New Zealand Asia Institute

Enhancing New Zealand’s understanding of and engagement with Asia

The New Zealand Asia Institute (NZAI) undertakes research that promotes engagement with Asia, provides a forum for informed debate and offers a bridge to Asia-related expertise and research within the University of Auckland. NZAI was established in 1995 in response to the growing importance of Asia to New Zealand politically, economically and culturally.

Based at the University of Auckland Business School, NZAI is a university-level research institute that draws on the wide body of knowledge available in the University, with a number of core research projects being undertaken by faculty and PhD students.

We also work collaboratively with research institutes and researchers throughout Asia on research projects, programmes and conferences that enhance our understanding of Asia’s transformation.

NZAI engages widely with corporate, government and other stakeholders.

NZAI Staff and Management Committee 2019

Charles Chow  Asia Network Adviser
Xin Chen  Research Fellow
Benjamin Fath  Project Manager
Antje Fiedler  Director of the China Studies Centre
Natasha Hamilton-Hart  Director NZAI and Director of the Southeast Asia Studies Centre
Mark Mullins  Director of the Japan Studies Centre
Yuri Seo  Director of the Korea Studies Centre
Christina Stringer  Associate Director
Dinah Towle  Office Manager
The New Zealand Asia Institute was active on different fronts in 2019. As well as a busy schedule of seminars and conferences, we also undertook a significant new research project and engaged in a review process designed to ensure we remain relevant and optimally focused. Our major research initiative for 2019 was a series of reports on our research theme of NZ Inc Competing Abroad. Produced for the Latin America CAPE, North Asia CAPE and Southeast Asia CAPE, the 21 reports (listed in Appendices here) profile 18 innovative New Zealand companies that have ventured into regional markets. Three reports provide analysis of consumer responsiveness to New Zealand-related advertising cues in Mexico, Indonesia and Korea. The business case studies identify the key challenges faced by our partner group of large and small New Zealand firms in different countries, as well the strategies adopted by each firm. Given that New Zealand companies typically have features that set them apart from the large North American, European and East Asian companies that more often feature in business cases, we aimed to generate lessons of specific relevance to New Zealand companies and those who advise them as they venture abroad. The NZAI research team is extremely grateful to those from the case study companies who so generously shared their insights.

The Institute engaged in an intensive review of its performance and purpose over the course of the year. An external review panel assessed our activities and agenda, with a visit to the Business School and interviews with key stakeholders in April. One of the panel’s recommendations was that NZAI review its mission and goals to ensure ongoing relevance and consistency with current conditions within the University and in our wider environment. As a result, a working group began a process of consultation to rewrite our mission and objectives, which have since been incorporated into a written charter for the New Zealand Asia Institute. I hope that the revised mission and objectives, included later in this report, will put us in a position to continue to build the Institute’s contribution inside and outside the University.

The NZAI annual student-led conference, Asia Savvy, was a highlight for the year. In 2019 the conference theme was Build a Career for the Asian Century and, as in previous years, the conference attracted the active participation of a wonderful group of highly-engaged student participants. As described in the conference report below, we were lucky to be able to gather an inspirational set of speakers for the day, who shared their career highlights and lessons learned along the way. As always, we depend on many people to make the day enriching and enjoyable. In addition to our sponsors, listed at the end of this report, I acknowledge the hard work of the student organising committee, ably stewarded by Dinah Towle and Deepika Jindal.

Our other activities are described in the rest of this report, which provides a record of the seminars, discussions and research activity we have been engaged in. I would like to thank all of our staff, management committee members and supporters, including our generous and expert Strategic Advisory Board members.

