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Welcome from NZMEBC Chairman Michael Vukcevic

Asalaam Aleekum,

As you read this your newly elected executive have met, and are setting the agenda of events for the remainder of the year. On the immediate horizon there is an event to celebrate the Saudi National Day, a visit from a Turkish delegation, and the returning visit from the Canberra based Ambassadors from the Middle East. At last years lunch we had 6 Ambassadors attend, and they we very keen to once again meet with the NZMEBC members. The Turkish delegation will include approximately 20 business people from a variety of sectors who are interested in doing business with New Zealand companies.

A common theme that we are hearing from members who are travelling to the region is that there is a sense of controlled optimism regarding the economy.

In this newsletter, you will find profiles of the new executive as well as the latest from our Travel Partner, Gilpin Travel. They have arranged a number of special deals from our airline members for our members to use. Contact Tania at Gilpin Travel for more details via email tania@gilpin.co.nz

We are working closely with our friends at MFAT to establish the feasibility of delegation from NZ to the UAE to coincide with the opening of the New Zealand Embassy in Abu Dhabi in early 2011. The executive is planning to include a number of additional visits within the Middle East. The executive is also progressing with the establishment of a number of memorandums of understanding with Chambers of Commerce in the Middle East. This highlights the growing importance of the Chamber network in the region and bodes well for NZMEBC members conducting business in the region.

As a follow up to the Omani student event held last month, we include a link to the "Welcome to Oman" information pack.

A link to this newsletter will also feature on our LinkedIn website. Members are encouraged to visit and join the LinkedIn group. This is proving to be a useful way for discussions and relevant Middle East news to be shared. The news feeds to the site provide a great and current insight into the Middle East.



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CHAIRMAN'S MESSAGE

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We are pleased to report that our membership continues to grow. As a reminder, if you would like to join please complete the application form via www.nzmebc.org.nz and then submit this to Scott Tasker via scott.tasker@nzmebc.org.nz. Your application will then be presented at the next executive meeting, and an invoice raised for your annual subscription once your application is accepted.

Invites for our upcoming events will be emailed to members shortly.

I also would like to take the opportunity to wish Jeremy Clarke-Watson all the very best on his new appointment as Deputy Head of Mission to Riyadh. Jeremy is a long time supporter of the NZMEBC, and along with our Ambassador Rod Harris, will continue to serve & support the NZ Business community as we increase our business relationships with Saudi Arabia, the GCC and the broader Middle East. Jeremy, Lisa and family will start in March 2011.

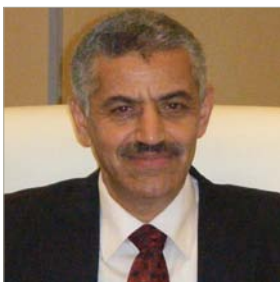
It is shaping up to be a busy end to the year, and I look forward to seeing you at the upcoming events. If you have any suggestions for events please contact the executive via info@nzmebc.org.nz

Chairman
Michael Vukcevic

EXECUTIVE MEMBERS

NZMEBC Executive - Welcome

Mohammed I Ali - AMDS Consulting



Mohammed I Ali; is the Managing Director of AMDS Consulting Ltd, specialising in promoting and enhancing business and culture exchange with the Middle East and Arab countries. Mohammed is able to build relationships, trust and rapport with almost anyone, and then is able to broker the relationships and make connections between people, creating partnerships, alliances and motivating forward momentum to get things done. Mohammed currently is studying his Executive MBA program with Massey University and holds a bachelor of Electronic Engineering from University of Technology–Baghdad, Iraq and various professional IT and Project Management Certifications. Mohammed has had a long professional career history working in the Airlines IT industry, professional IT services and international trade relations. Being a bi-lingual business professional (native Arabic- English) is one of Mohammed's key strengths as it helps the bridging of the culture and business gaps and needs. Living and working in New Zealand for the last 15 years enhanced Mohammed's values of celebrating diversity and tolerance. Mohammed survived two wars and migrated to New Zealand in 1996. His Gulf War 1991 experience story was selected by the BBC World Service as one of the stories to mark the new millennium in the year 2000 under (Remembering My Century). Mohammed passion for the aviation and aircrafts is remarkable; it is deeply embedded in his life.

EXECUTIVE MEMBERS

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Dr Rafah Al Sayed - Rajef Limited



I am a passionate advocate for Middle East especially my home country of Syria. I am actively involved in a wide range of exporting activities to the whole region. I am widely known in GCC for my written books and regular television appearances and for running large alternative medicine conferences/courses. People from the Middle East still receive tuition from me visiting New Zealand. Recently I was accepted as an inaugural member of the Syria New Zealand Business council. I have many contacts at all levels of business and Government in the region. Before coming to New Zealand several years ago I was resident in Kuwait as senior doctor working for the Ministry of Health. I was also active in business and my business partner, who I still have regular contact, is a member of the Kuwaiti Royal family. I regularly travel to the region on personal and business matters. I am married to a Kiwi group editor for Fairfax here in Auckland.

