



**TRIPARTITE**  
ECONOMIC SUMMIT SĀMŪHĀHUA 2017  
三 城 經 濟 峰 會 2017 广 州 年 会  
BRANZBURG | AUCKLAND | GUANGZHOU  
2017 | 8-10 NOVEMBER

# Auckland Council Business Delegation

to Guangzhou 8-10 November 2017

Te tira pakihī o Te Kaunihera o Tāmaki Makaurau ki Guangzhou  
8-10 Whiringa-ā-rangi 2017

  
**Auckland  
Council**



## Contents

A. Introduction .....	4
B. Tripartite Economic Alliance – key information .....	5
C. Auckland’s Tripartite Economic Alliance economic outcomes and success stories .....	9
D. Frequently asked questions .....	15
E. Media Release.....	21
F. Appendices.....	23

## **A. Introduction**

Mayor Phil Goff and Councillors Ross Clow and Chris Darby are leading a delegation of 97 business delegates representing 70 Auckland businesses to take part in the third Tripartite Economic Alliance Summit.

The delegation will provide Auckland businesses with the chance to explore business and investment opportunities with contacts from Guangzhou and Los Angeles.

The programme will include the tripartite economic summit (including plenary sessions, business networking reception, welcome dinner, sector forums and site visits); a briefing from NZ Consulate, the Auckland Showcase and a site visit to Huawei in Shenzhen.

## B. Tripartite Economic Alliance – key information

### 1. Summary

- The Tripartite Economic Alliance was signed in November 2014. It was designed to enhance economic, trade and investment opportunities for local businesses, entrepreneurs and investors, and deepen Auckland’s connections with two economic powerhouses in the Asia-Pacific region (Los Angeles and Guangzhou).
- The third annual summit will be held in Guangzhou from 8-10 November 2017 and has attracted senior political and business leaders from both Guangzhou and Los Angeles. Forums at the summit will be held on innovation and start-ups, urban planning and design, biomedicine, tourism, education and the creative digital industry.
- The Tripartite has been a successful collaboration to date, deepening Auckland’s connections with two globally important partner cities, as well as gaining national and international recognition. In fact, it is the first known global city agreement of its kind and has sparked interest from numerous cities around the world.
- Opportunities from the summits have generated a broad range of potential deals for Auckland businesses, estimated to be worth millions in either capital investment or direct sales. Other benefits have included: job growth; new business relationships; opening markets; brand enhancement; research collaboration; market research and understanding; and access to NZ Inc’s. network e.g. including MFAT and NZTE in-market.
- The Tripartite is aligned with the vision and objectives outlined in the Auckland Plan to make Auckland a vibrant, creative, internationally connected and export driven city<sup>1</sup>. The Tripartite also complements New Zealand’s Business Growth Agenda goal of lifting the ratio of exports to gross domestic product to 40% by 2025.
- The Auckland businesses are making a substantial investment in being part of the official delegation to Guangzhou - nearly 100 people at several thousand dollars each in travel costs alone. This demonstrates the value many Auckland businesses see in participating in the delegation and attending the Summit.
- A number of Auckland businesses and associations have benefited from the Tripartite including: Revolution Fibres; Flux Animation Studio; PLN Group; Whanau Tahī; Imersia; EverEdgeIP; Booktrack and Reset Urban (facilitated by the Tāmaki Makaurau Design Alliance).

---

<sup>1</sup> Auckland Plan, Strategic Direction 6 – Priorities 3 and 5.

## 2. Tripartite Economic Alliance Agreement

- The three-year term of the Tripartite expires in November 2017 and will be renewed - for another three years - at this Summit.
- Each city has agreed to facilitate tripartite activities aligned with existing international events in their cities going forward. This allows Auckland to reaffirm and find innovative ways to deepen connections with Guangzhou and Los Angeles; while reducing the cost, time and resourcing of hosting and participating in standalone annual summits. Also, business and city building Tripartite initiatives that support priorities in the Auckland Plan will be joined onto these events.
- Auckland Council approved the extension of the Tripartite and the preferred option at Committee in July 2017. In consultation with Guangzhou and Los Angeles, Council's Global Partnerships and Strategy Unit led the work to finalise the details of an MOU to formalise the extension of the Tripartite, which will be signed by the three Mayors at GZ17.

## 3. Guangzhou and Los Angeles

- Auckland's relationship with both cities is important. Together they are two of Auckland's oldest and most substantive city partnerships.<sup>2</sup> Deepening the trade and economic connections complements the extensive people-to-people and cultural links which already exist between the three cities. The benefit of a trilateral over a bilateral approach is that it creates a platform that spans both sides of the Pacific and supports Auckland's position as a gateway into Asia and North America.
- **Guangzhou** is the capital and largest city in Guangdong Province. It is one of China's top four 'first-tier' cities (alongside Beijing, Shanghai and Shenzhen); and one of China's leading manufacturing and commercial hubs. Guangzhou is at the centre of Southern China's most important trade zone which includes Hong Kong and the Pearl River Delta – known as China's Southern Gateway to the World. The Tripartite will help to support New Zealand's overall trade goal to grow New Zealand's two-way trade with China to NZ\$30 billion by 2020.
- **Los Angeles** is the second largest city and number one import/export port in the United States. It is well-known for its entertainment and cultural industries. Los Angeles is a key gateway into both the US and to the Asia-Pacific region. New Zealand's relationship with the city is long-standing and multi-dimensional. It is one of the main gateways into the United States for New Zealand businesses and tourists.