Professor Natasha Hamilton-Hart
Director
New Zealand Asia Institute
Events and activities: Highlights for 2019

Build a career for the Asian century: Asia Savvy 2019

Dinah Towle

This year’s Asia Savvy conference was all about encouraging students to stay open to reaching out and learning about engaging with Asia and developing skills to navigate and succeed in a globally connected and culturally diverse world. The speakers were from diverse backgrounds such as government and industry, providing multiple perspectives on the topics including their own personal career stories and experiences. Students were encouraged to work on identifying and strengthening their personal key areas of knowledge, skill, and capability and aligning these with the requirements of the Asian century. They emphasised the importance of in-depth learning and understanding cultural nuances and country backgrounds, as well as building authentic relationships with other cultures.

The conference held two workshops for the attendees:

- ‘Networking and Navigating Asia’, challenging students to move out of their comfort zones, expand their networks, improve their cultural awareness and hone their relationship-building skills.
- ‘What to do before and after an internship in Asia to get the best from it’, led by recipients of the Asia New Zealand Foundation’s Internship Programme who gave their take on how to get the best out of internships in Asia from their own recent experiences in Asia.

Thanks to the generosity of International Volunteers HQ, a New Zealand-based volunteer travel company that operates internationally, one of the best essayists was awarded a two-week volunteer experience in Asia.
Migrant workers from Asia among victims of exploitation in New Zealand

Christina Stringer

Over recent years a growing number of media reports have highlighted the exploitation of temporary migrants in New Zealand. In 2019, along with Professor Francis Collins from the University of Waikato, I undertook empirical research into temporary migrant worker exploitation in New Zealand. The research was undertaken on behalf of the Ministry of Business, Innovation and Employment as part of their policy work to address exploitation.

Our research explored both the drivers and consequences of the workplace exploitation of temporary migrants. Of the 64 temporary migrant workers interviewed, 55 of them were from Asia. Of note were those from Asia employed as farm and construction workers (largely people from the Philippines) as well as people from India and China in various hospitality, food, trade and retail occupations.

Each of these nationalities and occupations appear as areas where exploitation has been reported both in media accounts as well as in our own interviews. Our findings highlighted the significance of immigration settings, business models, exclusion from the mainstream labour market, and weaknesses in information provision and enforcement.

External to the University in 2019, I was a member of the New Zealand Government’s Consultative Group on Trafficking and a member of the Modern Slavery and Worker Exploitation Advisory Group. The latter chaired by the New Zealand Human Rights Commission and the Anglican Diocese of Wellington.

In support of its mission, the NZAI is tasked with pursuing the following objectives:

1. To produce high quality research outputs that contribute to knowledge of the economies, business systems and societies of Asia.
2. To undertake and support research relevant to New Zealand stakeholders in business and government who aim to build successful relationships in Asia.
3. To disseminate and socialize research findings in the form of policy advice and case study analyses to stakeholders within and beyond the University, with the aim of promoting research impact through engagement with stakeholders.
4. To carry out outreach activities using a variety of media channels, events and other forms of public engagement in order to increase awareness, interest in and understanding of Asia and New Zealand’s relationships with Asia.
5. To support the development of Asia expertise within the University through facilitating research opportunities, building collaborative relationships and nurturing communities of Asia-focused researchers.
6. To support the acquisition of Asia-ready competencies within and outside the University through the development of educational materials, provision of curriculum support and delivery of workshops and short courses.
7. To maintain relationships and coordinate activities with key actors within the University and with other New Zealand organizations with aligned missions.

Jerry He: new Strategic Advisory Board member

We were delighted to welcome Jerry He to the New Zealand Asia Institute Strategic Advisory Board in 2019. Jerry joins Board members Mitchell Pham (chair), Chye Kiah Heng (deputy chair), Matthew Abel, Celia Caughhey, Ian Kennedy, Jo Kim and In드리다 Soemardjan. He is currently Chairman of the New Zealand Green Industry Association (NZGIA), comprised of members from food manufacturers, food technologists, distribution channels as well as raw material suppliers. Previously, Jerry’s work with NZGIA involved advising New Zealand SME businesses to source advice on import/export, distribution channels and investment capital in China, as well as working with distribution channels such as Alibaba Group, China Shipping and Walmart.

