

Finding your way, practical tools for
successful business integration into the USA

WAYPOINTTM



USA '06

NZ & USA Business Update

Wellington 1st August 2006
Inter-Continental Hotel
2 Grey Street
Wellington

Christchurch 2nd August 2006
Mancan House
Cnr Cambridge Terrace &
Manchester Street
Christchurch

Auckland 3rd August 2006
Carlton Hotel
Corner Mayoral Drive and
Vincent Street
Auckland

- An excellent line-up of New Zealand's business leaders currently dealing with the USA, tasked to share practical advice and insights to guard against expensive and avoidable mistakes when entering the USA market.
- A practical forum that will strengthen your knowledge portfolio for successful integration into the world's wealthiest economy.
- A business forum aimed at strategic decision makers from small companies to large organisations across all areas of innovation which have an interest in the USA as a viable market for growth and expansion.

Arm your business for successful integration into
the world's wealthiest economy

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Time	Topic	Speaker	Remarks
8.30 – 9.00am	Registration and coffee		
9.00 – 9.15am	Opening Remarks	Philip Thoreau, Partner, Baldwins Mike Hearn, Executive Director, American Chamber of Commerce	
9.15 – 10.15am	Perspectives on the USA and NZ relationship	His Excellency William McCormick, USA Ambassador to New Zealand Mr John Wood, former NZ Ambassador to the USA	The Ambassador will give his views on the USA market as it stands and an update on relations between the USA and New Zealand. * Mr McCormick will speak in Wellington and Auckland only Mr Wood will talk on his experiences in the USA during his four year tenure and the opportunities available to New Zealand in the USA.
10.15 – 10.45am	Morning Tea		
10.45 – 11.45am	USA & New Zealand, Critical Business Factors Panel Discussion	The Panel: Bob Walters, CEO, Export New Zealand Jim Henderson, National Manager, Trade Sales Corporate, ANZ Bank Jai Basrur, Director Corporate Finance, Horwath Porter Wigglesworth Limited Kari White International Market Manager (North & South America), NZTE	Why the USA when Australia is so close and China and India are so appealing? How do you do business with the USA from New Zealand and what opportunities are available? How do you leverage long term expansion into Asia, India and China from high-margin success in the USA? How do you value your contribution when attracting American investors? What options are available when arranging international trade finance?
11.45 – 12.15pm		Barbara J Johnson, US Immigration Attorney	Barbara shares her in-depth knowledge and insights on the implications for New Zealand businesses when establishing operations in the USA. What are the "ins and outs" when transferring New Zealand personnel to the USA?
12.15pm – 1.30pm	Lunch & Networking		
1.30pm – 2.45pm	Intellectual Property Panel Discussion	The Panel: Sue Ironside, Penny Catley, and Jane Calvert, Partners, Baldwins Lynette Stanton, Patent Counsel, Douglas Pharmaceuticals Limited	A hands-on approach on how to commercialise your business in the vastly different landscape of the USA. Safeguard your business and protect its commercial edge with a well planned IP strategy. The differences between the New Zealand and USA framework of patents, trade marks, copyright and designs. Practical advice on avoiding the pitfalls.
2.45pm – 3.15pm	Afternoon tea		
3.15pm – 4.45pm	Success in the USA Panel Discussion	The Panel: Jill Tattersall, CEO, Les Mills International Sue Wright, Chief Operations Officer, Safer Sleep Mike Hearn, Executive Director, American Chamber of Commerce Brett Hewlett, CEO, Comvita Ltd Derek Anderson, General Manager, DHL Express (New Zealand) Ltd	Hear first-hand from our panel of successful New Zealand business leaders who will share practical advice from their own experiences of operating within the USA market. The Les Mills story is one of creativity, inspiration, energy and passion. Les Mills International is now exporting globally with sales to almost 10,000 fitness clubs. Les Mills won the NZTE award for Services Exporter of the Year in 2005. Safer Sleep installed its first United States installation at Nashville's Centennial Medical Center ("CMC") in October 2004. The CMC installation began as a pilot study in the hospital's three cardiovascular ORs. Safer Sleep's presence in the USA is expected to expand to seven out of the facility's 42 ORs. American Chamber of Commerce is New Zealand's most respected trade and investment link to the US driving relations between the two countries. AMCHAM has an annual awards programme which recognises success and innovation in trade and business relationships with the USA. Comvita Ltd is a natural products company whose success is being fuelled by an ambitious growth plan that has seen it expand and embark on an internationalisation strategy. Comvita Ltd won the NZTE Food & Beverage category Exporter of the Year award in 2005. DHL is the global market leader of the international express and logistics industry, specialising in providing innovative and customised solutions from a single source. DHL offers expertise in express, air and ocean freight, overland transport, contract logistic solutions as well as international mail services, combined with worldwide coverage and an in-depth understanding of local markets. DHL's international network links more than 220 countries and territories worldwide.
4.45pm – 5.00pm	Closing comments	Philip Thoreau, Partner, Baldwins	
5.00pm – 6.00pm	Cocktail Function	Hosted by the Partners and Staff of Baldwins	



