



**NEW ZEALAND
PACIFIC
BUSINESS
COUNCIL**



*"Pacific peoples working
together to improve trade"*

BROAD OBJECTIVES

The NZ Pacific Business Council (NZPBC) was formed in March 2005. It is a not-for-profit Incorporated Society, whose primary objective is to promote and facilitate two-way trade between NZ and the 25 Pacific Island nations of Polynesia, Melanesia and Micronesia. The NZPBC is essentially "private enterprise driven."

To achieve this, the NZPBC has developed associations with business groupings and individual companies in New Zealand and the Pacific Islands, as well as engaging with government departments, politicians and NGOs. Whilst the emphasis will be on two-way trade, this would extend to inter-island trading, and also Pan-Pacific activities, to gain critical mass, when marketing to larger and developed, third countries, like the USA and EU.

There will also be associated activities that will complement the commercial and trade focus of the NZPBC, such as trade training and work experience schemes.

STRATEGIC MISSION

To work with all those people and organizations that have a stake in achieving improved trade and economic outcomes for Pacific Island nations and New Zealand. Only by working together in a collective and cooperative manner, can small economies hope to flourish in a global economy, dominated by large economic and political power blocks, whose objectives may not match ours.

GEOGRAPHIC COVERAGE

This involves the 26 countries of Polynesia, Melanesia, Micronesia – American Samoa, Cook Islands, Commonwealth of Northern Marianas, Easter Island (Rapanui), Federated States of Micronesia, Fiji, Guam, Hawaii, Kiribati, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Palau, Papua New Guinea, Republic of the Marshall Islands, Pitcairn Island, Samoa, Solomon Islands, Tahiti Nui, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna.

SPECIFIC OBJECTIVES

- To promote relationships, goodwill and understanding between the business communities of New Zealand and Pacific Island countries.
- To maintain, support, promote and develop two-way trade, investment, technical and economic co-operation, and tourism, between New Zealand and the Pacific Islands.
- To carry out objective and independent research studies on trade related matters .
- To arrange for regular and effective consultation between business enterprises in New Zealand, and business enterprises and associations in the Pacific.
- To encourage and sponsor education, personnel exchange and work-place training schemes, at private sector level, between New Zealand and the Pacific Islands, to lift skill levels.
- To maintain liaison with the governments of both New Zealand and the Pacific Islands, in order to promote any of the above objectives.
- To engage and co-operate with any appropriate responsible body established in the Pacific Islands or New Zealand , in order to promote any of the above objectives.
- To provide a forum for contacts, and discussion on questions of common interest and information, plus provide advice and services to business.
- To seek to build a relationship which respects the national heritage and aspirations of each country, and which will draw together regional neighbours and trading partners, in order to build mutually beneficial trade and political alliances.
- To develop strong information and communication programmes that will keep businesses, relevant government departments, and politicians informed, to achieve optimum outcomes.

ACTIVITIES

These will include:-

- Planning and implementing the NZPBC's programmes and objectives.
- Holding networking events, where business people can hear keynote speakers, and meet fellow business people with interests in the Pacific.
- Seminars on doing business with the Pacific Islands or NZ, as well as meeting the requirements of the global marketplace.
- Trade Missions to the Pacific Islands by NZ businesses and vice versa.
- Supporting or organising Trade Shows and other events – both in NZ and the Pacific Islands.
- Encouraging sporting and cultural events, and linking them with business and trade.
- Reviewing transport and logistics to and from the Pacific Islands, and discussing issues with transport operators and freight forwarders, with a view to further facilitating trade.
- Offering mentoring and marketing services.
- Engaging with governments, politicians and NGO's, to seek optimum trade & business outcomes.
- Specific Market Development Projects, which will assist existing or new people wanting to develop trade with the Pacific Islands or New Zealand.
- Arranging special rates for travel, accommodation, rental vehicles, etc., both in the Pacific Islands and NZ, and to and from these countries.
- Possible consolidation services, to help share freight costs.
- Assistance on phyto-sanitary matters, which could be restricting trade in fresh produce and handicrafts.
- Developing arts, and adding-value through effective packaging, presentation and marketing.

MEMBERSHIP

- Membership provides access to valuable information, events, networking, and education, plus a variety of other benefits.
- Some information and services are available only to financial members, free of cost, whilst other activities, like events and education, will be available at special reduced rates to members.
- Various categories of membership are available, and these are explained in the Membership Application Form (available from our office, or on-line)



GOVERNANCE & MANAGEMENT

- Governance is the responsibility of duly elected Board members, who are financial members, plus some special ex-officio appointees, such as MPs, trade officials or short term secondments. The Board considers and approves policy and financial and budgetary issues.
- Executive management is responsible for implementing Board decisions – to which they will have also provided recommendations, with supporting data and information.

KEY BOARD MEMBERS & EXECUTIVE

Chairman

Gilbert Ullrich
CEO, Ullrich Aluminium
Manukau City, NZ
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Deputy Chairmen:

Bede Mahoney
Director, WH Grove & Sons
bede@whgrove.co.nz

Athol McQuilkan
Director, Komodo Ltd
Parnell, NZ
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Board Analyst: Mike Flanagan

Executive Officer Richard Maugeret



COUNCIL ADDRESS & CONTACTS

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