

# NZTE: PARTNERING FOR INTERNATIONAL GROWTH

## *Brewers Guild AGM*

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## OUR PURPOSE

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**To grow companies  
internationally  
— bigger, better, faster —  
for the benefit of  
New Zealand.**

# OUR CUSTOMER VALUE PROPOSITION

## Customer Value Proposition

OUR PURPOSE IS SIMPLE

**To grow companies internationally — bigger, better, faster — for the benefit of New Zealand.**

We identify, plan for and act on your biggest opportunities for international growth.

WE DO THIS IN TWO WAYS;



1

**Firstly, by boosting your global reach and market knowledge to help you succeed internationally.**

This is achieved by leveraging our government mandate, combined with a dedicated NZTE team in our offices in New Zealand and throughout the world, who are connected to a network of experienced private sector specialists.

2

**Secondly, by building your capability to succeed internationally.**

We provide services or access to services designed to improve efficiency and operations, spark innovation, refine strategy, enhance leadership and access capital.



**Our level of engagement is defined by the needs of your company.**

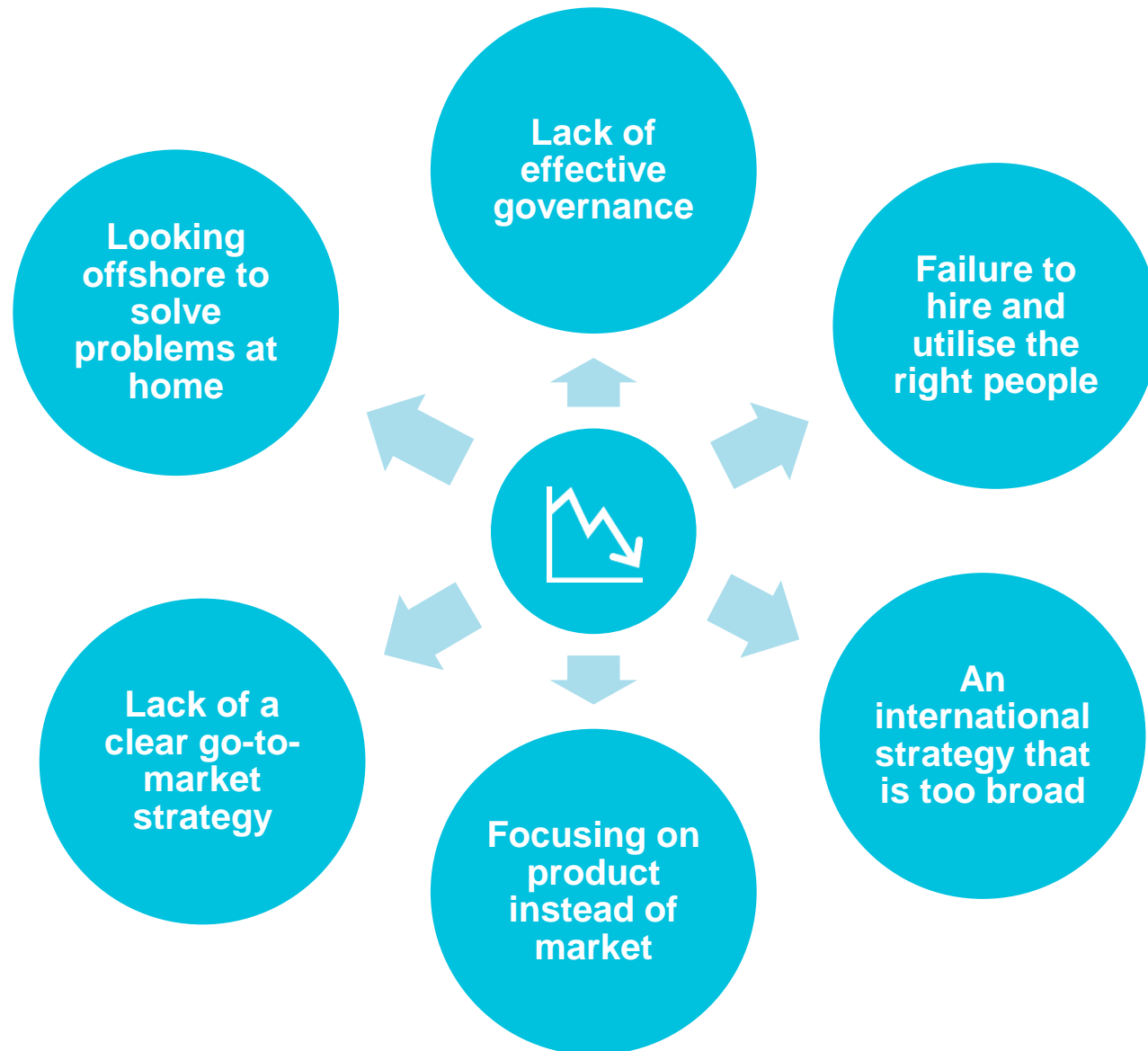
This will change depending on where your company lies on its path to international success and the time and resource you are prepared to commit.

