
WHY “MADE IN GERMANY” IS GOOD FOR NEW ZEALAND

Without doubt, many building and construction companies have marked their calendars with a big red cross this month. The largest pan-industry gathering for industry professionals is going to hit the ASB Showgrounds in Auckland: BuildNZ is back. For over 30 years this leading trade event has been the perfect occasion to touch base with existing and new clients, to share ideas and showcase the latest products, plus of course to develop business relationships. From the 23rd to 25th of June the organisers will welcome over 200 exhibitors and expect more than 5,000 industry visitors to be on the lookout for the latest innovations.

Made in Germany

Since 2011 the ‘Made in Germany’ pavilion initiated by the German-New Zealand Chamber of Commerce (GNZCC) is recognised as an important part of BuildNZ. This year GNZCC will host 11 leaders in German building technology and energy efficiency. Some are already established in NZ others will launch or showcase their products for the very first time. We asked our co-exhibitors why it is important to be present at such a special trade event and what their goals and expectations are.

German Know-How plus Kiwi Ingenuity

When we asked our exhibiting companies, what the label ‘Made in Germany’ means to them, their answers were quite unanimous: quality, precision and innovation followed by tested, proven and reliable. Those characteristics became a trademark for products made by German businesses and shape the opinions and expectations of their clients all around the world. We also asked the exhibitors which characteristics best describe the building and construction industry in New Zealand and got quite mixed views. On the one hand, the industry was called unorganised, slow, poorly

regulated and underdeveloped. But in contrast to that, it’s also been described as compliant, growing, changing and innovative.

New Zealand’s building and construction industry is, compared to Germany, a relatively young one and it’s growing rapidly. The construction sector is closely linked to the growth of New Zealand’s economy. NZ’s Government has a lot of influence on the industry. Recently launched programmes such as ‘KiwiBuild’ which is working to provide 100,000 new homes for first home buyers over the next 10 years showcase that the Government is relying on the capability of building and construction professionals.

New Zealand has the chance to collaborate with the best suppliers worldwide to get all building projects done well. Therefore, it needs trade shows like BuildNZ that act as a platform and which brings industry professionals together and showcases the newest products in the market.

Maintain and Establish Business Relationships

Experienced and established exhibitors such as Pro Clima NZ Ltd appreciate the positive response they get at their stand in the German pavilion and are already in their seventh year at BuildNZ. Business Strategy & Communication Manager Iva Sajdl calls the trade show

a “good nationwide networking opportunity with new and existing customers but also other suppliers.” Pro Clima enables healthy living conditions by protecting building structures from external and internal moisture damage for families, schools and businesses. Healthier living and energy efficiency are broadly discussed topics in New Zealand, which brings new companies like FlyingSpaces Construction NZ Ltd to the German pavilion for the first time. They manufacture ‘Passive Houses’ on site in their factory in Germany and ship them to New Zealand all ready to live in. Dean Dalton of FlyingSpaces Construction NZ Ltd is looking forward to launching their innovative building technique at BuildNZ.

If such launches are successful they can provide good grounds for German companies to manufacture in New Zealand as well. A good example for this is Stiebel Eltron NZ Ltd who provide German engineered instant hot water systems, heat pumps and ventilation systems for Kiwi homes. Kimberly Jayne, Marketing Manager at STIEBEL ELTRON states: “It has been important for us to also show Stiebel Eltron is now in New Zealand as the manufacturer and not just an agent, this is a benefit to the industry knowing who they are dealing with.”

More German Innovations for NZ

The expectations of our exhibitors for this leading trade event are high. They hope to get more exposure to key persons like designers to let them know there are different types of technology and construction solutions in the market. First time exhibitor Canstaff is a specialised recruitment agency for New Zealand Construction, Engineering, Civil Construction, Logistics and Manufacturing sectors. Asked about why New Zealand needs more innovative products for their building industry Canstaff spokesperson Trina Moore states: “New Zealand is a growing country (...) and has a unique climate as an island nation. As the country grows within a very long and thin landmass we need to have the most innovative technology and ideas to cater to our environment and the infrastructure needed and to cater to population growth which includes road and city planning.” Würth New Zealand

Ltd Division Team Manager Jason Toovey believes the efficiency of German products is something the Kiwi building industry can hugely benefit from. In his opinion, products that are ‘Made in Germany’ like Würth’s assembly and fastening materials, not only offer superior quality but also result in dramatic time-saving. Also, a factor that should not be underestimated is cost. Good, healthy and sustainable houses don’t necessarily need to be pricey nowadays. Quite contrary costs can be minimised by making the right product choice. Iva Sajdl of Pro Clima NZ Ltd reckons that there is an “opportunity for NZ to eliminate or skip problems that have been dealt with previously by Germany and other countries thus minimising risk, reducing costs and improving and maintaining the health of New Zealanders.”

©Alexandra Falk