With his wealth of experience relating to New Zealand-China relationships, Jerry He brings valuable China expertise to the Board.

The Strategic Advisory Board was formed in 2018 and is made up of high-calibre individuals who bring a broad range of experience, knowledge and connections to the Institute. The board’s purpose is to support the NZAI by acting as a central point of linkage between the NZAI and leaders outside the University sphere. In 2019, the Strategic Advisory Board provided significant support to the NZAI with hugely important advice and facilitation for our series of case studies of New Zealand firms venturing into regional markets.

Renewed Mission for the New Zealand Asia Institute

As a result of the external review of the New Zealand Asia Institute in 2019, the Institute consulted with stakeholders to revise its statement of mission and objectives, which had not been updated since 2001 and 1995 respectively. The result is the following statement of mission and objectives, which have been incorporated in a charter for the NZAI:

The mission of the NZAI is to:

1. Undertake, support and disseminate research that addresses the needs of New Zealanders for improved understanding of contemporary Asia.
2. Provide visibility and leadership for the development of research expertise on Asia within the University.
3. Contribute to building the capabilities of New Zealand business and government to develop productive relationships in Asia.
4. Contribute to developing Asia-relevant awareness, skills and knowledge among students.
5. To support the development of Asia expertise within the University through facilitating research opportunities, building collaborative relationships and nurturing communities of Asia-focused researchers.
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**Thailand Focus: Three Emerging Scholars**

By lucky coincidence, three PhD candidates with a common interest in Thailand began their doctoral studies at the University of Auckland at roughly the same time. In 2019, they were all in the late stages of carrying out and writing up their research based on extensive fieldwork in Thailand. Ming Arisarawan, in the Faculty of Arts, studies development and trade relations between New Zealand and Thailand. Nicholas Borroz, who holds an NZAI doctoral scholarship funded by the Matthew S. Abel trust, studies how New Zealand and Singapore support business internationalisation in Thailand. Nick Polahan, who along with Nicholas Borroz is also in the Faculty of Business and Economics, studies banking sector liberalisation in Thailand. Here they provide a glimpse of their research.

**Ming Arisarawan**

I study the linkage between trade and development assistance, particularly how these two policy areas interact. By using Thailand and New Zealand’s trade and development relations in the dairy sector as a case study, I explore the interactive process of discourse. I study ideas, narratives, mechanisms, and strategies that shape bilateral engagement.

My findings suggest development assistance is often employed instrumentally to facilitate trade negotiation. A recipient country’s needs are taken into account, but the extent to which the needs inform development assistance programs depends on the circumstances. I find that liberalisation is often narrated as necessary for economic growth. In my case study, technology-transfer opportunities are framed as mutually beneficial ways to rescue Thailand’s dairy sector.

**Nicholas Borroz**

I study how governments compare in terms of supporting business internationalisation, specifically comparing how New Zealand and Singapore support business in Thailand. I theorise New Zealand has a laissez-faire approach and Singapore has a more interventionist approach.

My findings conform to theory. New Zealand and Singapore have different perspectives on government’s appropriate role in markets. New Zealand government workers believe in a hands-off approach. Singaporean government workers believe government should “steer” markets. This leads to differences in how each government supports businesses going to Thailand. Briefly, the differences are as follows: New Zealand favours supporting successful firms with consulting assistance, and Singapore prefers supporting firms in planned business areas with financial incentives. There is of course more nuance, but that is the essential difference.

**Nick Polahan**

I study variance in financial liberalisation, particularly the liberalisation of trade in banking services. Drawing from perspectives of economic theory, political science, and sociology, my theory predicts that banking regulators’ educational backgrounds and career experiences help explain variations in a country’s banking sector openness.

In Thailand, I have found empirical evidence that suggests that openness is more likely to happen when banking regulators have educational backgrounds in economics and career backgrounds in the public sector. Openness is less likely to happen, on the other hand, when banking regulators have non-economic educational backgrounds and private-sector careers.