---

<sup>2</sup> Auckland and Guangzhou have been sister cities for 28 years (established in 1989). Auckland and LA have been sister cities for 46 years (established in 1971).

#### 4. Māori Engagement

- Mana whenua were invited to accompany the Mayor's delegation; Ngāi Tai ki Tāmaki (operating in tourism sector) and Ngāti Whātua Ōrākei (operating in tourism and education sectors). Ngāti Whātua Ōrākei will be represented by Norefjell (Marama) Royal and Lance Hawke. Ngāi Tai ki Tāmaki declined due to previous commitments.
- This is a significant opportunity not only be exposed to opportunities in China but the opportunity to network with other Auckland exporters. Their role will also be to provide cultural guidance where appropriate for the Mayor's delegation and to support the Auckland Showcase Event.
- The Auckland Showcase Event will include a contemporary Māori performance and brands promoting Auckland business ventures. Māori fashion designer Kiri Nathan is leading a roopu of eight Māori fashion designers who will present a tailored fashion show at the event. This fashion show will showcase three pieces of work from each designer and build awareness of the dynamic Māori economy and its creative sector. The designers are connecting into the Guangzhou Fashion Week and visiting potential fabric suppliers while in-market.

#### 5. Auckland delegation to Guangzhou

- The delegation will include 97 delegates from 70 New Zealand companies – mostly based in Auckland – have registered to attend. This makes this delegation the largest overseas delegation Auckland has undertaken. The Guangzhou delegation is double the size of that went to the inaugural summit in LA in 2015.
- The businesses participating are from the education, urban design & planning, tourism, food & beverage, biomedicine and health, digital and creative, and innovation sectors.
- Two Councillors are accompanying the Mayor on the delegation, along with the Chair of the Independent Maori Statutory Board. Two Councillors accompanied the Mayor to the 2015 Los Angeles Summit.
- 11 Auckland Council group staff<sup>3</sup> will travel to Guangzhou to manage and participate in the delegation – less staff than 16 that accompanied the smaller number of delegates to LA in 2015. Three other council staff will also participate as they are already in market participating in wider screen and tourism delegations which coincides with the Summit.

---

<sup>3</sup> Total number staff travelling to the Summit including the Mayor, Councillors, IMSB, Council, Panuku and ATEED is 15. Total number of staff participating at the Summit is 18.

## 6. Tripartite Economic Summit in Guangzhou

- The GZ17 summit will be delivered within existing operating budgets and from corporate sponsorship. Final costs will be reported post the summit, but are expected to be close to NZ\$100,000, including the Auckland business showcase. This is in line with costs for the participation in the LA 2015 Summit.
- A key focus for Auckland is the business matching opportunities for delegates, with special sessions held throughout the Summit.
- Deputy Mayor of Los Angeles Jeff Gorell is leading the delegation from Los Angeles.
- Guangzhou Mayor Wen Guohui will be hosting the Summit.
- There is currently a total of approximately 830 people registered to attend the Summit. Guangzhou are expecting more to register.
- Auckland Tourism, Events and Economic Development has secured sponsorship from Bank of New Zealand, New Zealand Trade and Enterprise and Huawei – delivery partners which also provided support for the Auckland summit last year.
- Huawei will host a site tour for the Auckland delegates at their headquarters in Shenzhen. Huawei is the naming sponsor for the Auckland Business Lounge at the 2017 Summit.
- The delegation programme includes a meeting with the New Zealand Consulate; business matching/networking; the Tripartite Summit including plenary sessions, forums and a GALA dinner; Los Angeles hosted lunch; Auckland showcase event and a site visit to Huawei in Shenzhen.
- The Auckland Showcase Event is designed to outline Auckland's proposition as a destination for investment, high-value visitors and talented migrants. In addition to the cultural performances and the fashion show [see Māori content above], the showcase will feature an Auckland-sourced and inspired menu, and beverages – including wines supplied by sponsor Matakana Wines, which has a strong presence in China and is one of Auckland's export success stories.
- The Mayor and Councillors will have additional meetings including bilateral meetings with Los Angeles and Guangzhou; meeting with China Southern and Huawei; site tour to Haizhu Electric Train; and witnessing the signing of a number of MoUs.



## **C. Auckland's Tripartite Economic Alliance economic outcomes and success stories**

- It is estimated that Auckland's membership of the Tripartite Economic Alliance has so far generated millions of dollars of new investment and deals for the region.
- It is difficult to quantify the exact economic benefit due to commercial confidentiality – companies usually do not want to make their deals public.

### **A. Post inaugural Tripartite summit (Los Angeles 2015)**

- Auckland Mayor Len Brown led representatives of 43 businesses and organisations to Los Angeles for the first annual summit in June 2015.
- In the confidential post-event survey, nearly all the delegates reported that by participating in the delegation they gained a greater understanding of how to successfully do business in either China or the US. They indicated that more than 300 leads were achieved from engaging with contacts at the summit and other related events.
- In the survey six months after the summit: 3 companies indicated they had signed partnership agreements under NZ\$100,000; 1 company indicated it had signed partnership agreements between \$200,000 and \$499,000; 1 company indicated it had signed partnership agreements worth \$2m.

### **B. The 6-month survey highlights included:**

- 61 per cent of respondents indicated they anticipated increased revenues during the next 12 months
- five companies indicated they had signed partnership agreements with LA/GZ (a number of other companies later verbally indicated they had signed contracts in LA)
- respondents indicated 318 leads were achieved from engaging or networking with contacts in LA (15 per cent of these were indicated as hot leads – with an estimated 75 per cent chance or better of success)
- 83 per cent of respondents had followed up with LA opportunities or leads after their return
- all respondents indicated that they developed professional relationships with other Auckland companies on the delegation.

