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## Seasons Greeting from the NZMEBC

Asalaam Aleekum,

As 2010 draws to a close, we can look back on a year which started with such significant promise.

As 2011 dawns we are still faced with significant opportunity in the Middle East, and we are better equipped to take advantage of those. Following the AGM & elections we have a new executive committed to growing the opportunities for all our members, and a new constitution to guide our continued growth.

Our membership is growing, and we are building closer relationships with our friends at MFAT, and they have reacted by increasing the support in region and here in NZ. The opening of the new embassy in Abu Dhabi is yet another significant commitment of the NZ Government in the region. The inauguration of the Syria New Zealand Business Council in Damascus was a sign that the region is taking greater notice of NZ and the role we can play. We hope to be able to bring you news of similar initiatives in both Saudi Arabia and Egypt in the new year.

Our last event of this year was in Wellington, with special guest Peter Chrisp new CEO of NZTE. A report of this event is included later in this newsletter.

The new year will see more networking events in Auckland, Wellington and Christchurch, a number of visiting delegations are also expected (including the Arab Ambassadors from Canberra), and we have our planned delegation to the Middle East. This delegation will be run and managed by the NZMEBC, and is designed to be a showcase of "the best of NZ Inc". This is an opportunity for us to create a lasting positive impression and to advance a number of key relationships in the region. There will be a business chamber to business chamber focus with the intention of signing key memorandum of understanding with business chambers.



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## CHAIRMAN'S MESSAGE

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The delegation will visit Saudi Arabia (both Jeddah & Riyadh), Bahrain, and the UAE (Dubai & Abu Dhabi). To support this delegation, the NZMEBC executive recently completed a market evaluation of travel providers who could partner with the NZMEBC and our members to ensure the programme runs according to plan. Three well regarded travel management companies were invited to provide their credentials for evaluation. The executive are delighted to announce that Gilpin travel have been selected to manage the travel for the delegation.

Space on the delegation will be limited, to register your interest in attending please email [MEBC@gilpin.co.nz](mailto:MEBC@gilpin.co.nz) for further details. Registrations for delegation interest rsvp by January 24th 2011.

Our first networking event will be in February in Auckland. It will be a "members only" event, and details will be emailed directly to members in the new year.

On behalf of your executive, all the best for the festive season, and we look forward to seeing you in 2011.

**Chairman**  
**Michael Vukcevic**



## NOTICES

## NZMEBC is now on LinkedIn

The NZMEBC is now on LinkedIn..... Follow this link and join the NZMEBC online.

[http://www.linkedin.com/groups?gid=3164830&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=3164830&trk=hb_side_g)

The online community is for all members and friends of the NZMEBC to connect and share ideas, views and opinions about NZ and the Middle East.

The site has real time news feeds and allows for discussions about topics of interest. The executive of the NZMEBC will also post announcements about future events and opportunities.

## EVENTS

### Wellington Networking event

Recently the NZMEBC held our first in Wellington. Deloitte's hosted the evening which provided an opportunity for new and prospective members to meet. Hamish MacMaster, Director of the Middle East Africa division of MFAT spoke about the growing significance of the region for New Zealand. Jeremy Clark-Watson was also there to meet with members ahead of his posting to Saudi Arabia as deputy head of mission. Stephen Harris from MFAT will continue working with Hamish in Wellington and will provide continuity for our members.

New NZTE CEO, Peter Chrisp, spoke to us about his initial views on NZTE and the opportunity that he sees for NZTE to be able to support NZ companies doing business in the Middle East. It was refreshing for Peter to refer to those present as "customers" which was well received. NZTE staff members Steve Jones and Richard Laverty were there to meet and talk to NZMEBC members.



## BUSINESS OPPORTUNITIES



## Conference on "Doing Business in Abu Dhabi - Opportunities and Issues"

This one day conference is being held on Wednesday 16 February 2011 at Kensington Swan's offices in Auckland (18 Viaduct Harbour Avenue, Auckland City).

The conference has been designed to assist businesses prepare for the opportunities that exist in Abu Dhabi and will also help you consider particular sectors and potential clients to target. In addition to businesses, the conference will be helpful for individuals planning to work in Abu Dhabi on contract.

To be successful in Abu Dhabi you need to build good relationships, and to do this it is very important to carry out preparatory research and planning before visiting the country or meeting potential clients or business partners. Abu Dhabi businesses will respect those who demonstrate an understanding of their country, their business, and the business context.

The conference programme therefore starts with sessions on the political, economic and legal framework for doing business. The conference programme then has a session on who's who with a sample of key government and private sector organisations and commentary on people, projects and some opportunities to consider.

Cultural aspects are covered such as what to expect at meetings, what to do and not to do, and protocols.

The conference concludes with a Q & A and discussion session, and is followed by a networking session over refreshments with other attendees.

For more details on the programme please visit the website [www.AbuDhabiBusiness.co](http://www.AbuDhabiBusiness.co)

### Price:

<a href="http://www.AbuDhabiBusiness.co">www.AbuDhabiBusiness.co</a> subscribers	NZ\$500 incl. GST
Other attendees	NZ\$750 incl. GST

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The price includes morning and afternoon refreshments, lunch, a copy of presentation materials, and Kensington Swan's complementary booklet "Doing Business in the United Arab Emirates."