A key implication of this research is that banking regulators’ educational and career backgrounds affect their countries’ banking sector openness. Banking regulators can influence economic returns of foreign banks in various ways – they can affect terms of entry, operations, or exit, even before governments form new laws. This research seeks to raise awareness about the growing importance of regulatory agencies in our societies, and also to address the normative question of whether public policy should be conducted by rules or discretion.

Taking a break at a seafood restaurant outside Thailand’s old capital of Ayutthaya
Xin Chen

At the invitation of the Institute for China-U.S. People to People Exchange at Peking University, some NZAI staff and research associates participated in the initiation, planning and organisation of the international symposium, “The Pacific Island Region in the “Pacific Century”: Competition, Coordination, Inclusive Participation”, hosted by the Institute for China-U.S. People-to-People Exchange in Beijing on 2–3 November. Seventeen scholars from eleven universities and research institutions in China, New Zealand and Australia spoke at the symposium.

If the 20th century could be represented as the “Trans-Atlantic Century,” the 21st century may well become known as the “Trans-Pacific Century”. Reflecting the rising importance of East Asian countries and trans-Pacific relations in the global economy and politics, however, discussions of the “Pacific Century” seem to have been focusing on geo-economic developments only in the rim countries of the Pacific. The island nations scattered across the Pacific between the rims remain largely overlooked.

Yet, small and dispersed as they are, the island countries are not the “black hole” of the huge pan-Pacific “doughnut”. They are instead an increasingly important link between Asia and the Americas, and play an important role in sustaining the stability of the global environment. Furthermore, their rich tourism, marine and mineral resources and their fast-growing youth population may help satisfy mounting leisure, dietary and care-service demands of the bulging but aging middle class in the populous Pacific Rim countries. Additionally, while their small size and remoteness from major markets hinder their efforts to reduce aid dependency, their geostrategic locations continue to prove attractive to external donors and investors. The expanding activities of external players do indeed frequently drag the island countries into power politics and competition. Yet greater external interest also provides island leaders with more options for economic partnerships, and likely opportunities to leverage strategic anxieties of regional as well as external powers to their own advantage.

In spite of their enhanced strategic importance however, the Pacific Island countries continue to rank among the most vulnerable to impacts of natural hazards. Worse still, climate change has the potential to not only increase the frequency and intensity of already recurring natural disasters, but also to bring new threats, particularly in the form of marine life losses and islands being swallowed by rising seas. Climate adaptation initiatives and policies could open up new economic opportunities for the Pacific island countries. At the same time, their fight for physical survival may also complicate their efforts to speed up economic growth to combat poverty and raise living standards.

Yet given that the Pacific countries’ economic growth and risk mitigation endeavours are tied with the destiny of the planet, regional and external donors and investors should work harder with local communities in coordinating diverse agendas and forging issue and project-based partnerships. After all, the island states are integral members of the wider Pacific community. Without their active involvement, the “Pacific Century” may remain little more than a myth.

The discussions at the symposium thus focused on how assistance-providing countries and organisations might help the Pacific island nations set a course towards middle-income economy status, how regional and external donors and investors should avoid behaving like benevolent caretakers, big brothers, or manipulative money-lenders; and how international traders should consult with island leaders and entrepreneurs to mitigate adverse consequences of abrupt globalisation in small island economies. The discussion papers are anticipated to be published in a journal special issue in 2021.

Korea Studies Centre

Yuri Seo

2019 was a productive year for the Korean Studies Centre. Just to highlight a few achievements, we have successfully organised the inaugural symposium on “Frontiers in Asian Consumer Research” that took place at the University of Auckland Business School in late November. The aim of this event was to share the findings from recent research projects conducted by the Korean Studies Centre research associates, and enable scholars from Australia, Korea and New Zealand to build connections that would help them to foster more research projects on consumer behaviour in Asia. The symposium was attended by 18 scholars who conduct research on Asian consumers from the University of Auckland, Victoria University of Wellington, Massey University, Auckland University of Technology, Monash University (Australia), and Korea University (Korea). The keynote speech was delivered by Professor Jong Won Park (Korea University), a renowned expert on consumer psychology. The Korea Studies Centre is planning to use this event as a future platform to share research findings on Asian consumer behaviour with a wider community of academics and practitioners.

