



Hi,

Whilst Anne and I are in Germany the first two weeks of this month, meeting with companies and associations, the team in the office (Sandy, Philippa, Eva and our two interns Thomas and Lisa) are performing daily miracles. There are a number of great events and workshops happening and planning for our annual publication Double the Vision is now underway - please book your advertising ASAP via the Mediakit 2016.

Shortly you will be receiving a formal invitation to our Ambassadors event but in the meantime please save the date: **Monday 30th May, lunchtime, Auckland** central venue - both the New Zealand Ambassador to Germany and the German Ambassador to New Zealand will be our guests on this occasion. This is one you should plan to be at and maybe bring some key clients/customers with you, All the best from Berlin - Happy reading!

Monique Surges  
CEO New Zealand German Business Association

PS: Check out the fundamental outlook for NZD/USD & NZD/EUR provided by NZGBA member NZForex

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#### TOP STORIES



#### An insight into Hamburg Sued and Ports of Auckland

Together with NZGBA member Hamburg Sued, the Ports of Auckland (POAL) opened its doors on April, 15. The NZGBA and a number of its members enjoyed an amazing, informative and at times challenging (for those afraid of heights) visit. Organised by Hamburg Sued in collaboration with POAL, we took a driven guided tour of the site and visited the "Spirit of Melbourne" vessel. We were informed in detail about the freight hub and its networks. It was an incredible event. Our special thanks go to Simon Edwards of Hamburg Sued and Craig Sain of POAL as well as photographer Susanne Loesser from Still and Moving Pictures for providing us with memorable pictures of the event.

Are you inspired and would like to organise your own special event? We offer the full range of event management services, from concept development to event follow-up. Contact Sandy Houkamau.



### Thanks for having your say

We were keen to find out how we could make our newsletter more relevant to you. The majority of respondents to our quick online survey liked the length and frequency of our newsletter. Events, German connections, what our members are up to and member specials were rated as top topics. A big thank you to those who took the time to answer the questions. Congratulations to the lucky winner of our draw: Andreas Ernst of Mercedes-Benz NZ Ltd.(picture). Although the response rate wasn't as high as we wished for, we received good input and take all suggestions seriously.

### Important reminders

Have you travelled to Germany and other EU countries in the past year? Then you can probably **claim back VAT!** Although we are not experts on this but we do have a professional partner you can utilise: Taxback International (TBI). [Click here to reach them.](#)  
*Deadline for sending in paperwork for 2015 claims: 15 May 2016 so don't delay!*



A free trade agreement between **Europe and New Zealand** is closer than ever. Do you have an opinion? The European Commission is gathering **feedback until 3 June 2016**. This is your chance to help improve EU-New Zealand trade and economic relationships. [Click here for more info.](#)

### Double-digit growth for digital health sector

What do you get when you cross an ageing population with an innovative digital business infrastructure and a world-class healthcare system? In Germany at least, you get a digital healthcare industry predicted to grow 21.4% between 2015 and 2020, when it will represent a significant share of the global industry's anticipated \$ 200 billion valuation. [Germany Trade & Invest explains.](#)

### Trade Show Reviews - Nuremberg



**IWA OutdoorClassics** from 4-7 March has managed to set new benchmarks. The leading international trade fair for hunting and shooting sports, outdoor equipment and civilian and official security needs saw a six percent rise in exhibitor numbers to 1,455 and welcomed 45,530 trade visitors from all over the world. The NZGBA sees this as an ideal trade fair for many NZ products and would like to see a stronger presence in 2017. For more information on registering email: [tradefairs@germantrade.co.nz](mailto:tradefairs@germantrade.co.nz)



The twin trade fair **FENSTERBAU FRONTALE and HOLZ-HANDWERK** from 16 to 19 of March 2016 confirmed its leading position with a record number of 110,581 experts from the wood and window industries visiting the show in Nuremberg.

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### OUR PREMIUM PARTNERS



### UPCOMING EVENTS IN NEW ZEALAND

**12 May 2016**  
Create tangible business value through

### TRADE FAIRS IN GERMANY

**26 - 29 May**  
Interzee, Nuremberg

Create tangible business value through  
**LCAs**  
Workshop Life Cycle Association of New Zealand, hosted @ the NZGBA  
Level 14, PwC Tower, 188 Quay Street, Auckland



24 May 2016  
**"Learning Languages has made my career"**  
Auckland University, City Campus, Business School, Case Room 3  
Monique Surges will be speaking to students at Auckland Uni, which might be of interest to members' offspring

26 May 2016  
**Negotiating with Germans**  
Workshop  
Hosted @ Bauer Media  
90 Wellesley St. Cityworks Depot



31 May – 2 June 2016  
**German Area at EMEX Auckland**



International Engineering Equipment and Machinery Exhibition



6 June 2016  
**Energy Efficiency & Renewables Industry Conference**  
Melbourne, Australia

9-10 June 2016  
**Energy Efficiency & Renewables in Buildings Trade Mission**  
Australia and New Zealand

**Check out the list of participants** and contacts if you are interested in a meeting.

29 June 2016  
**2016 NZGBA Annual General Meeting & Member Networking Evening**  
Hosted @ Miele, 8 College Hill Ponsonby



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International trade fair for the pet supplies industry.