His Excellency William P McCormick

USA Ambassador to New Zealand and Samoa

William (Bill) McCormick was born in Providence, Rhode Island and was appointed Ambassador in February of 2006. The ambassador is Chairman Emeritus of McCormick & Schmick's Seafood Restaurants which he developed in his early career and which include 56 restaurants in 24 states throughout the US. Mr. McCormick's philanthropy and love of the arts recently afforded him the opportunity to serve on the President's Committee of the Arts & Humanities whose Honorary Chairman is First Lady Laura Bush.



Mr John Wood

Recently retired NZ Ambassador to the United States

Mr Wood recently retired after his four year tenure as NZ Ambassador to the USA. This was the Mr Wood's third tour of duty in Washington and second time he has served as Ambassador. His most recent prior appointment was as Deputy Secretary (External Economic and Trade Policy) of the Ministry of Foreign Affairs and Trade in Wellington, with senior management responsibility for New Zealand's relations with the Americas including the USA. John has lived in the USA for 12 years, bringing home a wealth of knowledge on business and trade.



Mike Hearn

Executive Director, American Chamber of Commerce

Mike Hearn has a background in international banking in finance in the UK, USA and New Zealand. He became the Executive Director of the American Chamber of Commerce in New Zealand in April 1998. AMCHAM promotes trade and investment relationships primarily between New Zealand and the United States.



Bob Walters

CEO, Export New Zealand

Bob Walters has been involved in global trade for almost 30 years, holding senior export/international management positions with Alex Harvey Industries, Carter Holt Harvey, Feltex, and New Zealand Dairy Board. He recently joined Export New Zealand, the association of NZ exporters, which supports its members through professional development, targeted information, networking and advocacy.



Barbara J Johnson

U.S. Immigration Attorney

Ms Johnson is a US Immigration Attorney with offices in Auckland. She is a former US diplomat and is a member of the American Immigration Lawyers Association (AILA) and the Michigan Bar Association. Since 1996, Ms Johnson has provided US immigration advisory services to numerous New Zealand companies including clients in the fields of information technology, advertising, manufacturing, and transportation. She advises New Zealand businesses which are in the process of establishing operations in the USA and need assistance in transferring New Zealand personnel to the USA.



Jill Tattersall

CEO, Les Mills International

Since joining Les Mills International as General Manager in 1998, Jill has played a key role in shaping LMI into a successful global business. A former senior manager in the offices of New Zealand Government ministers, Jill worked closely with Les Mills during his period as Mayor of Auckland and before joining LMI. Appointed General Manager of LMI in 1998, Jill undertook an 18-month posting to Britain in 2000-2001, from where she developed close relationships with key European agents in addition to her world-wide operational responsibilities. She succeeded Les Mills as Chief Executive on her return to New Zealand in August 2001. In February 2004 New Zealand's National Business Review named Jill as one of the country's outstanding business managers for her work with LMI.



Sue Wright

Chief Operating Officer, Safer Sleep

As the company's COO, Sue is responsible for business development activities globally and serves as the business manager for Safer Sleep Ltd, the company's New Zealand operating entity. Ms Wright joined Safer Sleep Ltd in 2002 as General Manager and subsequently served as the organization's CEO prior to its merger with Safer Sleep LLC. In 1998 Ms. Wright became the Chief Executive of the New Zealand Business Excellence Foundation, which assesses, recognises and encourages New Zealand organisations to achieve international standards of management excellence. In addition, Ms. Wright has served as the development facilitator for an innovative primary care health facility in New Zealand and strategic advisor for a large not-for-profit entity.

Jim Henderson

National Manager Trade Sales Corporate, ANZ Bank

Jim Henderson is currently National Manager Trade Sales Corporate for ANZ Bank overseeing a team of more than 40 trade finance specialists throughout New Zealand. He has considerable trade finance expertise garnered after more than 20 years working in the trade finance field. ANZ has offices in over 30 countries including a presence in the USA with the New York office conducting business since 1968. ANZ in the Americas acts as the ANZ Group's arm for customers in New Zealand and elsewhere facilitating trade with the operations of US based subsidiaries and associates.