**We're always on the lookout for smart, forward-thinking businesses with excellent potential for international growth; growth that will provide real and lasting benefits for our country.**

# RIGHT SERVICE, RIGHT TIME, RIGHT PLACE



## “6 KEY MISTAKES THAT BUSINESSES MAKE”



# KEY INTERNATIONALISATION PITFALLS

## *Five key themes emerged following an unpacking session with the NZTE International Marketing services team.*

Following the 'gain empathy' stage we unpacked the information with the NZTE International Marketing services team. The session lasted for five hours. Much of this time was spent immersing the team in the phonecalls and customer hangouts, telling stories of what we found. Following the immersion we themed the data in to 21 sub-themes and then grouped these in to five key themes.

It was noticeable, early on, that many New Zealand companies don't appreciate the importance of marketing.

### Cultural intelligence

New Zealand companies have a general lack of cultural understanding. They are not culturally aware or savvy to the culture and customs in the regions they're looking export to. They do not understand how to form meaningful connections with companies overseas who are looking to make longterm business relationships. They do not make an effort to adapt to their market. This not only applies to Asia but also english speaking countries like the US and UK.

Cultural intelligence has three sub-themes:

- Cultural understanding
- Relationship/'reputational' marketing
- Market adaptation

### In-market intelligence

New Zealand companies have a general lack of (in-market) customer understanding. They are very product focussed and do not see the necessity of understanding what customers need/want. Therefore, their products are not adapted to local markets.

They have a lack of understanding on the scale we are dealing with when entering new markets. This causes them to bite off more than they can chew and means they are spreading themselves too thinly.

In-market intelligence has four sub-themes:

- Customer understanding
- Local product adaptation
- Scale
- Push & pull

### Marketing fundamentals

New Zealand companies approach markets without the fundamental assets required. There is little marketing planning and they are unable to define their value proposition for those markets.

They are unsure of the differences between sales and marketing. Much of their collateral is for the sales team. Sales is how they measure performance.

Marketing fundamentals has eight sub-themes:

- Assets
- Role of NZ Story
- Planning
- Value proposition
- Understanding benefits of marketing
- B2B Marketing
- Lack of measurement
- Sales driven

### Commitment

New Zealand companies seem afraid to commit. This predominantly means commitment to market and finances. Their fear of spending money means they enter a market with a short term mindset. They appear to have a reliance on government handouts and a 'toe in the water' mentality when approaching new markets. They are ignorant and impatient which results in unrealistic pressures and expectations.

Commitment has three sub-themes:

- Commitment to market
- Financial commitment
- Short term mindset

### Resource

New Zealand companies struggle with resourcing. Their stretched CEOs are a "Jack's of all trades" - head of marketing and sales, chief engineer and much more.

Poor funding impacts hiring the right people, the 'A' team, which impacts results on the ground. In addition to a lack of B2B marketing talent, they believe a student will be able to do the job of a seasoned professional.

Resource has three sub-themes:

- Stretched CEO
- Hiring the right people
- Lack of B2B marketing talent



# SERVICE EXAMPLES....

## Global Market Research



**The Global Market Research service helps you to make evidence-based decisions when you are thinking about exploring, entering and expanding into international markets.**

### OUTCOMES

This service can help you:

- make informed decisions when you consider international market opportunities
- get insights and on the ground validation from our business development managers across New Zealand Trade and Enterprise's (NZTE) network of international locations
- use comparative analysis to assess market opportunities and risks
- monitor the market.

### FAST FACTS

**Location:** information is available at no cost on NZTE's website. For deeper research NZTE has a team of expert desk-based research specialists in New Zealand and an international network of offices that offer desk and field-based market insights.

**Cost:** NZTE's time is free-of-charge. You will only need to cover the cost of any research completed by a third-party provider.

**Time:** complete an initial brief with your customer manager and be available for any questions we may have.



***"If I had this information three years ago I would have probably had a different strategy."***

— Mike Donovan, Profile Foods

# IMMERSION IN THE MARKET

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# SERVICE EXAMPLES....

## Connecting with Key Contacts in Market



This service is delivered by New Zealand Trade and Enterprise's (NZTE) international offices and can help you identify potential distributors, business partners or other key contacts in market. Working with our business development managers we can also provide market information, a market visit programme and referrals.

### OUTCOMES

This service can help you:

- find the appropriate people and companies to talk to about a potential business relationship
- make the most of your visit to the market
- open the doors to the right person for advice, information or access to new opportunities
- overcome communication problems with key business contacts and government officials
- develop a better understanding of how to build and maintain a relationship with key market contacts.