In another event, the Korea Studies Centre and Korean Scholars of Marketing Science hosted an annual joint symposium on Asian Wellbeing in Seoul at Korea University. The symposium was attended by the Faculty, PhD, and masters students from the University of Auckland, Yonsei University (Korea), Kyungpook National University (Korea), and Dongguk University. This annual event helps the centre to maintain relationships and exchange ideas with the leading universities in Korea.

Finally, Dr Yuri Seo, Dr Felix Septianto, and Dr Ilaisaane Fifita have completed several research projects that shed light on the contemporary aspects of marketing and popular culture in Korea, including why organic food in Korea has become a fashion statement, and how the globalisation of Korean popular music (K-pop) influences Korean consumers at home and international consumers abroad. Some findings from these projects have been already published by major business and cultural studies journals, and were recognised with best paper awards at international conferences, such as the Consumer Culture Theory Conference (Montreal, Canada) and at the Australia and New Zealand Marketing Conference (Wellington, New Zealand).

In addition to these achievements, the Korea Studies Centre was active in supporting the expansion of knowledge about Korea with the University of Auckland through seminars, lectures and by networking among staff and students with Korea-related interests, as well as supporting scholars in Korean Studies visiting Auckland for research purposes, and by assisting the University of Auckland staff with enhancement of their Korean Studies activities. One of the highlights of the year was the hosting - in cooperation with the Consulate of the Republic of Korea in Auckland of the Korean Cinerama Trust, a public talk by Mr Darcy Paquet. The talk on the ‘The Global Aspirations of South Korea’s Film Industry’ was supported by the Academy of Korean Studies’ Core University Program for Korean Studies (CUPKS) programme anchored in the Faculty of Arts. Mr Paquet teaches at the International Film Business Academy at the Busan Asian Film School in South Korea, but may now be more famous as the person responsible for the English language subtitling of the film “Parasite” which captured the Best Picture Award at the Academy Awards in 2020.
China Studies Centre: Growing a research community

Antje Fiedler

Over the year, the China Studies Centre continued to build a community for researchers interested in China. In addition to hosting academic meetings and seminars, the Centre’s events provided opportunities for student engagement.

One of the highlights for these student-oriented activities was a series of highly interactive, hands-on statistics workshops mainly targeted at PhD students interested in China Studies. These were facilitated by Dr Benjamin Fath and not only aimed to build research related skills but also to facilitate networking amongst participants across different faculties. For example, the introduction workshop focused on how to read and interpret the regression tables in academic articles, how regression analysis works, why it is so commonly used in research, and what are common limitations of regression analysis. The more advanced workshop aimed to make the topics of latent variables (measuring what we cannot directly see) and statistical moderation accessible to non-statisticians. The workshops were very popular and frequently oversubscribed, showing that there was an appetite for students to further develop their research skills outside of formal research methods courses and to engage with their peers. After the session, PhD students had opportunities for informal networking and shared their own research projects in China, as well as other regions. In 2019, over 80 students participated in four different workshops during the year and feedback was overwhelmingly positive. Follow-up workshops are planned for 2020.

Another interesting opportunity targeted at the student community of the University of Auckland was a strategy workshop investigating strategies that New Zealand firms can employ when growing into Asian markets. This workshop was coordinated by Dr Antje Fiedler and Jo Wright, alongside Zino Ventures, a New Zealand based Chinese venture capital firm and innovation hub. The Zino Ventures team lined up a series of speakers and guests on different entrepreneurial topics related to the NZ start-up community and Chinese Venture capital, including Wang and Ferris Lu from Zino Ventures, Jason Li, founder of Delta Capital, a Chinese venture fund with more than 1 billion venture capital since 2011, and Fraser Liggett, Economic Development Programme Manager at Enterprise Dunedin. The speakers presented insights and strategies from their portfolio companies, mainly technology-oriented firms, and their strategy for the China market.

