sawmilling
22. Oscar Kightley
23. Hello = Talofa (Tah-low-fah) ; Goodbye = Tofa (Tow-fah); I am hungry = Fia ai (Fear-ah-ee) ; Maybe = Masalo (Mar-sar-lo)

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Ask the Doc

Dear Doc, what can NZ exporters do about the foreign exchange rate?

Let's be completely honest about this, the government would rather have a high exchange rate because it means a) imports are cheaper; b) international debt repayments cost less; c) kiwi's are richer when they go abroad; d) New Zealand's low wage economy doesn't look so bad; and e) various movers and shakers can get up on their hind legs and spout forth about the need for us to save more, eat less, become more productive and make less of a carbon footprint, while they do whatever it takes to keep themselves in power, without having a clue about how to make New Zealand an export based economy like China, Vietnam, Singapore and lots of other economies have managed, while we have been sitting on our dags.

Don't get me started, did you know that the Tertiary Education Commission funds courses in witchcraft and sorcery? But if you want to get the international qualification for exporters which we offer, then you're on your own matey! So much for the politicians of both left and right and their concern for exports. My advice is don't expect anything from government now or in the future because it's not in their interests and they have about as much imagination as a caravan site. Herein endeth Rom's rant for this month!

P.S. To really answer the question, you could always buy currency futures and hedge against the \$NZ going even higher - just think how it will affect your business when it gets to 0.75 cents or 0.80 cents and make provision accordingly. Otherwise, you'll be as exposed as a polar bear on an iceberg that is melting due to the effects of too much hot air blowing off from the usual places.

Rom

Dr Romuald Rudzki, Director of the School wants to hear from you. If you have a question or comment, please send this to: info@export.ac.nz with 'Ask the Doc' in the subject line.

Alumni - can you help spread the word?

Please consider adding a link to the School from your website. In return, we will include your organisational logo and a brief bio of your company on the School's up and coming Alumni page.

Contact: alison@export.ac.nz

Alumni - out and about

School alumnus Dehua Pan has recently started an MBA at Warwick University, England and recently attended a block course — it's good to see that he took time out to have some fun!

Dehua with fellow MBA students, then at Stonehenge and with David Beckham (yes, all our alumni mix with the rich and famous).



Quote of the month

You've got to do your own growing, no matter how big your grandfather was!