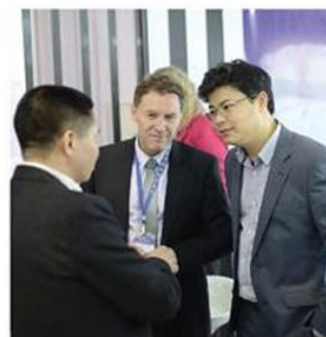
### FAST FACTS

**Location:** through your customer manager and NZTE's global network of 50 locations.

**Cost:** NZTE's time is free-of-charge, you will only need to cover your actual expenses.

**Time:** dependent on the needs of your business and the level of engagement you require.

**Delivery partners:** delivered in partnership with our private sector Beachheads advisors.



#### WHEN WOULD YOU USE THIS SERVICE?

This service can be used when you are planning to make contact with business people in the market, often with the intention of visiting them and forming a business relationship at some stage.

#### WHAT DO YOU NEED TO HAVE DONE BEFORE?

It is useful to have completed some market research with the **Global Market Research and Understanding Market Reality** services beforehand. NZTE also works with you to help you write a comprehensive brief, which enables our in-market specialists begin work to deliver this service.

#### WHAT MIGHT YOU DO AFTER?

Once you have found the contacts you are looking for, and have started to build a relationship with them, the next logical step is to look at NZTE services such as **Promotional Events** and **Setting Up and Operating in Market**.

# SERVICE EXAMPLES....

## Fresh Thinking



RESEARCH & DEVELOPMENT | OPERATIONS | MARKETING | CAPITAL | STRATEGY | LEADERSHIP | CUSTOMERS & MARKETS

**A Fresh Thinking workshop with a New Zealand Beachheads advisor helps you re-think your 'business-as-usual' approach and identify areas that may be holding your business back.**

### OUTCOMES

This service can help you:

- attempt new ways to improve performance and accelerate your growth
- reflect on and re-think your 'business as usual approach'
- address your whole business rather than a specific part or issue
- focus on a 'market / customer led approach' to unlocking opportunities
- define a set of priority actions to take your business forward.

### FAST FACTS

**Location:** offsite at your business or at New Zealand Trade and Enterprise's (NZTE) offices.

**Cost:** NZTE covers the cost for the Beachheads advisor/s to attend.

**Time:** up to a day-long workshop with either one or several advisors present.

**Delivery partners:** delivered by our private sector Beachheads advisors.

**Who should attend:** your key decision makers will get the most value from this workshop.



*"An important 'take away' for us, was the frank and honest discussion and exchange of ideas this was not just 'fresh thinking' but has given us a positive focus, that we feel to some extent, was already in play, but having an external experienced reality check was invaluable."*

— David Pimblott, CEO, NorthSouth GIS Group Ltd



**NEW ZEALAND  
TRADE & ENTERPRISE**

**READY TO COLLABORATE WITH  
LIKE-MINDED COMPANIES?**

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# **NZTE IS FOCUSED ON WORKING CLOSELY WITH GENUINE, BUSINESS-LED COALITIONS THAT HAVE:**

- Willingness to engage with NZTE as partners
- Hunger and ambition to succeed internationally
- Clearly identified international commercial opportunities
- Capability and capacity across the group to convert opportunity into measurable growth internationally
- Driven to be part of a coalition which is formed by and led by businesses, and has clear governance
- Commitment to having skin in the game





# **BUSINESS-LED COALITIONS EXAMPLES TO GET YOU THINKING**



# BUSINESS LED COALITIONS – e.g. STA



# BUSINESS LED COALITIONS – e.g. CBC



CRAFT BEER COLLECTIVE



RENAISSANCE  
BREWING COMPANY  
MARLBOROUGH



# ACTIVE COALITION: CRAFT BEER COLLECTIVE



RENAISSANCE  
BREWING COMPANY  
MARLBOROUGH



- **The CBC** is a coalition of five craft beer companies – 8 Wired Brewing, Renaissance Brewing, Three Boys Brewery, Tuatara Brewing Company, and Yeastie Boys
- **Common goal** to tackle the UK craft beer market. Great opportunities but difficult to tackle on your own....
- Working together, the CBC put together a portfolio of beer brands that enabled them to successfully secure a UK distributor and then launch in the UK market.
- Appointed a NZ Beer Ambassador to generate positive PR and exposure in the UK Craft Beer market.
- Collaboration allows individual companies to deliver a number to things they couldn't deliver on their own:
  - a wider product range,
  - more regular supply,
  - greater volume & scale (By shipping together they have achieved greater cost efficiencies)
- NZTE support for the Collective included:
  - in-market assistance and introductions
  - co-funding to launch in the UK and appoint a UK-based NZ beer ambassador



**NEW ZEALAND**  
**TRADE & ENTERPRISE**