Dr Ben Fath, Statistics for non-statisticians, February 2019

We also learned about benefits for New Zealand technology firms to be part of the venture portfolio. After these interesting talks, students were given a real life business challenge and had to prepare short presentations in small teams. The day concluded with students presenting their ideas to the start-up industry experts.

Japan Studies Centre

Mark Mullins

The Consulate-General of Japan in Auckland hosted a presentation of ‘The Order of the Rising Sun, Golden Rays with Neck Ribbon’ for Mark’s contribution to promoting academic exchanges and mutual understanding between Japan and New Zealand.

Mark Mullins receiving the award from Mr Minoru Kikuchi, Consul-General, Consulate-General of Japan in Auckland
Southeast Asia Study Centre

Natasha Hamilton-Hart

One of the highlights among our Southeast Asia-related seminars in 2019 was the evening talk by Andreas Harsono, an Indonesian human rights activist, journalist and author. The event drew a large audience of students from the University of Auckland and AUT as well as members of the public. Pak Andreas took us through parts of his newly-launched book, Race, Islam and Power: Ethnic and Religious Violence in Post-Suharto Indonesia, presenting a vivid picture of the shifting and diverse outbreaks of ethnic and religiously-tinged violence in Indonesia from the tumultuous post-crisis years of the late 1990s and early 2000s to the disturbing, albeit smaller-scale, patterns of violence more recently.

The University’s bookshop, ubiq, very efficiently and kindly rushed to bring copies of the book to the seminar so people could get their copy signed by the author.

Staying with an Indonesian theme, the Southeast Asia Study Centre was glad to continue our periodic evening classes in Indonesian language, in cooperation with the Indonesia Centre at AUT. Thanks to all our instructors who came in, some at short notice due to unforeseen events: Carissa Paramita, Nelly Martin, Jony Eko Yulianto and Graeme MacRae.

Indonesian language learners with instructors Carissa Paramita and Jony Eko Yulianto
Appendices

Seminars and events

- “Asian Development Bank Outlook 2019”, seminar by Valerie Mercer-Blackman, Senior Economist, ADB, jointly organised with the Office of the Pro-Vice Chancellor Pacific and NZ APEC Studies Centre (5 April)
- “Hands-on experiences interning and volunteering in Asia”, Asia Savvy networking event, discussion with three panelists recently returned from interning for organisations based in Asia (1 May).
- “Chinese politics and the economy, and Australia-China relations”, roundtable with Prof James Laurenceson, University of Technology Sydney (7 May).
- “Rodrigo Duterte as ideology: Why people love him despite his flaws”, seminar by Prof Antonio Contreras, De La Salle University, Philippines (13 May).
- Roundtable with delegation from China’s Foreign Ministry membered by Zhang Junbai, Former Ambassador to Australia, Su Xiaohui, Deputy Director of Department of International and Strategic Studies at the China Institute of International Studies, and Shen Weizhu, Third Secretary, North American and Oceanian Affairs Dept, China’s Foreign Ministry (20 June).
- “A glimpse inside North Korea”, seminar by Jean Lee, award-winning Pulitzer Prize-nominated writer, expert on North Korea, and contributor to New York Times and Esquire magazine (30 July).
- “Identity with Hilary Chung”, charity event jointly organised with NZCTA (6 August).
- “Economic Integration Processes in East Asia And South Asia”, roundtable with Dr Ganeshan Wignaraja, Chair of the Global Economy Programme at the Lakshman Kadirgamar Institute of International Relations and Strategic Studies in Colombo, Sri Lanka, jointly organised with NZ APEC Studies Centre (20 August).
- “Asia Pacific economic integration and China-NZ trade and investment cooperation”, roundtable with a seven-person delegation from China’s National Development and Reform Commission, jointly organised with the NZ APEC Centre (29 October).

