

VIEWPOINT

CORPORATE & COMMERCIAL BANKING NEWSLETTER

Emerging markets in Asia

“Better City, Better Life” is the theme of the world’s largest Expo opening in Shanghai in May. The theme encompasses 21st century issues that relate to all developed countries: connectivity, environment, work, leisure and entertainment.

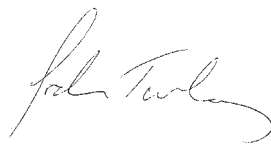
The emerging markets in Asia present new opportunities to New Zealand businesses and ANZ in New Zealand¹ is keen to support those endeavours by providing access through to the wider ANZ Group² throughout Asia.

In addition to networks and connections in key exporting markets, ANZ in New Zealand is also supporting domestic businesses by providing insights into the attitudes and actions of business owners, through the annual ANZ Privately Owned Business Barometer.

This issue of Viewpoint looks at international consultants Beca who have achieved strong relationships

in several Asian markets and whose excellence was recognised last year when they were named Supreme Winner of the 2009 New Zealand International Business Awards. Fellow finalist Enatel also shares its experience.

We look forward to working with all of our customers to achieve similar standards of excellence.



Graham Turley
Managing Director Commercial

ANZ IN ASIA

Did you know that ANZ Group² is the fourth largest institutional bank in the Asia Pacific region?

The global financial crisis has left the Antipodes relatively unscathed and while Europe and the US are on the slow road to recovery, well-positioned companies in the Asia Pacific region have the opportunity to strengthen their presence.

This is the case for ANZ Group where our strategy to support customers with a strong network in the Asia region is taking shape. ANZ Group is progressively completing the acquisition of parts of the Royal Bank of Scotland businesses. Hong Kong is the third of six markets to transition to ANZ Group ownership after the Philippines and Vietnam late last year. Taiwan, Singapore and Indonesia will follow.

ANZ Group’s strategy is different to other banks, with a focus on offering customers a cross-border banking network and employing a relationship approach.

“We’re not going to be mass-market,” says Alex Thursby, ANZ Chief Executive Officer Asia Pacific.

“We will offer a small number of branches in key cities, with a strong focus on building relationships with clients.”

ANZ Group has also recently received in-principle approval for a foreign bank licence in India and intends to establish the first branch in Mumbai within 12 months.

¹ ANZ in New Zealand is ANZ National Bank Limited.

² ANZ Group is Australia and New Zealand Banking Group Limited.

An artist's rendering of the New Zealand Pavillion at the Shanghai World Expo.



Overseas Networking

Once upon a time, finding out about a new business market meant packing your samples, glossy brochures and a change of clothes, and jumping on a plane.

With the internet giving you more information than you can use at the touch of a 'search' button, it's tempting to launch your international strategy from the comfort of your own office. But there's still no substitute for first-hand knowledge gained from on-the-ground presence.

If you can't afford to establish an office in all of the markets you are active in, then it's important to connect to a network within that region that can help you to make sense of the individual market nuances, and as a result, maximise your chances of success.

HELP TO CONNECT THE DOTS

When operating internationally, it's vital to have a network of business enablers – bankers, lawyers and accountants – who can help you to understand the individual requirements of each region.

As operating internationally becomes more important to New Zealand companies, many business enablers

are developing multi-geographic teams to support businesses with global aspirations. For example, ANZ in New Zealand¹ has established an Asia-New Zealand Relationship team to work closely with customers and their Relationship Managers to help build understanding of the Asian markets.

ANZ Group² has the largest Asian footprint of any trans-Tasman banking group. This size and spread means that New Zealand based Relationship Managers have ready access to detailed knowledge of the Asian markets, via their counterparts in 14 Asian countries.

"There is a threefold benefit for our customers from the direct and immediate knowledge transfer, our product capability and the networking opportunities we can offer across Asia," says Chris Mouat, Head of Asia-NZ Relationship Management, ANZ.

"With people working across Asia, either directly for ANZ Group or in local banks where ANZ Group has a meaningful equity shareholding, we are well equipped to help customers find solutions to their banking and business needs in the region. We're committed to bringing home knowledge from those markets for the advantage of our New Zealand customers."

ANZ Group is rapidly expanding the services it can offer customers in those markets. These range from a full suite of branch networks in Vietnam, Indonesia, China and Taiwan to specialist trade and treasury related services in Singapore and Hong Kong and other countries in the region.

THE WISDOM OF HINDSIGHT

While ANZ in New Zealand and other business enablers can help you to connect to the professional services you require for international expansion, it is also beneficial to build your own networks. One way to achieve this is by fostering direct relationships with relevant trade organisations. Here you can connect with other businesses in a similar industry or operating in the same region, and benefit from their knowledge and expertise.