Attendees who are not already subscribers receive 2 months access to the subscriber area of the [www.AbuDhabiBusiness.co](http://www.AbuDhabiBusiness.co) website which contains profiles of government organisations, SOEs, listed companies and private and trading companies, along with tender information. This subscriber area has been prepared to reduce the time and cost involved in conducting initial research on who is who in Abu Dhabi, to assist in the initial filtering of prospects, and to enable businesses to prepare themselves by understanding potential clients businesses and where they can add value before any contact is made.

Conference Presenters (other presenters and panel members will be confirmed soon)

### **John McCardle**

John owns [www.AbuDhabiBusiness.co](http://www.AbuDhabiBusiness.co) and recently finished a two year contract advising the Abu Dhabi Municipality and the municipal sector on strategic planning, performance management, local government best practice, etc. Prior to this John was the principal of Capital Strategy Limited, providing consulting services to central and local government clients in New Zealand.

### **Clayton Kimpton**

Clayton is the Chairman and a partner of Kensington Swan. In January 2010 Kensington Swan opened an office in Abu Dhabi. Kensington Swan has over five years experience in helping its clients do business in the United Arab Emirates and the wider gulf markets - in exporting, raising capital, and setting up business in the region.



## TRAVEL



## Focus on Accommodation in the Middle East prepared by Gilpin Travel

In a recent survey travellers listed in order of importance the following when purchasing accommodation in relation to business travel:

- Cost
- Location
- Access to internet and business facilities
- Long stay options maybe apartment style
- Health club facilities

Gilpin Travel, as the preferred travel partner to the NZ Middle East Business Council does not just book air tickets. We assist with your accommodation, transport ,visas and travel insurance. We want to share with you a couple of recent case studies that demonstrate the importance of using a specialist travel agent that knows the region and how best to maximise your dollar.

*“It has been extremely beneficial working with the Gilpin team for our accommodation and travel arrangements in the MiddleEast. We were previously booking our own flights and accommodation and working with a team that takes the time to understand your requirements, knows the region, and is available 24/7 for last minute changes has been invaluable. Gilpin have been able to source better rates , upgraded accommodation, and they are really responsive to the last minute changes that you inevitably have working in this region. They are also great at anticipating and organising all the ‘little’ extra things that make a huge difference to frequent travellers. Best of all they do it all with a smile!”*

*Lesley Kennedy, Chief Executive, Maven International.*

### Case Study One – Use an agent that knows the market you’re travelling to!!

Hotel: Beach Rotana, Abu Dhabi (a 4 star property frequented by a number of NZ companies)

SAVING \$215 per night plus the cost of breakfast – can you afford not to?

Prepaid rate using Gilpin Travel’s Middle East Business Partner	\$185 NZD including breakfast & tax/service
Rate quoted by property direct	\$400 room only including tax/service
Rate available via travel agent GDS (Global Distribution system) Standard channel travel agent would use for overseas accommodation	\$455 room only including tax/service
Rate quoted using online accommodation tool eg Expedia	\$480 room only including tax/service

\*\*\*Note rates quoted are based on standard single rooms and are to be used for comparison only.

## TRAVEL

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### Case Study Two – Value for money vs cost! are you given all the options?

We know many New Zealanders doing business in the Middle East do not have access to an office but still require meeting spaces or areas they can work with access to the internet, fax and copy machines.

Club Floors can be the answer! How many of you know about them? How many of you have an agent who recommends them?

The Beach Rotana, Abu Dhabi (used in case study one) has a Club Rotana upgrade available for as little as NZ\$85 per night. Inclusions may vary from property to property but when you are looking for value for money combined with the above saving this could be the answer.

Inclusions:

- Club Rotana room (an upgrade from a standard room plus)
- a complimentary breakfast is served from 6.30am until 10.30am
- selected non alcoholic beverages throughout the day
- High Tea is served from 4pm till 5pm daily
- Evening canapés from 7pm to 9pm inclusive of selected complimentary alcoholic beverages
- Complimentary Wi-Fi and 3 PC Stations are available throughout the day in the lounge
- Conference room is available for business meetings for up to 8 people, upon reservation.

First hour free of charge and 100AED for any additional hours

- Local outgoing faxes, photocopies, printing and typing requirements
- Express checkin and checkout
- 2 items of pressing free of charge, per room per day (not accumulative)
- Guest can be provided with a DVD player and movies to watch free.

Our last tip is to try and avoid peak periods where rates can triple – here are a list of dates you may want to avoid or if you are interested in travelling during these periods please contact us early for assistance.

Dubai	
Index	07-10 Nov 2010
Big 5	21-24 Nov 2010 and 21-24 Nov 2011
Arab Health	24 – 27 Jan 2011 and 23 – 26 Jan 2012
Gulf Food	27 Feb – 02 Mar 2011 and 19 – 22 Feb 2012
Gitex	08 – 13 Oct 2011
Abu Dhabi	
ADIPEC	01 – 04 Nov 2010
Formula 1	10 – 15 Nov 2010
World Future Energy Summit	17 – 19 Jan 2011
INDEX	19 – 24 Feb 2011
GIBTM	29 – 31 Mar 2011
ME Power Generation	03 – 05 Oct 2011
Bahrain	
Eid al Adha	14 – 20 Nov 2010
City Event	10 – 13 Nov 2011
Formula 1	10 – 13 Mar 2011
Eid al Fitr	1 – 4 Sep 2011
Eid Adha	5 – 11 Nov 2011