China Studies Centre

- “Strategies for growing business in Asian markets”, workshop jointly organised with Zino Ventures, featuring five speakers from Zino Ventures and Merlot Aero Ltd (11 February).
- “Statistics for non-statisticians”, workshop led by Dr Ben Fath from GSM for research students (19 February).
- “Statistics for non-statisticians II”, workshop led by Dr Ben Fath from GSM for research students (12 May).
- “Statistics in a day workshop for PhD students”, workshop led by Dr Ben Fath and Dr Antje Fiedler from GSM (9 December).
- “Hong Kong protests”, roundtable with Prof William Hayward from the University of Hong Kong (17 December).

Japan Studies Centre

- “Of Buddhist Law and ‘White Person’s Law’: Thinking again about Law, Religion and Conflict”, seminar by Prof Ben Schonthal, University of Otago (27 March).
- Postgraduate Academic English programme for 12 MA/PhD students and two professors from the University of Tokyo, jointly offered with the University English Academy (March).
- “Defence of Japan”, seminar by Rear Admiral Daisuke Kajimoto, Commander of the Japan Training Squadron of the Japan Maritime Self-Defence Force (15 September).

Korea Studies Centre

- “The Global Aspirations of South Korea’s Film Industry”, seminar by Darcy Paquet, Busan Asian Film School, Korea (24 September).
- “Somewhere out there: How satellite sub-cultures cope with double marginalisation”, seminar by Dr Angela Gracia B. Cruz, Monash University (27 November).

Southeast Asian Studies Centre

- “ASEAN @ 50”, roundtable with Prof Anies Arugay from the University of the Philippines and Dr Nguyen Duc Than from the Vietnam Institute for Economic and Policy Research (13 February).
- “Is New Zealand Prepared for the ‘Indo-Pacific’ Era?”, seminar by Dr Thitinan Pongsudhirak, Chulalongkorn University, Bangkok (21 February).
- Indonesian language course, jointly offered with the AUT Indonesia Centre and SEA CAPE (30 May to 4 July).
- Indonesian language course, jointly offered with the AUT Indonesia Centre and SEA CAPE (3 October to 7 November).
- “Race, Islam and power in post-Suharto Indonesia”, seminar by Andreas Harsono, Jakarta-based author, journalist and Indonesia analyst (22 August).

Visiting scholars

- Prof Dai Yilai, Beijing Normal University, Zhuhai (July 2018-July 2019).
- Prof Jongwon Park, Korea University, Seoul (January-February 2019).
- Prof Luo Jing, Hubei University of Arts and Science, China (February-March 2020).
- Hiro Fujimoto, PhD candidate, University of Tokyo (April 2019).
- Prof Antonio Contreras, De La Salle University, Philippines (28 April-19 May 2019).
- Dr Meng Shuyun, Qilu University of Technology (May 2019-May 2020).

Conferences

International conference on ”Peace and Prosperity in Pacific-Asia in the Age of US-China Strategic Competition”, jointly organised with the Keck Centre for International and Strategic Studies, Claremont McKenna College, USA. The conference featured 13 speakers from the University of Auckland, Claremont Graduate University, Stanford University, University of Tokyo, Australian National University, University of Massey and the University of Canterbury (19 March).
2019 Asia Savvy Conference on “Build a Career for the Asian Century” featuring eight speakers from the University of Auckland, the University of Waikato, the Cabinet of the Prime Minister, Asia New Zealand Foundation and four New Zealand and offshore commercial organisations (24 September).

2019 Korea Study Centre “Frontiers in Asian Consumer Research Symposium”, hosting speakers from Victoria University of Wellington, the University of Auckland, Auckland University of Technology and Korea University Business School (27-28 November).

