NZ to China

China is a daunting prospect for a small New Zealand company looking to new markets, so John Brooks Ltd, a leader in water pump control systems for diary farms and wineries, teamed up with The University of Auckland for help.

Students on the MBA International Business Course were given a real-world project to pursue: they identified Guangzhou as southern China as having potential in fashion and distribution partners for John Brooks Ltd, which has 76 employees across New Zealand.

The students researched and connected potential partners in Guangzhou and raised money to travel to China to continue their investigations. Armed with training from New Zealand Trade and Enterprise and members of the New Zealand China Trade Association, they met local companies and distributors.

After gathering information the students prepared a report for John Brooks Ltd: it found profitable opportunities in China and recommended a two-phase entry strategy to gain and grow market-share and to protect intellectual property.

“Phitek says we have delivered them a blueprint that will allow a successful market entry by embracing new venue, high-quality stores and duty-free shops,” says team leader Brad Weekly. “Our team’s modelling conservatively projected profitability within five years of entering the Hong Kong market, with much larger profits in the following years after gathering more data the students prepared a report for John Brooks Ltd: it found profitable opportunities in China and recommended a two-phase entry strategy to gain and grow market-share and to protect intellectual property.

“My conclusion is that the venture will be very worthwhile and that there are substantial benefits from being immers in foreign markets and gaining genuine experience for their future work.

The past 18 months 110 MBA students have visited Seoul, Kuala Lumpur, Shenzen, Hong Kong and Guangzhou – markets of about half million people, including those from that one opening up under the NZ-China Free Trade Agreement. They have worked with 25 companies and achieved an estimated $2 million in sales results. Client companies include airlines, Resorts and producers of infant milk formulas and electronicSophisticated technologies.

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While rugby fans walked from the waterfront to Eden Park for the World Cup matches, University of Auckland students were hard at work producing creative entertainment along the way.

The Rugby World Cup put New Zealand's sporting prowess on the international stage and also proved to be a testing platform for architects, design, fine arts and music students from the National Institute of Creative Arts and Industries (NZICA).

Walls of umbrellas, dancers dressed in black tangled in rope, lolly pop-rises to the sound of music and dance, and visitors to one of the city's most historic parks in an innovative and contemporary way and the public responded to that,” says Jay Hollows, a third-year Elam School of Fine Arts student.

“Displacement”, a nod to the mix used in making food science and technology in a more socially and environmentally friendly way, was the title of the installation that was put on show as part of the Fan Trail.

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When Courtney Meredith was doing English and Political Studies at The University of Auckland she never imagined she would combine both disciplines and perform a year for the President of Germany.

Courtney had recently received a one-in-a-million chance to work in Berlin, the youngest, first Polynesian and first New Zealander to receive the “Bleibtreu LiteraturRaum” residency. “I featured in the world premiere of John Fahey’s Le Viol at the Berliner Freespiel. The General President opened the evening with a speech, and out of the audience I rose and responded to him with a poem.”

Courtney, 25, has been rising to the occasion in a nice sampling her Bachelor of Arts degree and ten-week study in degree at Auckland. “The University has a wonderful place to pin you for the real world,” she says. “You’re constantly challenged and always having to think a step ahead.”

“I’m passionate about the Arts and about really being heard out there. There’s someone I can go and chat about doing what I do and work with the options are always there.”

Courtney is Arts Co-ordinator for Arts and Culture (Central) and involved with everything from “community view-housing, managing staff and deliverying services.”

These include establishing a Youth Arts Fono for next year and founding a young writers festival as part of New Zealand Book Month. Her weekly Youth Arts Programme of circus and drama workshops will evolve in 2012 to include more community and arts forms.

Next April Courtney will tour Indonesia as part of a group of international artists, the only New Zealander and Pop worx. Back home for her first play Kill West, due on October 2012, “Rio Away” this year, a ready for productions and a book of poetry is ready for publication.

Courtney is also submitted to encouraging emerging young talents. “I feature in the world premiere of Helen Livesey’s artistic opportunity for others. I am more sure that we that our skills in our future one could we certainly add on these skills and put on at events, it all define us as a generation.”

“Without a doubt the Arts and about really being heard out there. There’s someone I can go and chat about doing what I do and work with the options are always there.”
Turn on the top and water comes out. If it doesn’t happen, no electricity is coming to it. So how does water get to taps and how long can we take it for granted?

The technicality is a topic for engineering and architecture students but a new, more discipline research project at the University of Auckland is solving the puzzle. Farmers and the education faculty have to work together to solve a series of water questions. The transcribing Auckland project is taking a practical and technical approach to the accessibility of water, as well as transporting water, power, housing and green spaces and topics like literacy and support for our ethnic community.

We’re working with research groups across the University in new ways to support the region-wide Auckland Council as well as national-level and Fram expert for this project. The Council’s Act of Auckland University’s Act of Higher Education is a critical piece of this puzzle, contributing to our regional and national research on sustainability.

So we continue to find that people have to understand the resources and the impact on communities. Auckland has a number of programs including water-saving initiatives, water meters, and water conservation campaigns. This will help Aucklanders save water and use it more efficiently.

As well as collaborating across the University, the transcribing Auckland project has lined up with the Auckland Council to study sustainable urban growth

Innovative housing with good public transport links is a key strategy to encourage sustainable development and avoid spreading sub-urban, but average experience shows people aren’t feeling that there is a single way of living.