## **C. Success stories from the 2015 Tripartite Summit, Los Angeles**

### **Revolution Fibres**

Henderson company which specialises in revolutionary nano technology (supplier to PLN). Co-director Iain Hosie was a member of Auckland's delegation to LA.

He made important connections with the Los Angeles manufacturing network and the Larta Institute, which has assisted and transformed thousands of innovations into commercially successful ventures.

Revolution Fibres, which started producing its custom-made nanofibre in 2009, began negotiating two major deals, one with an American firm and the other Chinese, as a result of the delegation.

"The delegation worked as a team – I've never been on one that operated like that. If we met someone and couldn't help, we suggested 'you should talk to that person over there'. There are now half a dozen companies (on the delegation) using each other's networks and working together on various initiatives targeting China and United States."

The company also attended the Auckland summit where it further grew its networks, and continues to be a world-leading export force for our region.

### **Flux Animation Studio**

- found a potential new distributor
- secured contract work with Disney (work is now underway in Auckland)
- secured another TV series with a US company.

[please note – while Flux's success was one of the best outcomes from the LA summit, due to the sudden passing away of the company's founder in October 2016, Flux has since moved in a different direction]

### **PLN Group**

Auckland research and design company focused on having a global presence. Part of its ambitious plan was to crack the lucrative North American market for its innovative office furniture.

Two PLN directors joined the Auckland delegation to the inaugural Tripartite Economic Summit in Los Angeles last June.

PLN is now finalising arrangements with a Los Angeles contract manufacturer and is developing a national distribution model for the United States and further afield. PLN will significantly increase revenue and staff as a result of the new partnership.

*"The opportunity was a result of participating in the summit and making connections," says PLN director, Blair McKolskey. "Launching into the United States market is a very important step in our growth programme. It will make a meaningful difference to our future, scale and approach."*

The PLN Group is a family of three design and research-led furniture brands – award-winning IQ Commercial, Fletcher Systems and essence.

PLN, which uses ground-breaking nanotechnology in its custom-made IQ Commercial furniture, expects to be fully operational in the United States within six to nine months.

PLN also strengthened its existing relationships and developed new collaborative partnerships at the second summit.

### **Whanau Tahī**

Part of the Te Whanau O Waipareira Trust, and part of the LA delegation. Signed a memorandum of understanding with the Los Angeles-based United American Indian Involvement (UAI) to deliver a framework for integrating health, education and social services, and improving outcomes for families – based on the New Zealand Whanau Ora concept.

Stephen Keung, Whanau Tahī chief executive, presented a plan to UAI that was aimed at creating broader community engagement and greater funding opportunities. Los Angeles Country is home to 300,000 Native Americans, and UAI was keen to develop its own Whanau Ora-type centre.

### **Imersia**

Delivers mobile, interactive, real time, multiuser experiences through cloud-based technology. Post LA, it put together sales and marketing agreements with 3 companies to represent it in the US markets:

1. Elite Visions, which supplies the movie industry with design and creative
2. Mediahorse, which has an existing client base in entertainment industry
3. Mitch Berman, who remains an advisor on their board

It also has got a US legal firm in place, Winston and Struan. The company had investment meetings in 2016 and continues to follow through potential funding sources.

### **EverEdge IP**

Auckland-based world leaders in intellectual property, patent and trademark advice, management, commercialisation, strategy and investments, attended the first Tripartite Economic Summit in Los Angeles. That was a catalyst for its subsequent expansion in the United States market, and the firm opened an office in Los Angeles.

EverEdge appointed a CEO of North America based in Los Angeles. The firm had earlier opened an office in San Diego. EverEdge helps New Zealand companies access international growth funds and its supports NZ Trade and Enterprise, which works closely with 700 exporters.

#### **4. Post Tripartite Economic Summit – Auckland 2016**

- ATEED undertook a post-summit survey of all delegates soon after the summit.
- In terms of business outcomes, 81% of delegates who responded to the survey felt that attending the summit would have a positive impact on their business. The overseas delegates were most positive, with all the business delegates from Los Angeles and Guangzhou indicated that they expected positive impacts on their businesses.
- Almost all the respondents (94%) made at least one new business connection/lead at the summit. The most common number of new connections was between one and five (46%) but many delegates made more than that, with one-in-twenty (6%) reporting 50 or more new connections. That averaged out to 12 new connections/commercial leads per delegate.
- The vast majority of respondents (84%) felt that at least one of their new connections was likely to lead to a business deal/partnership within 12 months. The most common number of likely deals reported was between one and five (70%). On average this equated to four for each delegate.
- Delegates were asked to give feedback on their likelihood to increase trade in the other two cities, as well as reporting any changes to their perceptions of Auckland. Overall these results showed that the summit was very successful in increasing intentions to trade with Auckland, as well as improving knowledge and perceptions of Auckland as a place to invest, establish a business, and travel.

#### **5. Success Stories from the 2016 Tripartite Summit, Auckland**

##### **Booktrack**

Auckland-based innovator Booktrack developed patented technology to add synchronised movie-style soundtracks to e-books. The soundtrack adapts to the story line and the individual's reading pace, creating an immersive and enjoyable reading experience.

Founder Paul Cameron was part of Auckland's first Tripartite delegation to Los Angeles – where he made good connections – and attended the Auckland summit last year where an ATEED business investment attraction specialist introduced Booktrack to a US-based investor who was part of the Los Angeles delegation.