Martin Fowler - Cognition Education



Martin is General Manager Marketing for Cognition which is major supplier of educational services to the Middle East. He has held senior management roles in marketing, communications and sales in a wide range of product and services companies in New Zealand and Europe. These include education, broadcasting, advertising, not for profit, healthcare, engineering and data management companies. He has extensive experience managing change in organizations to enable growth domestically and internationally. Martin is currently a member of the executive of the NZMEBC and looks after communications for the Council.

Stewart Germann - Stewart Germann Law



Stewart is the principal of Stewart Germann Law Office, business and franchising lawyers at Auckland, New Zealand. Stewart has 30 years experience in franchising and licensing law and he is also Chairman of Cognition Education. He is a past President of Chartered Secretaries New Zealand, past Chairman of the Franchise Association of New Zealand, Secretary of the Auckland Medico-Legal Society and the current Treasurer of NZMEBC. Stewart is also on the Board of the Stroke Foundation Northern Region. He is very interested in business both in New Zealand and in the Middle East and would like to assist in growing the Business Council and establishing meaningful relationships with key people.

EXECUTIVE MEMBERS

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Rob Noakes - Kensington Swan



Having practised in the corporate and commercial law domain for nearly thirty years, Rob's experience and skills are in demand in many areas of the law. Rob is a senior commercial partner and specialises in the area of mergers, acquisitions and joint ventures. He is experienced in trade practices and other competition law matters and frequently advises clients on risk management and corporate governance. Rob has also been actively involved in the design and implementation of the firm's on line educational and compliance programmes.

In recent times, Rob has been involved in the set up and operation of the firm's new UAE office based in Abu Dhabi and will be based in Abu Dhabi from late 2010. During 2009 and part of 2010 Rob was seconded by Kensington Swan as General Counsel to BMW Oracle Racing, during the recently completed 33rd America's Cup campaign. Rob was involved in regular negotiations with local and central government regulators on environmental, maritime, employment, tax and other issues, and was responsible for the legal and business arrangements when BMW Oracle Racing was considering moving its operations from Spain to the United Arab Emirates. Over the past 15 years he has gained considerable experience on local government issues having acted for both Waitakere City Council and its property subsidiary Waitakere Properties Limited. Rob retains an interest in the dairy industry having acted for a number of companies in the lead up to the formation of Fonterra and prior to that was actively involved in the de-regulation of the town milk industry. In other aspects of Rob's business career his clients include Downer EDI, Bridgestone, Hellaby Holdings, Hutchison Port Holdings, Coca-Cola Amatil, Hachette Livre and George Weston Foods.

Dr Francis Reid - Fonterra



Dr Francis Reid is a Trade Strategist at Fonterra Co-operative Group Limited. Francis looks after Fonterra's trade policy issues relating to the Middle East and Africa. He also looks after Japan trade policy and he supports on issues relating to Europe and India. Francis has been with Fonterra for three years and prior to that he was an academic in the United Kingdom. He has a PhD in the History and Philosophy of Science from the University of Cambridge. Fonterra has an established presence in the Middle East and Africa region going back more than 30 years. Fonterra's interests in the region are divided between Fonterra International Sales, who import high quality dairy commodity ingredients in to the region, and Fonterra Brands, who focus on branded products in consumer formats. The main office of the Fonterra International Sales MEA hub is in Dubai, with other offices located in Cairo, Algiers, and Johannesburg. Sales through the MEA hub are around USD 1 billion per annum. The Fonterra Brands office in Dubai oversees operations in Saudi Arabia, the United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Yemen, Iraq, Jordan and East Africa. Fonterra Brands employs 185 people in four countries across the region.

EXECUTIVE MEMBERS

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Keith Sumner - Gilpin Travel



Keith Sumner is the Managing Director and co-owner (with his wife Lisa) of corporate travel specialist Gilpin Travel. A B/Comm and Icehouse graduate through the University of Auckland, Keith is also the father of three sons and a keen cyclist and golfer (notice the photo supplied!). Keith's interest in the Middle East was stimulated by his first visit to Dubai some 11 years ago and the growth of travel to and through the region as his business grew and the needs of his clients demanded that he become more familiar with the customs and practices of the Middle East. Keith's company assisted the MEBC and its members in securing preferential travel deals and played a large role in coordinating the recent Trade Mission to the GCC countries, which he also attended as a delegate.

Scott Tasker - Emirates



Scott Tasker is the Passenger Sales Manager in Auckland for Emirates, the international airline of the United Arab Emirates. Scott oversees the multichannel sales, marketing and advertising activities of the airline in the North Island region of New Zealand. Scott manages a dedicated team of 11 Sales and Reservations Professionals who are based at Emirates Auckland city office. Scott has held the position of Sales Manager with Emirates since 2005 and prior to this was a Sales Executive with the airline. Prior to Emirates, Scott held the position of Sales Executive at Lufthansa German Airlines in Auckland and has a background as a retail and corporate Travel Agent in both New Zealand and the United Kingdom. Educationally, Scott holds a BSc.(Technology) from the University of Waikato. Emirates operate daily flights from Auckland via Sydney, Brisbane and Melbourne to Dubai as well as daily flights from Christchurch via Sydney and Bangkok to Dubai. From its Dubai hub the airline offers connections to 105 cities on 6 continents including services to 16 Gulf/Middle East destinations and 25 European cities. The Airline operates six commercial and operational units in Auckland and Christchurch and has a total compliment of 65 New Zealand based staff.

