



Media Release

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Contacts, insights, deals for businesses on ANZ China tour

Around 20 Kiwi food and beverage companies have returned from an ANZ tour to China with new insights, connections with potential partners and new business leads.

The businesses, including meat, wine, seafood, honey and dairy producers from throughout the country, visited Hong Kong, Guangzhou and Shanghai during the 10-day tour.

They attended meetings with prospective buyers, customers and business partners, and attended business workshops organised by ANZ, which included participation by NZ Trade and Enterprise, KPMG, Redfern Associates, TNS and PwC.

A highlight of the trip was the Hong Kong Food Expo, where 11,000 food and beverage exhibitors from around the world showcased their products to an estimated 400,000 visitors.

"The goal was to give customers a better understanding of how to do business in Hong Kong and China and connect them with ANZ's on-the-ground networks that could help them expand their business into these markets," said Graham Turley, Managing Director Commercial & Agri for ANZ Bank NZ.

"Already the new connections have paid off for several customers, who have secured new orders for their produce, while others built relationships that are expected to lead to more export orders."

Steve Lyttle, of 100% Pure New Zealand Honey, secured three new deals on the tour.

"Market visits are a key component of our international marketing. It's a chance to get a real feel for market dynamics and see products on the shelf first hand," he said.

"As a direct result of being in market in person we have confirmed three new customers, one in Hong Kong and two in China. For one of the customers I was able to leverage off the fact that I was in China as a key customer guest of the ANZ bank and this helped lend credibility to our offer."

Since 2010 ANZ has hosted six customer tours - to China, Vietnam and India. With an established presence in 33 countries, including China, ANZ has the networks to help New Zealand businesses reach out to new markets and new opportunities.

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