



## Media Release

26 July 2010

### **New Plymouth Seafood exporter served up entrée into China**

Taranaki's Egmont Seafoods has been selected by ANZ for an all-expenses paid trip to the Shanghai World Expo, as part of an exporters' tour aimed at connecting New Zealand businesses into Chinese consumer markets.

As part of ANZ's sponsorship of the New Zealand Seafood Industry Conference, seafood exporters were invited by the bank to enter a competition to win a place on the tour. Key components of the competition were aimed at identifying exporters with a focus on growing their business in the Asian market. Egmont Seafoods was chosen as a successful and committed exporter with great potential in the growing Chinese market, according to ANZ Western Districts Regional Director Scott Lee.

Egmont Seafoods Managing Director Keith Mawson says the trip is a great kudos for his staff who have been working hard to help grow the New Plymouth-based wholesale and exporter.

"We are delighted to get this opportunity to further expand our exporting markets, using the bank's connections and expertise in Asia," Keith Mawson says.

"We are already exporting fifty per cent of our locally-caught produce to Thailand, Australia, USA, Spain and the European Union, and it's great The Bank is offering us this connection into China which holds huge potential for our company. I'm also very much looking forward to the opportunity to network with and share experiences with other New Zealand exporters on the tour."

Scott Lee says the bank was impressed with Egmont Seafoods business goals and strategic planning, and was proud to be able to facilitate its access into China.

"The seafood industry is the fourth largest New Zealand export earner; it provides more than 25,000 jobs and makes up \$1.4 billion of our GDP. It is great we can support this sector and local exporters here in New Plymouth such as Egmont Seafoods," says Scott Lee.

"Through our parent bank we have a strong and growing presence on the ground in China and 13 other Asian markets. Our expertise and experience in these markets, and our local networks means we can offer exporters valuable practical insights and connections into China, which is now New Zealand's second largest export destination.

"We are the most internationally-connected trans-Tasman banking group operating in New Zealand, so perfectly positioned to support kiwi exporters."

The week-long tour to Shanghai, Tianjin and Beijing leaves on September 10 involves workshops and seminars on topics including legal and regulatory requirements, banking and finance in China, supply chain and logistics, understanding the China opportunity and the Chinese Consumer market. It also includes discussions with other New Zealand businesses who are successful there, site visits, and networking opportunities.

The tour is the second of three being organised off the back of ANZ's sponsorship of the New Zealand pavilion at the Shanghai World Expo.

**For further information please contact Justine Turner, External Relations Manager on 04-4366-745 or 027-567-4405.**