With that in mind, Emeritus Professor Alistair Ross, who leads the transcribing Auckland group, has partnered with the Auckland Council to assess three transport and public housing developments located near public transport routes in Orakei, Alberton and Waterview.

“Council wants to understand the experiences of people in these developments,” says Ross. “Housing solutions, team leader Ross, specified regional research on sustainability.”

Emy’s research team aims to find out what lessons can be learnt from these developments to help shape Auckland’s future growth strategy. He wanted Auckland to avoid some of the problems his work has identified.

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The Rugby World Cup put New Zealand’s sporting prowess on the international stage and also proved to be a stunning platform for architecture, design, fine arts and music students from the National Institute of Creative Arts and Industries (NICAI).

With umbrellas, dress sense in black and tan, top hats and tails, and rousing success were some of the features created by students in the central city’s Myers Park, which was later renamed Tri-Park.

For three hours before each match at Eden Park, 100 students worked in teams of 10 or more to create “table in a box” designs. The boxes, designed out of shipping cases in the park, were targeted to a high-tariff audience. “It is a new kind of event and we want city and rural city dwellers,” says Lucy Range, Associate Professor of Architecture.

As well as being fun, the project was also really educational and students went to see Tri-Park illustrated in a video.

This is the first time the Jamaica World Cup has entered the public’s consciousness. The Jamaica team has been a presence in the summit since it launched. The team has won two Olympic medals and has a high chance of winning.

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When Courtney Meredith was studying English and French studies at The University of Auckland she never imagined she would combine both disciplines and perform a year for the President of Germany.

Courtney has recently returned from a sixteen-week overseas assignment in Berlin, the youngest, first Polynesian and first New Zealander to receive the “Bleibtreu LiteraturRaum” residency. "I featured in the world premiere of John Fowles’ Life大厦 at the Berliner Festspiele. The Central President opened the evening with a speech, and out of the audience I rose and responded to him with poetry, written especially for the occasion."

Courtney, 23, has been keen to the occasion in a size resembling her Bachelor of Arts degree and nine years of a law degree at Auckland. "The University is a wonderful place to prime yourself for the real world," she says. "It’s pleasantly challenging and always having to think a step ahead."

"I’m passionate about the Arts and about putting myself out there. There’s theatre I can’t resist that I have to work with that the options are always there," Courtney says. "The Auckland College of Community Arts Co-ordinator for Arts and Culture (Central) has been with everything from community viewings, managing staff and delivering a vision."

These include establishing a Youth Arts Fono for next year and founding the young writers festival as part of New Zealand Book Month. Next year, Youth Arts Programmes of circus and drama workshops will evolve in 2012 to include more community and art forms.

Next April Courtney will tour Indonesia as part of a group of international artists — the only New Zealander and Polynesian. Back home her first play, written especially for the occasion, is ready for production and a book of poetry, which won two Adam NZ Play Awards last year, is ready for publication.

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In 2012, 100 MBA students are being mentored by a senior New Zealand executive as the MBA students prepare a report for John Brooks Ltd. It outlines potential opportunities to grow and gain market share in the region and to protect intellectual property.

"We would not have wished for a more encouraging outcome for entry to the southern China market and we will undoubtedly lead to substantial business," says Managing Director, John Brooks. The University’s MBA International Business Course is unique. The University of Auckland for help.

Students on the MBA International Business Course were given a real-world project to pursue: they identified Guangzhou in southern China as having potential manufacturing and distribution partners for John Brooks Ltd, which has 26 employees across New Zealand. They have worked with 25 million people including those that are opening up under the Lumpur, Shenzen, Hong Kong and Guangzhou – markets of about

In the past 18 months 110 MBA students have visited Seoul, Kuala Lumpur, Singapore, Hong Kong and Guangzhou – markets of about

The students researched and contacted potential partners in Guangzhou and raised money to travel to China to continue their investigations. Arranged travel from New Zealand Trade and Enterprise and members of the New Zealand China Trade Association, they met local companies and distributors.

"We conducted product demonstrations with buyers and owners of high-end audiophile shops, music stores and airport duty-free shops," says team leader Brad Weekly. "Our team’s modelling was conservatively projected profitability within five years of entry into the Hong Kong market, with much larger profits in the following five years after Blackbox opens one road and China and selected 18 high-profile stores."

"We have six of the brand in that will follow a successful market entry by launching two volume, high quality stereo and duty-free shops."

Associate Professor Paul Hoskin says the lessons learned by the MBA teams are of value to New Zealand businesses in general. “For one reason or another, an assumption that may be valid in New Zealand may not be valid in southern China. You can only know about this after spending time there. For example, one company that provides IT and GPS solutions for deploying emergency vehicles found out from their MBA team that GPS-based deployment in Hong Kong is nearly impossible because the emergency vehicle signals are blocked by the tall buildings."

Courtney is also committed to encouraging emerging poets. "I believe a true artist creates artistic opportunities for others. I am more sure that now that but I am in a support role I will certainly add to these opportunities."

The MBA experience is to acquire the decision-making skills needed for life. daughters and those of all races, which won two Adam NZ Play Awards last year, is ready for publication. Courtney, 23, has been keen to the occasion in a size resembling her Bachelor of Arts degree and nine years of a law degree at Auckland. "The University is a wonderful place to prime yourself for the real world," she says. "It’s pleasantly challenging and always having to think a step ahead."

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