31 May - 5 June 2016  
**ILA Air Show, Berlin**



International Aerospace Trade Show and Conferences at Berlin Brandenburg Airport

14 - 17 September 2016  
**GaLaBau, Nuremberg**



International trade fair for urban green and open spaces.

27 - 29 September 2016  
**FachPack, Nuremberg**



Top European trade fair for packaging.

2 - 7 September 2016  
**IFA, Berlin**



The world's largest trade show for consumer electronics and home appliances.

8 - 10 November 2016  
**BrauBeviale, Nuremberg**



Trade Fair for production and marketing of drinks.

Check out why exhibitors want to invest more money in trade fairs and the latest [trade fair news from AUMA](#), the German trade fair industry's umbrella organisation.

Information on upcoming trade fairs the [NZGBA represents is always available on our website](#), along with quick click through links to purchasing trade passes.

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Contact our **NZGBA Travel Team** now to talk about the **members discounted rates** on the new **Singapore Airlines flights to Dusseldorf!** Flight starts 21 July 2016.  
Ask too about the **special members fares** on Lufthansa and Air New Zealand to Germany.

## GERMAN CONNECTIONS

### Vestner acquires Engineering Business

The New Zealand subsidiary of Vestner, a German business specializing in elevator construction, has purchased assets of New Zealand Engineering Services. The latter will continue business operations as before but now under the Vestner 'umbrella', effective from 1st April 2016. Vestner was originally founded in Munich, Germany in the 1930s with the production of steam driven rope elevators and has remained a family run company since that time. [Read more.](#)

### Silver Fern Farms at Edeka

A trial in February has seen SFF-branded venison and lamb sold through 700 stores owned by Germany's largest supermarket EDEKA. The launch into Germany is the biggest to date for New Zealand largest meat cooperative. [Branded beef packs will be added in June.](#)

### Celebrating the Purity of German Beer

Germany's beer purity law celebrated its 500th birthday recently. The strict brewing rules are world-famous, but they also limit experimentation. Today, the law is the subject of a great debate. [German magazine Spiegel explains.](#)

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## MEMBER PROFILE



*Graeme Riley, Managing Director SAP NZ*

NZGBA member SAP New Zealand is the local unit of the world's biggest business management software company, which was founded in Germany more than four decades ago. In 1972, five entrepreneurs in Germany had a vision for the business potential of technology. Forty years later the company has office locations in more than 130 countries, including in New Zealand. SAP applications and services enable around 300 organisations in New Zealand to operate and grow sustainably. On April 14, 2016, [SAP has announced a strategic partnership with Ākina Foundation](#), a leading charity dedicated to growing social enterprises across New Zealand ([see pictures below](#)). Through the partnership, SAP will provide NZD 50,000 annually toward Ākina's core programmes. "The line between business outcomes and social outcomes is blurring," says Graeme Riley, Managing Director of SAP New Zealand. "Today, social impact and commercial success go hand in hand as more organisations align their business models toward a greater good."

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## OFFERS FOR MEMBERS AND NEWS



*Waterfront Suites Bay of Plenty*

[Special offer for NZGBA members: Winter holiday at a Heritage Boutique Hotel](#)

[Entertainment Books: the NZGBA office is selling these fantastic money saving books so order yours!](#)

[Business toolkit from Brita +++ Pacifica Productions doco about solar energy in](#)

## NEW MEMBERS & JOB PORTAL

A very warm welcome to all our new members

- Saxer Design Ltd.
- Kuehne + Nagel
- Jet Park Airport Hotel
- Still and Moving Pictures
- InTech GmbH & Co KG
- Herz Energietechnik GmbH
- Bread & Butter Bakery
- Kaeser Compressors
- Palazzo Kitchens & Appliances
- Vestner NZ Ltd

[Click here for more detailed information](#)

JOB PORTAL



[Predictions 2020 about solar energy in Tokelau](#) +++ [Miele launches integrated extractors](#) +++ [New website for Enterprise Recruitment](#) +++ [and a lot more](#)

#### EXECUTIVE MEMBERS



[Contact Sandy to become an executive member](#)

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#### JOB PORTAL

Please don't forget to check the job portal for potential new employees or possible interns. It is packed with information about the job market/situation here in New Zealand. Job and internship seekers, as well as NZGBA members offering vacant positions, can publish their request on the job portal.

[Access Job portal here](#)

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#### WATCH US WHILE WE WORK



NZGBA members enjoyed an informative visit at the



Ports of Auckland (POAL), which organised the event



in collaboration with Hamburg Sued.



NZGBA's Sandy takes a glimpse from up high.

#### SAP AND AKINA PARTNERSHIP



Deputy Prime Minister Bill English addressed the



audience when the strategic partnership



between SAP and charity Akina was announced at



Wellington's Te Papa Museum on April 15.

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Editor: Doris Evans  
New Zealand German Business Association Inc  
Level 14, PwC Tower, 188 Quay Street,  
Auckland 1010, New Zealand

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