



Welcome to the second quarterly update on New Zealand Trade and Enterprise's (NZTE) Aviation High Impact Programme which aims to help the industry reach its growth target of an additional NZ\$1 billion of exports by 2016 and aligns with the government's economic growth agenda.

NZTE chose Aviation because of the industry's capability and the opportunity to create scale and seize opportunities in key markets. The programme includes a small number of work streams which are dynamic and constantly evaluated against global trends, opportunities and new thinking.

1. Specialist Aviation Supply Chain

Seven companies have now signed a collaboration agreement that will see them coordinate quoting, ordering, manufacturing, delivery and invoicing when working with major overseas OEMs including Rolls Royce. This project is led by Safe Air who have appointed Wayne Price as a dedicated part-time Supply Chain Manager to provide a single point of contact for OEMs to minimise their risk when looking to access various parts of New Zealand's supply chain.

Safe Air has advised the Commerce Commission about the collaboration and that it exists for export purposes. Other companies can join by invitation – and enquiries should be directed to Safe Air's [Wayne Price](#), and copied to [Peter Frost](#) at NZTE.

We will now look at marketing the supply chain proposition to respond to global opportunities.

2. Aviation Training

We investigated the possibility of establishing a ground school to train pilots and engineers across a range aviation careers. However, it proved difficult to attain synergies and common themes among training providers, and so this work stream is on hold. However, NZTE will continue to work with the Whole of Government committee to align policy and initiatives, and engage with other countries to ensure bilateral agreements facilitate aviation business, including training.

NZTE would welcome the opportunity to re-engage if a national coalition can be established with a plan to “shift the dial”. We couldn’t find it, but if the industry can, we will re-visit our decision to focus resources elsewhere.

3. Developing China and Singapore Aviation Strategies

We have prepared a report to better understand the opportunities available for New Zealand companies in Singapore. With access to a 3.1 billion population catchment (within a few hours flying time) in India, China and South East Asia, Singapore is an ideal location for business resources and key personnel.

The report found that Singapore is a stable and trusted base where NZ companies can offer their niche knowledge and IP assets, and undertake niche work in conjunction with Singapore companies in the wider South East Asia economy, including aircraft parts, MRO, training, military, and airport construction. There is the possible win:win situation of New Zealand companies giving a Singapore company a competitive advantage to drive growth from Asia. To get a copy of the report and for more information contact [Pete Frost](#).

Former Trade Commissioner David Wishart has interviewed 42 companies either exporting or interested in exporting to China to identify what it takes to succeed in the market and also what the challenges and barriers are. NZTE has commissioned IPSOS China to research possible solutions to those barriers and identify ways of improving access to the market for New Zealand companies. We want to ensure that industry stays involved so that the final product is relevant and valuable, so industry representatives will be involved alongside IPSOS at key milestones during the research process. The findings of their report will be available in July.

4. New Materials

NZTE is still exploring whether it’s feasible to develop an aviation composites manufacturing facility to gain scale and profitability by sharing world class facilities, approvals and throughput. Further information will be included in the next quarterly update.

5. Lifting the Profile

Around 120 New Zealand company representatives and guests attended Heliexpo

in Las Vegas in March where a coordinated “Aviation is in our DNA” marketing theme helped raise awareness of New Zealand’s rotary expertise. The companies worked hard to build up goodwill and the Helicopter Association International (HAI) is keen to see New Zealand companies at next year’s event in Anaheim in February where we will be hoping to secure speaking slots.

Sixteen companies are taking part in an aviation mission to Indonesia in May organised by NZTE and Aviation New Zealand, with input from the New Zealand Embassy in Jakarta. The mission will allow companies in engineering and MRO, training, specialist advisory services and airport design and fit-out the opportunity to meet with pre-qualified potential customers, as well as the opportunity to network with each other to leverage knowledge and relationships. A broader mission led by the ASEAN New Zealand Business Council and Export New Zealand will be running in parallel, also with NZTE and Embassy assistance.

Planning is underway to showcase New Zealand Aviation in San Francisco during the America’s Cup. From July 22 to 24, there will be a series of business leveraging events and New Zealand companies – across fixed wing, rotary and airport technologies – will give their contacts an exclusive and privileged look behind-the-scenes at the Emirates Team NZ Base, as well as an opportunity for an on-water spectator experience.

These international events are being promoted under the “Aviation is in our DNA” theme and using consistent industry messages. In order to overcome the perception of New Zealand as being too far away or that our aviation industry is small and immature, we are promoting our aviation solutions as being:

- Practical and innovative
- Agile and responsive
- Professional and accountable

NZTE will continue to develop collateral that is available to industry organisations for missions and events. There is also the opportunity to use our messaging and imagery in your own marketing and communications efforts. The New Zealand Story project is under way and we will look to align our aviation activities with that project as it develops.

We are also on the look-out for good news stories that demonstrate our aviation expertise. Contact [Suzanne Boslem](#) for more information.

6. Other News

The Whole of Government committee is chaired by NZTE and comprises CAA, Ministry of Transport, Ministry of Foreign Affairs and Trade, and Callaghan Innovation. It’s anticipated that the Ministry of Business Innovation and Employment will soon join us. We are working to a 90-day plan and some early successes have included involving MoT on trade missions, aligning our thinking

and providing co-ordinated responses to Ministers on industry issues.

Industry representatives and officials held a round table meeting with Minister of Trade Hon Tim Groser in October to address barriers to export. The Minister recently requested an update and it's encouraging to see progress. One tangible outcome has been a visit to Hamilton by the Director of CAA and the Head of Aviation within MoT to meet key companies and the local cluster. The day was successful with some free and frank discussions and another visit is planned for June in Nelson/Blenheim.

There is a growing awareness that aviation in New Zealand is integrated and optimised by Government strategy with good regulations and rules, developed infrastructure and profitable airlines. This is a valid value proposition for NZ companies marketing a deeper NZ capability.

Adam Bennett has re-joined the HIP as the "buddy Director". His input has been invaluable. Adam also sits on the Governance Board of the Aviation Industry to help align policies and provide advice.

The Aviation High Impact Programme seeks game-changing outcomes for New Zealand. We are now planning for 2013/14, and suggestions for potential initiatives are welcome.

Regards,

Peter Smyth