

Meeting Brief
Oravida

Date and Time:

23 October 1530-1630

Event:

Visit and Tour of Oravida Facilities

Purpose/objective:

To increase the profile of a successful importer and distributor of New Zealand products into China.

Agenda items/event outline:

1445 Depart Bureau of Justice for Oravida Office

1530 Arrive at Office

Met by Oravida Management

Visit and tour of Oravida facilities

Afternoon tea, chance to meet management and employees

1630 Depart for Pudong International Airport

Background of organisation/institution:

Oravida New Zealand Ltd. is a wholly owned subsidiary of Oravida Ltd., a diversified company which owns a number of businesses in different sectors. The company is owned by Mr Deyi (Stone) Shi and has two directors, Julia Xu and David Wong-Tung.

Oravida positions itself as a company promoting premium New Zealand food and beverage products in China. Key sectors of interest are seafood, fruits, dairy, meat and wine. Established in 2011, Oravida has made over \$50 million worth of investments in New Zealand. They plan to increase their product range and to expand Chinese sales and distribution channels.

Oravida's vision is to "improve and enhance New Zealand's primary food sector by providing value-added services through branding & marketing". Their target customers are the growing number of increasingly affluent and discerning consumers in first and second tier Chinese cities.

Products

- Seafood: Oravida has been instrumental in introducing and distributing Sanford's scampi product in China. [Oravida is now working on the distribution of other chilled and frozen seafood products including chilled NZ salmon.

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- Dairy: Oravida imports three tons of Oravida-branded fresh milk per week by air freight to Shanghai. Product is sold to premium supermarkets and high-end private customers in Shanghai and Ningbo.

- Natural Products: Oravida is a large shareholder in Comvita with around 10% of the company. They are actively engaged in promoting the Comvita brand and philosophy worldwide.

- Horticulture: Oravida sources blueberries and cherries from New Zealand.

The company aims to broaden its range of products to include meat, fresh seafood and other horticultural products. There are also plans to open a retail store in Shanghai early in 2014.

Other Information:

Oravida products featured in a New Zealand products mini-expo at Shanghai Sogo supermarket which was launched by Minister of Trade Hon Tim Groser during the Prime Minister's visit to Shanghai in April 2013.

Attendees:

Chinese side to be confirmed:

New Zealand

Minister
Ambassador
Consul General
Malcolm
Macintosh