Jai Basrur

Director Corporate Finance,

Horwath Porter Wigglesworth Limited

Jai joined Horwath Porter Wigglesworth Limited in July 2004 on his return from Singapore. Before returning to New Zealand, he was a Senior Vice President and the Regional Director for Corporate Finance, South East Asia in Stern Stewart & Co, (the Economic Value Added Company), Singapore. Previously, he was a Partner with Ernst & Young New Zealand where he was responsible for developing its Corporate Finance Advisory Services capability in New Zealand. He specialises in Corporate Finance, Corporate Governance, Mergers and Acquisitions, Corporate Strategy, Valuation, Capital Structuring and Financial Strategy, Value Based and Performance Management and Capital Market Communications.



Brett Hewlett

CEO, Comvita Ltd

Brett was appointed Chief Executive Officer for Comvita Ltd in September 2005. He has significant international business experience, having served as an area Managing Director in the Middle East for world leading food packaging company, Tetra Pak. He has run his own strategy consulting company and has been an active angel investor. Brett has worked in both emerging market and developed market environments globally.



Derek Anderson

General Manager, DHL Express (New Zealand) Ltd

Derek commenced his role as General Manager for DHL Express in New Zealand on 13th March 2006. He brings to DHL Express extensive experience in commercial, operations and general management, as well as wide knowledge of the Asia Pacific region. Derek previously held several senior management positions with Crown Worldwide Group, most recently as Managing Director, Global Mobility Services for Asia Pacific, based in Hong Kong. In this position, he was directly responsible for three major client service centres in the region located in Sydney, Singapore and Hong Kong. Derek also served as Crown's Country Manager Malaysia, where he held responsibility for Crown's operations in Malaysia. Prior to his overseas assignments, Mr Andersen was responsible for the Crown New Zealand Southern region.



Lynette Stanton

Patent Counsel, Douglas Pharmaceuticals Limited

Lynette is a qualified lawyer, and a registered New Zealand and Australian Patent Attorney. She currently holds the position of Intellectual Property Counsel with New Zealand owned generic pharmaceutical company Douglas Pharmaceuticals Limited. Douglas Pharmaceuticals has expanded over recent years from a local supplier to a significant exporter in the fiercely fought pharmaceutical sector, making patent and trade mark rights in overseas jurisdictions core issues for the company. Lynette is responsible for ensuring that Douglas Pharmaceuticals has the intellectual property information and advice necessary to plan and implement its product pipeline internationally.



Philip Thoreau

Partner, Baldwins

Philip has been a trademark specialist with Baldwins since 1969, and a partner in the Auckland office since 1978. Philip has extensive experience in all areas of intellectual property but with particular emphasis in the trade mark area. He is experienced in civil engineering, building and marine construction and has a special interest in the commercialisation of research and development work both locally and internationally. In conjunction with one of New Zealand's largest companies, Philip developed a policy and compliance framework for risk assessment and management in the area of parallel importation.



Sue Ironside

Partner, Baldwins

Sue has been a trade mark specialist with Baldwins since 1993, a partner in the Auckland office since 2000 and Auckland's Executive Partner for seven years. During this time she has developed her experience and knowledge of all aspects of trade mark work including advice, availability and registration of trade marks. Her practice includes knowledge and experience of prosecution and opposition proceedings in New Zealand and internationally, proactive ideas on expanding IP protection and the preparation of licences. She is particularly involved in brand architecture and branding strategies. She provides strategic advice on the IP portfolios of some of New Zealand's largest corporates.



Penny Catley

Partner, Baldwins

Penny has practised in the area of commercial intellectual property law since 1989. She advises clients specifically on contracting issues, drafting, reviewing and commenting on all forms of intellectual property agreements. Penny likes to express complicated intellectual property law issues as simply as possible. Penny has a wide network of associates throughout the world and advises clients on the costs and processes involved in registering brands in most industrialised countries.



Jane Calvert

Partner, Baldwins

Jane has been a patent specialist with Baldwins since 1994, and a partner in the Wellington office since 2003. Jane works primarily in the areas of patents but also advises on plant variety rights. She advises on all patent related issues, including drafting and prosecuting patent specifications on a global basis, providing validity and infringement advice, advising on intellectual property portfolio management and on contentious patent matters.



Kari White

International Market Manager, North & South America, New Zealand Trade and Enterprise

Kari has worked with NZTE since November 2003, prior to that she worked and lived in the USA for almost 13 years, working with the Australian Trade Commission and previous to that with the New Zealand Embassy in Washington DC.



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Seats are limited, to ensure your place, please fax a copy of this completed form to us on 0-9-373 2123. Direct any queries to Karen Galvan, Marketing Executive, Baldwins Freephone: 0800 225 394 or DDI: 0-9-359 7716, or email: karen.galvan@baldwins.com

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Panel & Speaker Questions

You are invited to submit questions for consideration. We will make every effort to have your questions answered during the forum.

Q1	Speaker:	Question:
Q2	Speaker:	Question:
Q3	Speaker:	Question:
Q4	Speaker:	Question:

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