As the Government's national economic development agency, New Zealand Trade & Enterprise offers a range of services to assist companies to grow internationally. Your trade association or local business organisation may offer other networking opportunities and links.

For further information on doing business in Asia, contact your Relationship Manager or Chris Mouat at chris.mouat@anz.com

¹ ANZ in New Zealand is ANZ National Bank Limited.

² ANZ Group is Australia and New Zealand Banking Group Limited.



Do you have what it takes to be a New Zealand International Business Awards winner?

There's more to winning awards than elation and bubbles. It should be a process that begins with a determination to deliver excellence, long before filling in any entry forms. And if an award is worth winning, it needs to be earned.

Certainly that was true at Beca, one of the largest employee-owned engineering and related consultancy services companies in the Asia-Pacific region, and winner of the Supreme Award at last year's New Zealand International Business Awards. New Zealand Trade & Enterprise, supported by Strategic Partner ANZ, organises the Awards to celebrate New Zealand business success in the world and recognise professional excellence and innovative practice.

Paul White, Managing Director of Beca International Holdings Ltd., says for the first time the much acclaimed business – which nearly doubled its international business in three years – was being benchmarked against other very successful, but different, businesses.

"It was a tough process and it should be. The award sets out to differentiate the outstanding international New Zealand businesses."

New Zealand Trade & Enterprise Chair, Jon Mayson, says, "While challenging global economic conditions during the past 18 months have forced change

on many New Zealand businesses, the need for more of our companies to look at ways to grow their business globally hasn't altered. These Awards have been designed to reflect new approaches that our businesses are taking to achieve international success."

Nominations are being sought for this year's Awards. Entry is a multi-layered process designed to provide valuable feedback at every step. Details are required of business plans and the policies and systems to achieve them.

Beca, with its three and five year forward plans and "toolbox" of systems and processes passed smoothly onto the second stage, a candid self-assessment of how the business was performing against its own metrics, before gaining entry to the pool of finalists.

Fellow finalist last year, Christchurch-based power solution provider Enatel Ltd., benefited from the independent audit used to find the award winners.

"We made changes before the auditor came and made more changes after he had gone," says Gary Foot, Enatel's Managing Director.

A four hour session detailing processes and providing supporting documentation is not something businesses go through often.

"We were a bit humbled after the process. Most businesses would rather hide their dirty laundry and take for granted the softer procedures and processes in the drive to achieve growth aspirations."

Like Beca, Enatel already has its own gallery of industry awards that hallmark excellence and gain positive recognition from customers, suppliers, existing and potential staff. Enatel is also a sponsor of the Hi-Tech Awards run by New Zealand Trade & Enterprise in conjunction with PricewaterhouseCoopers.

"Our business is about being at the leading edge of technology and we think it's appropriate to put something back," Gary Foot says.

Nominations are being sought by New Zealand Trade & Enterprise for this year's New Zealand International Business Awards.

"Businesses that entered last year benefited enormously from the process. The Awards are a case where everyone wins even if they don't take home a prize," says Iain Leech, ANZ Head of Trade and Supply Chain.

The close-off date for entering the New Zealand International Business Awards is 16 April. As the Strategic Partner of the Awards, ANZ has been granted an extension date of 21 April to ANZ customers who wish to enter the Awards. Please quote code: ANZ210410 on your entry form to take advantage of this special arrangement.

Visit www.nzte.govt.nz for more information.

What's on the mind of New Zealand business owners?

The survey for the ANZ Privately Owned Business Barometer closed recently with a record response rate of over 35 percent. We appreciate all of the business owners who took the time to respond.

As in past years, the Barometer focuses on planning, people, growth and change. "An initial review of this year's results indicates that businesses are moving out of survival mode. While they may not be rushing into decisions, our experience on the ground is that they are growing more confident about investment and growth plans", says Graham Turley, ANZ Managing Director Commercial.

We are currently analysing the results, which will be released in the coming months. We will be hosting discussion forums through the country to discuss the results.

If you wish to be invited to a forum in your area, please let your Relationship Manager know.

Give us your feedback to win

We're interested in your thoughts on the issues we've raised in this issue of Viewpoint. Drop us a line with your comments, or ideas for other topics you'd like us to cover in future issues.

To celebrate ANZ's sponsorship of the Festival of Arts at City Gallery Wellington until 16 May 2010 we have a beautifully produced book featuring the work of New Zealand artist Seraphine Pick to give away.

To enter the draw to win, email viewpoint@anz.com with your comments by 16 May 2010.



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