It proved to be a good match. During the middle of a capital raise last year, Booktrack received a substantial capital investment from that contact.

Paul Cameron said: "The investment was totally due to the summit. It's unlikely I would have met the investor in LA, and more importantly, he would not have felt as comfortable about investing in a New Zealand business without coming here and experiencing the local ecosystem and assessing it as trustworthy."

“The summit is an excellent environment to make meaningful connections that would otherwise be difficult to make.”

Paul Cameron said the investment would enable Booktrack to continue its growth into the new audiobook soundtrack market.

### **Tāmaki Makaurau Design Alliance**

The Tamaki Makaurau Design Alliance (TMDA) was formed as a collective of Auckland designers, landscape architects, architects, urban planners and academics to share knowledge and collaborate to deliver a design-led city.

The TMDA partners are Auckland Council, Ngā Aho (Māori design professionals), New Zealand Institute of Architects, New Zealand Planning Institute, New Zealand Institute of Landscape Architects, Designers Institute of New Zealand, Architectural Designers New Zealand, Urban Design Forum, The University of Auckland, Auckland University of Technology, and Unitec Institute of Technology.

The TMDA signed a Design Alliance MoU (GALA) with the Los Angeles Business Council (LABC) and the Guangzhou Urban Planning and Design Survey Research Institute (GZPI) at the Tripartite Economic Summit – Auckland 2016, with a focus on urban design collaboration between the three cities. There are two key target outcomes: first, city to city best-practice sharing and collaboration; second, business to business links to unlock and access new offshore markets for Auckland’s design industry.

In May 2017, the GZPI sponsored three members of the TMDA to participate in a week-long workshop in Guangzhou. The workshop focused on collective thinking to tackle a problem around a Pearl River project. The results will be showcased at GZ17.

Auckland based Reset Urban has subsequently received a commission as a result of the workshop.

In June 2017, Auckland’s Te Ara I Whiti Lightpath was honoured at the 47th Annual Los Angeles Architectural Awards. Hosted by the LABC, the awards honoured 45 projects ranging from civic buildings and transportation hubs to commercial office and creative retail space. Winners were selected by a jury representing a cross-section of top international industry experts. Auckland’s Lightpath was awarded the inaugural ‘Tripartite Award’ alongside the Urban Design of the Yuzhu area in Guangzhou. The award for architecture and design was established to deepen collaboration and acknowledge design success between Tripartite cities as they strive to achieve the alliance’s shared urban development and sustainability goals.

### **Maurice Wilkins Centre**

The Maurice Wilkins Centre, based at the University of Auckland, is funded by New Zealand Government to lead biomedical research and build collaborative network with top researchers, universities, and Crown Research Institutes.

The centre’s major research focus is to improve the diagnosis and treatment of cancer, diabetes and infectious disease. In recent years, Maurice Wilkins Centre has built strong partnerships with Chinese scientific and research organisations including Guangzhou Institute

of Biomedicine and Health, which is part of China Academy of Sciences. The centres now have two joint research centres in Guangzhou and one in Hangzhou, resulting in high-end commercialisation of world-leading innovations.

The Maurice Wilkins Centre linked with Auckland's Tripartite programme before the 2016 summit in Auckland. With its already strong relationships with China, the centre was a key contributor at the summit and a leader in Auckland's biomedicine and health sector continuing to build important international partnerships afterwards. The Guangzhou government has acknowledged the Maurice Wilkins Centre as a key link between Auckland and Guangzhou within the Tripartite alliance framework.

The centre is again playing a key role in Auckland's Tripartite programme for Guangzhou 2017, and co-organising the bio-medicine and health forum at the summit.

## **D. Frequently asked questions**

### **Auckland Council business delegation to Guangzhou**

#### **1. What is the purpose of this delegation?**

Mayor Phil Goff and Councillors Ross Clow and Chris Darby are leading a delegation representing 72 businesses to Guangzhou. This is Auckland Council's sixth international trade delegation.

#### **2. What is the purpose of this delegation?**

This is the third Tripartite Summit, following on from the signing of the Tripartite Economic Alliance by sister cities Auckland, Guangzhou and Los Angeles in November 2014.

The delegation will provide Auckland business delegates with the chance to explore business and investment opportunities with contacts from Guangzhou and Los Angeles.

#### **3. Who is going on this delegation?**

Mayor Phil Goff is leading the delegation, assisted by Councillors Ross Clow and Chris Darby.

They will lead company executives from some of Auckland's priority growth sectors including education, innovation, tourism, food and beverage, urban design and planning, biomedicine and health and screen/creative.

#### **4. Why is Phil Goff leading this delegation?**

The Mayors of Auckland, Los Angeles and Guangzhou are the signatories to the Tripartite Economic Alliance signed in Guangzhou in November 2014.

Guangzhou Mayor WEN is hosting the third Tripartite Summit, and the Mayor of Auckland and Deputy Mayor of Los Angeles are leading business delegations to take part in the summit.

A mayoral-led delegation will open doors politically and commercially in these key markets that may not be opened as readily by businesses travelling independently.

#### **5. What is the itinerary and/or programme?**

Auckland → Guangzhou → Auckland

The programme will include a tripartite economic summit (including plenary sessions; site visits; forums; business networking reception and welcome dinner); site visits (including Huawei in Shenzhen); consulate briefing; sector networking events and individual business

matching meetings.