Michael Vukcevic - Pharmaceutical Solutions Limited



Michael is the current Chairman of the NZMEBC, and was a founding member of the NZMEBC. Michael has many years experience of doing business in the Middle East during his time at Fonterra, and while at Ernst & Young Michael advised many of New Zealand's leading exporters into the region. As CEO of Pharmaceutical Solutions (NZ's largest privately owned Clinical Research Organisation) Michael is establishing a joint venture in the UAE.

In his time as Chairman of the NZMEBC, he has developed many relationships in the region in both government and business circles, and continues to encourage bilateral trade between NZ and the Middle East. Michael is also the founding co-chairman of the Syria New Zealand Business Council based in Damascus and he led a successful delegation to Syria in 2010.

TOURISM



Sultanate of Oman Tourism

The Sultanate of Oman Tourism is increasing its promotion of the destination in New Zealand via tourism representation company, The Walshe Group. Of particular interest to the business market is a special brochure showcasing Oman to the meetings and incentive market.

This 16 page introduction includes some of the highlights that New Zealanders can expect in this stunningly beautiful destination. From the traditional Arabian capital, Muscat through ancient forts, lush oasis and dramatic deserts.

Published by business travel magazine Travelinc, editor Stu Freeman is obviously entranced by the diversity of the landscape and friendliness of the people.

A copy of this brochure is hosted on the website, but hard copies can be obtained by contacting Darragh Walshe at OmanNZ@walshegroup.com

<http://www.travelinc.co.nz/content/view/632/345/>

RIYADH

Saudi National Day



King Abdullah and Crown Prince Sultan

Second Deputy Premier and Interior Minister Prince Naif congratulated Custodian of the Two Holy Mosques King Abdullah and Crown Prince Sultan, deputy premier and minister of defense and aviation, on the occasion of the Saudi National Day on Wednesday.

In a televised speech Prince Naif said, "This great anniversary is a matter of pride for all Saudis and I am one of them," Prince Naif said.

"We are proud of this day not just because it is the National Day but also because it is the day when a nation was founded on piety. When the late King Abdul Aziz announced the Kingdom of Saudi Arabia after a struggle lasting more than 20 years it was in fact the realization of the first Arab unification soldering an Ummah with Islam as its creed, the Kingdom of Saudi Arabia as its homeland and Arabism as its basic element," the prince added.

Prince Naif said the Kingdom was established on the firm ground of Islamic faith with the Holy Qur'an as its constitution.

After consolidating the Kingdom, King Abdul Aziz focused on its security and the education of the people for which he sent scholars to every corners of the Kingdom, the prince said.

"King Abdul Aziz's sons have followed his path and striven to educate people and started schools, colleges and universities," he said.

The number of schools and other educational institutions has been growing year after year both in private and government sectors and thousands of students were sent to prestigious institutions abroad for higher studies, he added.

The prince added that the Kingdom is now in an excellent state of security leading to economic progress and stability.

MEDIA



Emirates NZMEBC exclusive air travel offer

Happy Birthday to you!!!

To celebrate the first anniversary of the Emirates NZMEBC exclusive air travel offer, Emirates would like to offer in conjunction with Gilpin Travel 2 x Skywards Gold Memberships or an upgrade to Gold Status for any existing Skywards members. Membership will be valid for one year from date of registration.

Just some of the benefits you'll enjoy with a Skywards Gold membership:

- Guaranteed seat reservations, even on fully-booked flights (restrictions apply)
- Personal travel assistance from dedicated Gold Desk
- Access for members and a guest to all Emirates and affiliated Business Class lounges.
- Complimentary e-gate access at Dubai International Airport (NZ residents)

All you have to do is purchase an Emirates economy or business class fare using the NZMEBC deal (available to over 50 destinations in UK/Europe, Gulf/Middle East/Africa and Asia through Gilpin Travel before the end of November 2010 and you will go into the draw. Savings range from \$200 on an economy class ticket to over \$1000 on business class fares.

Contact Tania Reynolds, Business Development Manager at Gilpin Travel for further details. Telephone: 09 361 4748 Mobile 027 555 2344 or email tania@gilpin.co.nz.

Other Emirates News:

- New services to Madrid commencing 01 August and Dakar in Senegal from 01 September The NZMEBC deal will apply to both destinations
- Complimentary accommodation in Dubai between now and 31 August for business and first class passengers (conditions apply)
- Effective 2 August EK407/406 routing Auckland/Melbourne/Dubai/Melbourne/Auckland will change from a A340-500 to a brand new B777-300ER. This aircraft features first class suites, flat beds in business class and ergonomic seats in economy class.

Emirates key contact for all members is Sarah Caird, email sarah.caird@emirates.com

Thank you for your continued support.