



CALL FOR EXPRESSIONS OF INTEREST for Japan and Korea Buyers Tour of New Zealand 2019

Background

- The North Asia Centre Asia-Pacific Excellence (CAPE) in association with Roadshow New Zealand will be hosting influential key buyers from Japanese and Korean leading retailers to New Zealand, to further our mutual engagement and to create tangible opportunities for New Zealand businesses.
- This is an invitation to eligible New Zealand businesses to be involved with the Buyer Tours throughout the year. An updated schedule of Tours will be available through the North Asia CAPE website.
- The buyers visit enables kiwi manufacturers to enhance their knowledge of these powerhouse economies and to understand how NZ can leverage its image for the delivery of quality goods and services.

Aims

The Partnership aims to assist the organisation to:

- 1) Create introductions to key decision makers from leading Korean and Japanese companies.
- 2) Create real opportunities for New Zealand manufacturers to get a `deal`
- 3) Educate New Zealand manufacturers about the needs and market trends for these markets.
- 4) Offer a platform which is low cost and low risk for New Zealand manufacturers to showcase their products.
- 5) Facilitate communications with experts and practitioners who have an international background in the area of trade and supply chains.

Eligibility Criteria

The organisation must:

- 1) Be certified to export their products.
- 2) Be available on the above specified dates, and be able to host a delegation for a 2-hour visit, including a tour of their facility, and a presentation of the company and products by management level stakeholders.
- 3) Have a mandate of growing their business in these markets.
- 4) Have capacity and resource to supply product to these markets
- 5) Be willing to check if their products are compliant with laws of these markets.
- 6) Be willing to undergo further pre-audit by NZ Roadshow
- 7) Capable of delivering a 40ft container within the next three months

Tour Schedule

The buyers tour will generally comprise of 5 main factory site visits, and a `mini trade show`.

The 2-hour factory site visit will be a comprise of a short presentation by you about your organisation, and a presentation of your products. A short tour of your facility, and a question/answer session for you to grill the buyers.

The Mini Trade Show, will be a chance for you to present your products as the buyers move around the room. The event will allow for 10 suppliers, who will have a dedicated table for their products.

There will be a chef available to present the heat/plate/present products.

There will be a presentation by dignitaries at this start of this event, and a networking opportunity after the buyers have been around the room.

Application procedure

Step 1: Complete the 'Expression of Interest Form'

Step 2: Attach a Covering Letter from your organisation with:

- 1) A brief history of the organisation
- 2) List of products you wish to present (please keep to 5-6 products)
- 3) List of overseas markets you are currently exporting to, and which buyer tour you are interested in
- 4) Signed by the head of organisation

Step 3: Send a softcopy of the Cover Letter and completed Expression of Interest to:

Laura Bunting
l.bunting@auckland.ac.nz

Please include company name and Japan or Korea in the subject line.

Sponsored by NA CAPE

North Asia
Centre of
Asia-Pacific Excellence



In association with



Japan New Zealand
Business Council

Selection Criteria

Applications received by organisations that have submitted all required documentation will be reviewed by a panel committee. Applicants will be notified accordingly. Please note that your information will be held by the North Asia CAPE. If you would like to be considered for future tours please indicate on your Cover Letter.

Expression of Interest Form

This Expression of Interest Form can be completed electronically by pressing the 'Tab' key or clicking with your mouse on the grey text boxes and check boxes, or in hardcopy.

| Your contact details | |
|----------------------|--|
| Name of organisation | |
| Address | |
| Contact person | |
| Telephone number | |
| Email address | |
| Fax | |
| | |
| Address | |

Questions – Organisation

1. What is your organisation's experience in the Japanese/Korean markets?

2. What is your organisation's primary sector (choose all those that apply)?

- | | | |
|---|--|---|
| <input type="checkbox"/> Technology | <input type="checkbox"/> Fashion | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Forestry | <input type="checkbox"/> Education | <input type="checkbox"/> Health |
| <input type="checkbox"/> Farming | <input type="checkbox"/> Vegetables and Fruit | <input type="checkbox"/> Hotels and Tourism |
| <input type="checkbox"/> Frozen/chilled Food | <input type="checkbox"/> Ambient F&B | <input type="checkbox"/> Pet food |
| <input type="checkbox"/> Liquor, wine and beer | <input type="checkbox"/> Non-alcohol beverages | <input type="checkbox"/> Other, please specify: |
| <input type="checkbox"/> Meat processing & products | <input type="checkbox"/> Dairy | |
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3. How many FTE's do you currently employ?