Participating delegates have provided their objectives to guide programme development. The delegates also arrange independent business meetings to complement the official Summit programme.

#### **6. Who is organising this delegation?**

Auckland Council, with support from Auckland Tourism Events and Economic Development (ATEED), New Zealand Trade and Enterprise (NZTE), the Ministry of Foreign Affairs and Trade (MFAT) and Auckland's partner cities to ensure the business delegation is a success.

Other organisations and individuals with particular knowledge and expertise in these markets are also being consulted to maximise the opportunities for participating Auckland businesses.

Auckland Council appreciates the support of corporate partners and supporters who are providing sponsorship, hosting, logistical support and resources.

#### **7. What is the cost of this delegation?**

Business delegates are meeting their own costs including travel, transfers, accommodation, meals, insurance, incidental costs and any personal meetings/engagements (including business to business/personal gifts).

The cost per person for Auckland Council representatives for airfares and accommodation is unconfirmed at this stage. A full report of the costs of the business delegation to Auckland Council will be made available upon return but expected to be close to \$100,000.

The cost of this delegation falls within existing Auckland Council budgets.

#### **8. What costs are included in Auckland Council's budget?**

Travel costs (flights and accommodation), staging the Auckland business event showcase, local transport and some miscellaneous expenses.



**9. Who from Auckland Council – elected members and staff – is travelling with costs paid for by Council?**

<b>Elected members</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
Mayor Phil Goff		Leading the delegation	7-11 Nov
Cr Ross Clow	Chair, Finance & Performance Committee	Support Mayor & delegation	6-12 Nov
Cr Chris Darby	Chair, Planning Committee	Support Mayor & delegation	7-13 Nov
<b>Council staff</b>			
<b>Global Partnerships</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
Staff 1	GPS Advisor	Mayor's interpreter	6-12 Nov
Staff 2	GPS Advisor	Mayor/councillor interpreter	7-11 Nov
Staff 3	GPS Advisor	Tripartite programme manager / delegation organiser	6-11 Nov
Staff 4	GPS Advisor	Council's Guangzhou relationship manager	7-12 Nov
<b>CPO</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
Jim Quinn	Chief of Strategy	Council's Tripartite Economic Alliance sponsor	4-12 Nov
Ludo Campbell-Reid	Auckland Design Champion	Speaker/Chairman TMDA/support for the design & planning forum	7-11 Nov
<b>Independent Māori Statutory Board</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
David Taipari	Chairman	Support Māori business	7-10 Nov
<b>Panuku Development Auckland</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
Staff 1	Senior staff member, Corporate Affairs	Investment opportunities	7-11 Nov
<b>ATEED staff*</b>	<b>Position</b>	<b>Role on the delegation</b>	<b>Dates</b>
Pam Ford	General Manager – Business, Innovation and Skills (Acting)	Leading delegation for ATEED	6-12 Nov
Staff 2	Senior staff member, Business Attraction & Investment unit	Business support	7-12 Nov
Staff 3	China specialist – International Partnerships & Trade team	Business support	6-12 Nov
Staff 4	Project co-ordinator, International Partnerships & Trade	Business support & showcase organiser	7-12 Nov

\* Three ATEED staff – one from the Tourism Trade & Partnerships team and two screen attraction specialists are linking up with the summit. The screen attraction specialists will be in China as part of a New Zealand Film Commission trade delegation focused on growing our relationships with the booming Chinese screen sector which was timed to also coincide with the summit. A number of Auckland's business delegates are in the screen sector, and a number of meetings with important Chinese screen players will take place. The tourism team members will already be in China as part of ATEED's programme to grow high-value visitation from people with a particular interest in golf, equine, marine and screen sectors.

#### **10. Are any elected members or staff flying business class?**

The Mayor and David Taipari are flying business class in line with Council policy. Councillor Clow will be travelling premium economy and departing one day earlier. Councillor Darby will be travelling to Guangzhou on business class, and returning one day later on premium economy.

All other council staff are flying economy/premium economy in line with Council policy.

#### **11. Is Auckland Council paying for any external parties to attend the summit?**

All delegates pay for their own flights and accommodation, and any expenses outside the official programme.

Council is paying for one member of Ngati Whatua Orakei to attend, as the delegation's kaumatua and cultural advisor.

#### **12. What was the cost of Auckland's involvement in the previous summits?**

- The delegation to LA? Flights, accommodation and expenses for 16 participating Auckland Council and CCO staff was \$77,000, and the Auckland business showcase cost \$30,000. Former Mayor Len Brown, current Deputy Mayor Bill Cashmore and Councillor Denise Lee led a business delegation of 43 Auckland organisations to LA.
- The Auckland summit hosting? The cost was within budget (\$550,000), of which \$300,000 was covered by corporate sponsorship from 13 partners. More than 700 delegates attended the summit, double the anticipated number of 350. This included 330 businesses and 90 speakers and panellists from seven countries.

#### **13. What official agreements have been achieved as part of the alliance?**

A number of Memorandums of Understandings have been signed as part of the Tripartite Economic Alliance over the past three years. These establish a formal framework for the organisations involved to then progress specific programmes and mutually beneficial initiatives.

#### **2015**

- Port of Auckland, Port of Guangzhou and Port of Los Angeles signed an MOU to promote closer ties.

#### **2016**

- Strategic Cooperation Framework Agreement by Guangzhou Port Company Limited and Zespri International Ltd.

