



# The Most Important Club

New Zealand companies are being invited to join the NZ 2011 Business Club set up for Rugby World Cup 2011.

The Business Club is a way to make important contacts with overseas companies before, during and after RWC 2011. It will match businesses with visitors in similar industries or with common interests to make valuable business connections and set up opportunities to host international business people.

Businesses looking to expand through capital investment, exports or innovation will want to join Business Club. Membership is free and open to all.

With 48 games of world class rugby and a nationwide festival in full swing, RWC 2011 will be a great opportunity to foster business connections between matches.

Hosting opportunities might focus on a bespoke Kiwi experience, a tour of local industry facilities or a larger event such as the International Boat Show.

Being a host offers the chance to build international relationships and gain knowledge, ideas or mentoring.

There is a special attraction for businesses based in Auckland. With the number of teams hosted in the region and the presence of some of the economy's biggest, smartest exporting companies, the opportunity to hook up with the right people from the right markets is priceless. There are plenty of opportunities for local businesses to show off their talents and develop some long-term relationships with like-minded business people.

The NZ 2011 Business Club represents great value for local business people - it's free, it only takes a few minutes to

sign up, and members receive updates and information each month to help them with their planning. The best way for Auckland-based businesses to access Business Club is through the auckland2011.com website, which also offers specific information about RWC 2011 and how to make the most of the Auckland events.

The message from the developers of the Business Club is simple: 'no matter where you live in the country, you'll experience the excitement of what it

means to be host of RWC 2011. Hosting is more than putting on a great event and making sure our visitors have a fabulous time, it's about taking the opportunity to show the rest of the world what we're made of, and how unique we are.'

In other words, highlighting all the things Kiwis love about this country and making sure our higher-level business visitors have a heck of a time - and building some valuable contacts and networks for your business at the same time.



Brent Ogilvie,  
Director of Pacific Channel

## Brent Ogilvie, Director of Pacific Channel

*makes his living helping companies to grow and knows all about the benefits of hosting and building business relationships.*

A keen member of the NZ 2011 Business Club, Brent helps companies to make new business connections on a daily basis. His goal, and the goal of Pacific Channel is to help New Zealand bioscience and clean-tech companies expand by providing capital and expertise, and by forming beneficial partnerships in the United States and Europe.

"We identify the right people to introduce our technologies to other markets, giving New Zealand companies access to world-renowned technical and commercial experts. I'm very privileged to work with inspiring entrepreneurs and world-leading business people.

"There's great interest from offshore investors and corporate partners in New Zealand biotech start-ups. Particularly in areas where we have deep technical expertise, such as

in dairy innovation and areas of biotechnology and medical science, which gives us a real advantage." As someone who's in the business of building relationships, Brent knows the value of being a good host.

"Hosting has a massive impact on whether people choose to do business with you and it can open doors into other markets. I've noticed recently that overseas business people are increasingly seeking authentic experiences - and New Zealanders can offer that in spades.

"To me, the Rugby World Cup gives New Zealanders a chance to be ourselves and give our visitors a warm reception when they get here. Our Business Club event is taking guests out on Auckland Harbour to give them a fun, authentic experience that many of us Kiwis take for granted."

The concept has the backing of no less a business and rugby identity than David Kirk, captain of the RWC 1987-winning All Black team.

"It's a great opportunity [for overseas business people] to meet New Zealand business people, not just for business but for pleasure."

The Business Club is an initiative from NZ 2011, the office set up by the Government to help New Zealanders to get involved in RWC 2011, and to create lasting benefits for industries, businesses and communities. The office has a range of programmes designed to do just that, including a nationwide festival, sector showcase

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***The REAL New Zealand Festival runs alongside the Rugby World Cup from 9 September to 24 October 2011. The Festival is the biggest celebration of our country ever staged, and has a rich and varied programme. Our international guests may be coming to New Zealand to see some great rugby, but they're also interested in experiencing more of New Zealand - and the REAL New Zealand Festival proudly celebrates all the things that make New Zealand - and New Zealanders - tick. The REAL New Zealand Showcase will present the best of New Zealand business and industry to the world during Rugby World Cup 2011. The hub of the Showcase will be based at The Cloud on Auckland's Queens Wharf, and the programme comprises more than 200 events nationwide, demonstrating New Zealand's key industry sectors and the people who work within them.***

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and business initiatives.

Business Club connects local business hosts with international business people while they're in New Zealand for RWC 2011. International visitor recruitment comes through government and business connections, overseas events and ambassador presentations, relationship marketing and the online Business Club tool.

Hosting Business Club members creates a great environment for making new and enduring relationships, and means they get a personalised and unique experience of New Zealand. Hosting comes in

## How will Auckland benefit?

### Auckland's long-term benefits

- Long after the final whistle blows and the last celebration ends, Rugby World Cup 2011 will provide enduring, positive change for Auckland.
- The region is investing millions of dollars in hosting RWC 2011 and looking for long-term returns over and above the estimated \$267 million in direct economic benefit. Long-term benefits from RWC will include its effect as a catalyst for major improvements in infrastructure and the profiling of Auckland as a desirable place to hold international events. This perception and profile will be very beneficial for companies looking to recruit staff internationally or to make the most of global perceptions of this country when developing export projects.
- New Zealanders remember the transformation of Auckland's Viaduct Harbour for the America's Cup. This time, we are hosting a sporting event eclipsed only by the Olympic Games and Football World Cup.
- Preparing for RWC 2011 will speed up waterfront projects aiming to link people, city and sea, and provide greater public access to working wharves, event spaces and recreation areas.
- Auckland will have:
  - an open and transformed Queens Wharf
  - a world class multi-purpose viaduct events centre
  - new public spaces and seafood markets in the Wynyard Quarter.

many forms, from a BBQ on the beach to attending a REAL New Zealand Showcase or REAL New Zealand Festival event together.

More than 85,000 people will visit New Zealand during RWC 2011. Nearly half will arrive before opening match, and for many it's their first visit to New Zealand. With opening matches and the opening celebration happening in Auckland many are opting to base their visit in the region.

There are plenty of opportunities for local businesses to show off their talents and develop some long-term relationships with like-minded business people.

The NZ 2011 Business Club represents great value for local business people - it's free, it only takes a few minutes to sign up, and members receive updates and information each month to help them with their planning. The best way for Auckland-based businesses to access Business Club is through the [auckland2011.com](http://auckland2011.com) website, which also offers specific information about RWC 2011 and how to make the most of the Auckland events.

Businesses in other parts of the country are able to use the [nz2011.govt.nz](http://nz2011.govt.nz) web site, which has broader information about RWC 2011 and opportunities to be involved throughout the country.

As RWC 2011 gets closer, members will need to plan their hosting. Businesses can create their own events or attend one of the many REAL New Zealand Showcase and REAL New Zealand Festival events around New Zealand. Once hosts have decided on an event, they submit it to the Business Club, which sends an invitation to business contacts on their International Business Club member database.

Business Club members can also get extra help with hosting: the NZ 2011 Business Club works closely with regional economic development agencies (EDAs) who can help members to design and deliver tailored events to match the interests of the international visitors. [END]

### FOR MORE INFORMATION PLEASE CONTACT:

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