



Auckland Tourism, Events and Economic Development Ltd

An Auckland Council Organisation

www.em.org.nz

Business E-Letter

August 2011

Dear Janice

We are just a few days away from revealing the winners in the 2011 Westpac Auckland South Business Awards! This is the business end of the journey and we can't wait to celebrate local business success at the black-tie gala dinner on Friday 12 August. You can still buy tickets to this prestigious event [here](#).

On the theme of celebrating success, this issue will look at several Auckland south niche food businesses that took on The Food Show last month; and we also highlight a few business support programmes ATEED offers to help your business shine.

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Making research and development work for your business



If you are thinking of embarking on a R&D project that is a technical stretch for your company, join us at a free breakfast workshop to learn more about how our investment programme can help overcome these challenges and get your business from idea to impact.

[Find out more >>](#)

A taste of the south at Food Show



Nine south Auckland niche food companies served up their boutique wares at last week's popular Auckland Food Show.

Pokeno Bacon and Sunset Free Range Poultry featured the kiwi favourite 'bacon and eggs' through a Taste of the Country themed stall while the Clevedon Village Farmers Market stall showcased Clevedon Valley Buffalo Company, Oh Fudge Limited, Culley's Chilli, Bagel Love, River Estate Olive Oil, Kipdale Organic Chicken and Shadie Stables.

Auckland Tourism, Events and Economic Development partnered with the companies to promote their product at the annual event which helped put the spotlight on south Auckland's bustling food and beverage industry as well as exposing the companies to key supply chains, markets and contacts.

Free business assessment

Need to examine your business to assess where to next? If your company is growing or has the potential to, our team of advisors will take you through a business assessment to help formulate an action plan to reach your business goals.

Whether you need advice, subsidised training, R&D funding or information, our advisors will help identify your business needs and plot a path for growth. We're here to help your business reach its true potential.

[Find out more >>](#)

Mentors wanted



Have you 'been there and done that' in business? Want to help others on the road to success? Become a volunteer business mentor and let your experience help other ventures thrive. Your experience is needed!

More specifically, if you are an experienced business person with expertise in marketing, web-based businesses, franchising, construction, information technology, importing, exporting, education industry, or health & safety, we would love to have you on board.

[Find out more >>](#)

A perfect pitch could lead to investment for Kiwi entrepreneurs

New Zealand business owners and entrepreneurs have until 26 August 2011 to submit a one-page business plan and enter the Unlimited Investment Challenge, which helps companies get investment ready. Finalists are selected to pitch to investors and could also be matched with a business mentor.

[Enter the Unlimited Investment Challenge >>](#)

Opportunities presented by the New Zealand-Hong Kong closer economic partnership

As part of the 2011 Hong Kong Festival, InvestHK invites you to a seminar on 16 August (2.30pm - 6.00pm) to review and update the New Zealand-Hong Kong Closer Economic Partnership and discuss how New Zealand companies can take advantage of the opportunities presented by the agreements.

[Find out more >>](#)

Support the next generation of business leaders



Come along to the **Young Enterprise Scheme (YES) Trade Fair** and support the business leaders of the future.

This year-long programme sees secondary school students gain hands-on experience running their own business; forming a real company and selling real products and services.

Lion Foundation Young Enterprise Scheme Trade Fair - Counties Manukau

Date: Sunday, 4 September 2011

Time: 10am – 4.30pm (open to public)

Address: Manukau Square (next to Westfield Manukau Shopping Mall), Corner of Putney Way & Osterley Way, Manukau CBD

Awards Sponsor - The New Zealand Herald

The New Zealand Herald

The New Zealand Herald is proud to sponsor the Small Business category for the 2011 Westpac Auckland South Business Awards.

Established in 1863, the New Zealand Herald has grown to be the premier daily newspaper for the upper north island, with a strong focus on the Auckland region.

The news outlet continues to evolve, with a leading news website and iPad and smart phone applications. The Weekend Herald has been redesigned and new features have been added across the week such as Weekend, Driven, Element, Red Bulletin and The Herald on Sunday has recently launched Living.

The New Zealand Herald also sponsors business awards in north, west and central Auckland and wishes all entrants the best of luck for this year's awards.

[For more information >>](#)

Awards Sponsor - AUT University



AUT University is proud to sponsor the Young Business Person of the Year category for the 2011 Westpac Auckland South Business Awards.

AUT University's Manukau Campus opened in 2010. As Manukau's first university, it is focused on guiding youth into rewarding careers and assisting local business in their future success.

On campus, it hosts the Business Innovation Centre (BIC), Centre for Innovative Leadership and AUT Enterprises Ltd. Together, these groups nurture start-up technology businesses, organisational success through authentic leadership and innovative strategy programmes, and realise the full (commercial) potential of research ideas.

Currently, students can study towards undergraduate and postgraduate qualifications at AUT Manukau in business, computer and information sciences, education, health sciences, sports management and science.

[For more information >>](#)

Awards Sponsor - TelstraClear Pacific Events Centre



The TelstraClear Pacific Events Centre is proud to sponsor the Excellence in Tourism & Hospitality Award for the 2011 Westpac Auckland South Business Awards.

TelstraClear Pacific is the premiere events centre of Auckland south. Representing the new age in events centres, it the only themed venue in Auckland which combines theme, iconic architecture and functionality. It is perfect for conferences, conventions, meetings, expos, special events and other functions. Located between the Southern Motorway and Great South Road, it enjoys the highest visibility of any venue in New Zealand, complemented with ample car parking.

[For more information >>](#)

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