- New Zealand China Innovation Centre and the Guangzhou Science & Technology Innovation Commission involving proposed collaboration on innovation.
- Proposed Collaboration to Create Opportunities in China between the New Zealand China Innovation Centre and James & Wells.
- Investment Cooperation Agreement between Guangzhou Crucis Trade Company Ltd and Green Drop Limited (Organic Alcohol Specialist).
- Tripartite Design Agreement focusing on urban design collaboration between the three tripartite cities (GALA).
- Four scientific collaboration agreements were signed between the Maurice Wilkins Centre (University of Auckland) and the Guangzhou Institutes of Biomedicine and Health, Chinese Academy of Sciences and Jinan University as follows:
  - Guangzhou Scientific and Technological Project between Guangzhou Institutes of Biomedicine and Health, Chinese Academy of Sciences, and the University of Auckland (study the regulation of brain metabolites in transgenic pig models of human neuronal degenerative diseases)
  - China and New Zealand Science and Technological Collaborative Project between the Guangzhou Institutes of Biomedicine and Health, Chinese Academy of Sciences and the University of Auckland (targeting cancer cachexia by suppression of adipocyte browning)
  - China and New Zealand Science and Technological Collaborative Project between Jinan University and the University of Auckland (development of novel compounds that target misfolding amylin: route to a new class of anti-diabetic medicines)
  - Guangzhou-Auckland Science and Technological Collaborative Project between Jinan University and Health and the University of Auckland (development of adipokine-based strategies for diagnosis and treatment of obesity-related metabolic diseases).

The Tripartite has been a successful collaboration, elevating Auckland and New Zealand's status in key in both LA and GZ. For example, at the time of attending the Auckland summit in 2016, LA's Mayor Eric Garcetti had only undertaken five mayoral outbound visits – the other four to key trading partners for LA (in China, Japan, Korea and Mexico). Mayor Garcetti's activities in Auckland generated substantive media and stakeholder attention.

Given the time required for business deals to conclude, the commercial results from the LA and Auckland summits will continue to be tracked and reported where possible.

Since the Tripartite's inception, Auckland, LA and GZ have also received significant interest from other cities regarding the tripartite model for potential duplication (e.g. Edinburgh, Busan and Washington DC). This has subsequently served as a potential model for other international relationships initiated by Auckland Council with partner and non-partner cities around the world.

This success of the Tripartite is also illustrated by several awards both nationally and internationally. These include:

- 2016 Friendship City Award for Exchange and Co-operation with China. GZ nominated Auckland (out of its 36 sister cities) for showcasing the value of partner city relationships, and the successful bilateral relationship between the two cities.
- International Economic Development Council Annual Awards, Cleveland, US 2016. Excellence in Economic Development Silver Award recipient – ‘Special Event’.
- NZ Sister Cities Award for the ‘Best Business Project’ for the Auckland business delegation to LA 2015.

Auckland businesses have also indicated the following outcomes from participation in the Tripartite:

- Signed sales agreements
- Increased revenue
- New business relationships/connections
- Job growth
- Capital raising/financial investment
- Opening markets – new offices in LA and San Francisco and staff added in LA
- Brand enhancement
- Making connections/contacts/broader network connections/exposure to international entrepreneurship
- Market knowledge/increased understanding of businesses & relationships
- Research collaborations
- Deeper relationships with NZTE, MFAT and ATEED in market
- New contacts/networks has opened up benefits in other markets: Brisbane, Japan, wider US/Canada
- Revenue for Council including sponsorship from 13 partners in 2016
- Greater collaboration with central government agencies – NZTE, MFAT, and Callaghan Innovation.

#### **14. How does this delegation benefit the ratepayers of Auckland?**

The aim of this delegation is to produce tangible benefits and outcomes for Auckland businesses, in turn bringing greater investment into the Auckland economy and creating more jobs. Stronger investment and job creation contributes to the Auckland economy, the living standards of its residents and its role as the economic powerhouse of New Zealand.

# Trio of delivery partners crucial to Tripartite's delegation's success



- A core group of long-term delivery partners is providing crucial assistance to Auckland's delegation to the Tripartite Economic Summit – this time to Guangzhou 2017.
- BNZ, Huawei, and New Zealand Trade & Enterprise are providing a mix of direct funding, and expert in-market insights and assistance.



Auckland's 97-strong Mayoral business delegation to the Tripartite Economic Summit – Guangzhou 2017 is being supported by a trio of delivery partners which also played a crucial part in the success of Auckland's Tripartite summit last year.

BNZ, a key sponsor of the 2016 Auckland summit, will this year take a group of 20 people to attend the Guangzhou summit as part of the official Auckland delegation amid a wider trade trip to China.

Huawei New Zealand is sponsoring Auckland's business lounge at the Guangzhou summit, and has organised a tour for delegates of the Chinese-based tech giant's campus in Shenzhen – China's 'Silicon Valley'.

New Zealand Trade & Enterprise (NZTE), the New Zealand Government's international trade promotion and business development agency, will provide invaluable support to the delegation companies once on the ground in Guangzhou.

BNZ and NZTE staff with in-market expertise in China have already provided valuable insights at the three pre-summit delegation workshops ATEED organised to help build the capability of the 72 companies going to Guangzhou.

The trio are also contributing financial support which has enabled about half of the cost of Auckland's delegation budget to be met by the private sector.

Pam Ford, acting General Manager Business, Innovation and Skills at Auckland Tourism, Events and Economic Development (ATEED) says collaborating with a range of private and public sector partners is at the heart of ATEED's ethos and business growth programmes, and essential in the success of the Tripartite business programme.

