



Hong Kong New Zealand Business Association

HKNZBA ONLINE JULY NEWSLETTER

Welcome to the HKNZBA Online July Newsletter

The first online newsletter is full of events. Future editions will cover association news, but also news from Hong Kong. If you have anything you want to share with your fellow members please email us. Please also pencil in your diaries an Auckland Hong Kong Festival starting September 14. More details will follow soon, but the festival will include a special season of Hong Kong films, supported by HKETO.

Regards, Eva Ho
HKNZBA President

ORCA WINS HKNZBA AWARD 2009



"The best use of Hong Kong by a New Zealand company for its business" was won by Sonar Group (HK) better known as Orca at the 2009 China Trade Awards on June 16, beating other finalists Souer Design and DQ Company.

Orca received return air tickets for two people to Hong Kong from Cathay Pacific and two nights for two people at The Langham Hong Kong thanks to The Langham Auckland.

Launched in 1995, Orca's performance triathlon suits quickly made waves throughout the USA and Europe becoming product of choice by world class athletes.

Founder Scott Unsworth looked for production facilities around the world, but it wasn't until 2003 he settled on Hong Kong as Orca's strategic long term base for product development, production management and logistics. Since then production has been done mainly in China, with global marketing, design and IP retained in New Zealand and European sales handled from Orca's office in London.

The judges said of the many entries this year Sonar shows the most mature use of Hong Kong's strategic location and logistical systems to do business. Orca took time to get its set up right as Sonar Group and over the past six years has established a solid network to make best use of both Hong Kong and China.

Top: Mark Butler - Orca. Bottom: Finalist DQ Company - Leonard Lim, Jenny Chan & Nadine Morris

AT THE CHINA TRADE AWARDS JUNE 16 2009



Left: John Bedkober & Mark Butler. Centre: Eva Ho, Felicity Anderson & Natalie Shang
Right: Finalist Souer Design - Ann Inglis & Marie Tyrrie and Felix Lee

MARK YOUR DIARIES FOR JULY 16

Latest on the NZ-HK free trade talks from MFaT, news about trade shows and incentives to get you there from Bonnie Shek and, of course, great networking...mark your diaries for July 16. HSBC is hosting a HKTDC-HKNZBA cocktail event and invitations are in the mail. This is free to paid up members.

MEET CYRUS CHENG

Meet Cyrus Cheng - HKNZBA's new administrator. Cyrus takes over from Michelle Lim. He is a Hong Konger who came to NZ to study in Dunedin, graduating with a Bachelor of Applied Management (Human Resources). A permanent resident, he has recently shifted to Auckland with his partner and will work for Trio Communications in the HKNZBA part time role. Cyrus is looking for a soccer team to join.

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