Publications

Research Snapshots (e-series):

- No. 17. “Organic food as luxury fashion in South Korea”
- No. 18. “How customer loyalty programmes can leverage pride and happiness: evidence from Malaysia and Indonesia”
- No. 19. “How neighbours influence trade: Evidence from Bangladesh”
- No. 20. “Why do Firms Locate Close to Others? The Influence of Institutions on Supplier Firms”
- No. 21. “Indonesia wants to be self-sufficient in food: can it achieve this goal?”
- No. 22. “Advertising to leverage positive emotions and past performance: Evidence from Indonesia and the US”
- No. 23. “How demographics and morality shape personalised charitable giving: a new approach from Indonesia”
- No. 24. “Competition, innovation and new company growth: evidence from NZ”
- No. 25. “How Chinese firms internationalise through ‘institutional work’”
- No. 26. “Friend Recommendations and Social Media Advertising: Koreans are different from Americans”
- No. 27. “How (and when) emotions towards countries and their products shape consumer responses to advertising: a Malaysian study”

Asia Echo: January, February, April, May, June, July, August, September, October, November and December issues (e-series).


https://cdn.auckland.ac.nz/assets/business/about/our-research/research-institutes-and-centres/NZAI/Asia%20Savvy%20Conference%20eBook%202019.pdf

NZAI 2018 Annual Report (e-publication)


Report Series for the Centres of Asia Pacific Excellence

- Antje Fiedler, Natasha Hamilton-Hart and Andrea Hooi (2019). "Revolution Fibres: bringing the nanofibre revolution to Asia and the world."
- Antje Fiedler and Andrea Hooi (2019). "EcoStore: Helping families care for their homes, their health and the world."

Staff publications


Conferences and seminar presentations by NZAI staff

Xin Chen
- Co-organised "The Pacific Island Region in the "Pacific Century: Competition, Coordination, Inclusive Participation Symposium", Peking University, 2-3 November.

Natasha Hamilton-Hart
- Participant, MFAT-CSS NZ-US Strategic Outreach Programme Track II dialogues in Los Angeles and Washington DC, 18-22 March.
- "China and Southeast Asia commercial relationships." Briefing, China Capable Public Service masterclass, Wellington, 13 June.
- "How do NZ firms deal with challenges and opportunities in Southeast Asia?" Presentation to the ASEAN-NZ Business Council, ASEAN Forum 2019, 17 September.
- "Export Challenges: New Zealand SMEs." Presentation to the CPTPP SME Panel, Auckland, 8 October.
- "Southeast Asia and the Belt and Road Initiative.” Presentation, China Capable Public Service masterclass, Wellington, 9 November.
- Participant, US State Department academic study tour to INDPACOM, Hawaii, 9-13 December.

Yuri Seo
- Chaired the 2019 NZAI – GAMMA Symposium on Consumer Research and Wellbeing in Asia and Beyond, KSMS, Korea University, Seoul, 16-17 November.

Media columns and outreach

Natasha Hamilton-Hart
- "New Zealand is between Huawei and a hard place.” Newshub, 14 August.

Xin Chen
- "‘Thinking big: New Zealand’s growing pains as population nears 5 million”, interviewed by Harriet Sherwood, The Guardian (online), 4 November.

Mark Mullins
- "The Japanese Christians Forced to Trample on Christ” Interviewed by Yvette Tan, BBC News: Asia, 24 November.
- “Through the Looking Glass: The Imperial Succession Highlights Shinto’s Muddled Status in Japan,” interview for The Economist (Print Edition Asia) 2 May.

Awards

Mark Mullins:
- Receiving an award for “The Order of the Rising Sun, Golden Rays with Neck Ribbon’, from the Japanese government as one of the foreign recipients of the 2019 Autumn Conferment of Decorations of imperial awards. This award was for ‘contributed to promoting academic exchanges and mutual understanding between Japan and New Zealand’.
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- CUPKS (Core University Programme in Korean Studies)
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- Gongcha
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- Kimchi Project
- Korea Foundation
- Language school UOA
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- University of Auckland English Language Academy

Thank you
The Chinese Scholars’ garden at the icon Hamilton Gardens, New Zealand.