"We are grateful for the ongoing support each of our delivery partners has provided throughout

Auckland's Tripartite journey to date – both in terms of funding which has helped us to deliver an excellent business programme for Auckland companies, and through their market expertise and contacts.

“It is fantastic that Huawei has invited delegates to see its world-leading innovations in 5G networks, ‘smart city’ technology, and AR/VR at the Shenzhen campus. And to have NZTE’s China-based advisors on hand will be invaluable as well, given the unique insights and contacts they will be able to provide.”

“It is also important to acknowledge the support of Matakana Wines – one of the Auckland region’s food and beverage export success stories – which is supplying wine for the Auckland business showcase event attended by international delegates, and crucial Guangzhou-based business contacts”.

Brandon Jackson, BNZ Managing Partner Auckland CBD & North West, says BNZ is proud to partner with Auckland Council and ATEED for this year’s summit: “The Tripartite summit is an excellent platform for exporters to develop and secure new opportunities, and we’re delighted to be supporting the delegation to Guangzhou as part of our annual BNZ China tour.”

Huawei New Zealand Director of Public Affairs Andrew Bowater says the company is pleased to support Auckland’s involvement in the summit and showcase its technology: “We believe in a better connected world that brings people, businesses and cultures together through innovation, and in a world that embraces openness, collaboration and shared success – and the Tripartite is a great example of that. Auckland, Guangzhou and LA are exploring, innovating and growing together.”

Glen Murphy, NZTE’s Regional Director for China, says its involvement in the summit is a way to provide its customised services and support to ambitious Auckland and New Zealand businesses which are looking to go global.

“China is an important market for New Zealand companies and one that continues to grow. With our in-market expertise, we can help them build their capability and connect to other businesses. Ultimately, that helps our single purpose – to grow companies internationally, bigger, better and faster, for the benefit of New Zealand.”

**For further information please contact**

---

Lester Thorley  
Senior Communications Advisor  
ATEED  
P +64 9 365 0630  
M +64 21 829 741  
E [lester.thorley@aucklandnz.com](mailto:lester.thorley@aucklandnz.com)

## F. Appendices

### 1. Biographies

#### Mayor Phil Goff

Phil Goff is a born and bred Aucklander. He put himself through school and the University of Auckland working at the Westfield Freezing Company for seven seasons.

Phil represented Mt Roskill for 10 terms of parliament. He became New Zealand's youngest ever cabinet minister in 1984. In his 15 years in cabinet, he covered a number of portfolios including housing, environment, and education.

In the Helen Clark government, he was responsible for foreign affairs, justice, trade and defence. He was also Associate Finance Minister. He served as the leader of the Labour Party and the leader of the opposition.

As Minister of Education, Phil initiated New Zealand's international education industry which is now worth over \$3 billion. He was also the first Minister of Trade of a developed country to negotiate a free-trade agreement with China.

He has a first class Masters in Politics from the University of Auckland and had won a scholarship to do postgraduate study at the University of Oxford.



### **Mayor WEN Guohui (pronounced WIN Guor-hway)**

WEN was born in Jiexi County, Guangdong on October 1963 and is the current Mayor of Guangzhou in the People's Republic of China. Born in October 1963, he joined the Communist Party of China in 1984. In 2001 he served as deputy director of the Economic and Trading Committee of Guangdong and director of the State Assets Committee of Guangdong in 2009. In 2013, WEN was elected the CPC Secretary of Shanwei and Chairman of the Standing Committee of the Shanwei People's Congress. In 2015, he became the Vice-Governor of Guangdong. On 26 January 2016, WEN Guohui was elected the Mayor of Guangzhou.



Mayor WEN holds a master's degree from the Department of Engineering and Management, South China University of Technology. Starting as a student in fisheries in Southern Guangdong, WEN spent much of his career working up the ranks of the Guangdong Provincial Economic Comdelegation and the Guangdong Provincial Economic and Industry Department, he also spent a year on a government training course at UCLA in 2009.

Mr Wen met the then Minister for Māori Development, Te Ururoa Flavell during his visit to Guangzhou in early November 2015.



## **The Hon. Jeff Gorell, Deputy Mayor, City of Los Angeles**

The Hon. Jeff Gorell serves as the Deputy Mayor of the City of Los Angeles. Jeff has prior experience as an elected member of the California State Legislature; a criminal prosecutor; a small business owner; a university professor; and a US Navy officer.



As Deputy Mayor, Jeff advises the Mayor on key policy and program issues, supervises more than 65 staff, and often serves as a surrogate speaker for the Mayor. He and his staff coordinate with other regional, state, and federal agencies to leverage resources and create strategic inter-governmental plans to constantly improve the quality of life for all Angelenos. He oversees city departments and more than 30,000 employees citywide.

Jeff has strong connections with the California business community. A former small business owner himself, he authored and co-authored numerous bills to improve the California economy while in the Legislature, including the California Film and TV Production Tax Credit; the Manufacturers' Tax Credit; and the Ports and Harbors Energy Management and Economic Development Plan. Former Assemblyman Jeff Gorell and Lt. Governor Gavin Newsom together co-created the California Gold Team to retain and attract businesses to California and laid the foundation for the creation of Governor Jerry Brown's GoBiz CA economic development organization.

Mr Gorell was an elected member of the California State Assembly, representing the 37th and 44th District, from 2010 to 2014. Previously, he was a Deputy District Attorney in Ventura County, serving in the Major Narcotics and Serious and Violent Felony Units.

Mr Gorell is also currently an active-drilling Commander in the US Navy Reserve and was deployed twice to Afghanistan, in 2001-2002 and 2011-2012.

Jeff earned his BA in history from the University of California, Davis and his JD (Juris Doctor) from University of the Pacific's McGeorge School of Law. He lives in Camarillo and has two young sons – Jack (8) and Steven (3).

## 2. Delegation list

Delegate First name	Delegate Last name	Company name
Nancy	Liu	A China Travel
Dean	Nicora	Antipodean Luxury Travel
Alexandra	Stewart	Antipodean Luxury Travel
Logan	Munro	ASB Bank Limited
Mark	Frood	Auckland Airport
Deng (Carson)	Chen	Auckland Airport
David	Inns	Auckland Arts Festival
Evelyn	Body	Auckland UniServices Ltd
Kevin	Moody	Auckland UniServices Ltd
Jessica	Guthrie	Bank of New Zealand
Jason	Lewthwaite	Bank of New Zealand
James	Macmillan	Bank of New Zealand
Christina	Yin	Bank of New Zealand
Brandon	Jackson	Bank of New Zealand
Hongcheong	Wong	Baoxin Investment Ltd
Waishing	Wong	Baoxin Investment Ltd
Jin	Wang	Beelab Biotech Limited
Jenny	Yan	Beelab Biotech Limited
Benjamin	Thomsen	Blender Design Ltd
Oliver	McDermott	Blender Design Ltd
David	Perry	Buddle Findlay
Michael	Campbell	Campbell Brown Planning Limited
Lisa	Li	China Travel Service (NZ) Ltd
Lili	Wang	Chinese Herald Limited
Andy	Stevens	Coherent Solutions
Kevin(Heyang)	Sun	Conrad Properties Group
Cathy	Veninga	Designers Institute of New Zealand
Garry	Little	Digital Post Limited
Yingnan (Elizabeth)	Zhong	Digital Post Limited
Arani	Cuthbert	Diva Productions
Geraldine	Schnauer	DM Dunningham Ltd
Lu	Liu	Eastpac Corp Ltd
Kun (Richard)	Qian	ELC Group
Andy	Nock	Far North Holdings
Steven	Wong	Fresher Foods
Jiexiang	Zhou	Golden Key Development (NZ) Limited
Noah	Maffitt	First Light Capital/The Agency 88
Kenneth	Leong	Healthy Breath Limited
Shijia	Zheng	HLG Holding Limited

<b>Delegate First name</b>	<b>Delegate Last name</b>	<b>Company name</b>
Yikun	Zhang	HLG Holding Limited
Mohammed	Hikmet	HMI Technology
Hongyu (Carol)	Cheng	Hong Consulting Limited
Weiguo	Hong	Hong TaiChi Ltd
Steve	Finnigan	Images & Sound Ltd
Grant	Baker	Images & Sound Ltd
Wayne Weixiong	Huang	Institute of Commercial Education, NZ
Robson (Lixin)	Liang	International Education Fund Ltd.
Christopher	Boys	Katabolt
Vanessa	O'Neill	KPMG
Patrice	Feary	KPMG
Henry	Crothers	LandLAB
Brett	Telfer	Level Two
Arthur	Loo	Loo & Koo, Lawyers
Allen	Wu	Matakana Wines
Chrissy	Lu	Matakana Wines
Peter	Lai	Maurice Wilkins Centre
Rod	Dunbar	Maurice Wilkins Centre
Samantha	Ramlu	Method
Zhigang (Andy)	Chen	Methven Limited
Aaron	Latimer	Methven Limited
Gracie	MacKinlay	Mighty Ape
Alex	Qian	Miraka Limited
Hamish	Monk	Monk Mackenzie Architects
Dean	Mackenzie	Monk Mackenzie Architects
Jane (Jing)	Yang	New Zealand China Council
Chris	Payne	New Zealand Film Commission
Dave	Gibson	New Zealand Film Commission
Raymond	Suen	New Zealand Film Commission
Yan (Cecilia)	Zhen	NZ International Education Service
Lance	Hawke	Ngati Whaua Orakei
Marama	Royal	Ngati Whaua Orakei
Richard	King	NZ Goodness Limited
Tim	McCready	NZ INC.
Huibin	Zhou	NZ-AUS Real Estate World Ltd
Xueqin	Tan	NorthTec (Northland Polytechnic)
Will	Workman	NorthTec (Northland Polytechnic)
Bell	Cai	Oneone Health Group Limited
Clive	Spink	Pukeko Pictures

<b>Delegate First name</b>	<b>Delegate Last name</b>	<b>Company name</b>
Garth	Falconer	Reset Urban Design Ltd
Raymond	Chen	Siskin Trading Company Limited
Ally	Zhang	Skykiwi.com
Jack	Shepherd	Skykiwi.com
Justin	Hall	Smartfoods Limited
Alan	Stevns	Smartfoods Limited
Anton	Aalders	Spectrum
Aliesha	Staples	Staples VR
Yi	Yu	Synergy Planning Associates Ltd
Christopher	Thomson	Syrp
Melanie	Whittaker	Tāmaki Makaurau (Auckland) Design Alliance
Julia	Gatley	University of Auckland
Lee	Beattie	University of Auckland
Nicholas	Rae	Transurban Limited
Charles	You	Travelmore International Corp. Ltd
Rohan	Adarkar	VRx Ltd.
Jill	Chen	WeTech Ltd
Yingnan (Ivy)	Jiang	WeTech Ltd
Yuxin (Ken)	Huang	WeTech Ltd

