



NEW ZEALAND EUROPE BUSINESS COUNCIL PRESIDENT'S REPORT TO THE 2010 ANNUAL GENERAL MEETING

It gives me great pleasure to present the Report for the 2009-2010 activities of the NZ Europe Business Council.

Membership and Finance

The Committee aim to ensure each function held is self-funding, however there have been some occasions over the past year where this has unfortunately not been possible. As the Committee does however act on an honorary basis there are very few additional costs to cover each year, now that the EU Webportal is being funded out of the National Centre of Research on Europe "Gateway to Europe" funding program.

The Committee does not foresee the need to raise subscriptions beyond their nominal level but would welcome further support from an increase in number of members – call it a member get member approach. Every mission, delegation, trade office or business council connected to Europe is invited to participate as an NZEBC member and we ask you to take a look at the member list and consider contacting those relevant organisations from the country you represent, who are not members and ask them to consider becoming associate members. We would like to maintain a high level of involvement in the business council and it is very much a two way street.

Bilateral Trade

Representing 27 member states and 500 million people, the EU is the world's largest economic entity. The EU is a vitally important market for New Zealand, second only to Australia in importance as a market for New Zealand goods – two-way trade is approximately NZ\$12 billion annually.

Recognising the significance of the bilateral trading relationship, the EU and New Zealand hold formal trade talks every year to take stock of the trade and economic relationship and identify opportunities for developing new strands in our relationship. The last round of talks, held in Wellington in late February 2010, was co-chaired by Peter Hamilton, Deputy Secretary, Ministry of Foreign Affairs and Trade, and Mauro Petriccione (Director of Bilateral Trade Relations for the European Commission's Trade Directorate-General).

As an extra initiative to mark the 50th anniversary of diplomatic relations between New Zealand and the EU, this year's annual trade talks were followed by an EU-NZ Trade Conference: "Creating Opportunities in Markets", which took place here in Auckland. The NZEBC played an integral role in the organisation of this event however I would also like to acknowledge the Director of the Europe Division of the Ministry of Foreign Affairs and Trade Mr George Troup and his team, for their assistance, dialogue and co-operation.



Since this conference there has sadly been very little focus from the NZ Government on Europe. In at least two instances the Prime Minister has in his speeches referred to China as our second most important trade market.

I implore each and every one of you to not only maintain but actually increase your activities promoting the NZ connection with Europe, as well as that of the country you represent. The NZEBC will continue to offer a platform of joint activities making it easier for each individual entity to promote their connections.

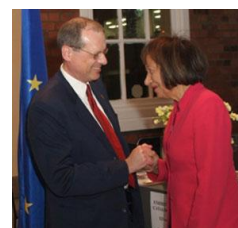
On-going Activities

Some of the on-going activities to consider are:

1. **“Gateway to the European Union in New Zealand”** our web portal. Actively keep your contact listings up to date and ensure your events are listed as early as possible. There are over 20 000 hits on this website each month with a resulting 500 unique visits.
2. **EU Market Access meetings.** For those unable to travel to Wellington for these meetings you are encouraged to provide feedback to the NZEBC Committee who are attending on your behalf – trade barriers that are an issue for your country need to be reported at these meetings. A great example of progress was the lifting of the raw milk cheese ban this month.
3. **Attend events and bring guests.** There have been a number of functions and activities promoted and/or hosted by the New Zealand Europe Business Council that you as a member are naturally invited to attend. In many cases we encourage you to bring others.
4. **Members Events.** Support members by attending events they are organising.

At this point it is appropriate to mention some of the events that have occurred over the past year:

On 12th May 2009 a number of NZEBC members flew down to Wellington to participate in **Europe Day Celebrations** at the New Zealand National Portrait Gallery. Under the gaze of an exhibition of Kings and Queens, a capacity gathering of Government Ministers, Members of Parliament, Members of the Diplomatic Corps, Ministry officials, Members of the NZEBC and other guests listened to speeches by EU Charge d'Affaires George Cunningham and the Hon. Georgina te Heuheu



Their Majesties **King Juan Carlos I and Queen Sophia** visited Auckland and Wellington in June 2009. The King addressed gathered dignitaries at a state luncheon at the NZ Parliament and officially opened the new Spanish Embassy. The Spanish trade delegation, accompanying the Royal visit to New Zealand, was welcomed at the Auckland town hall by the Hon John Banks at an event co-organised by the NZEBC.

Italy's Deputy Minister for Foreign Affairs the Hon. Stefania Craxi visited New Zealand in July 2009.



In early August 2009, **German Business in New Zealand met Dr Karl-Ernst Brauner** from the German Federal Ministry of Economics and Technology and Mr Hans-Wolfgang Busch, from Economic Relations with Asian-Pacific.

In a wide -ranging and vigorous **Europa lecture** in Auckland on 12th August organised by the NZ-EU Centres Network and the NZEBC, NZ's Foreign Minister Hon Murray McCully explored in detail the intricate web of inter-related policy areas that makes the EU-NZ relationship so likeminded and cohesive on the world stage.

In September 2009 during his **official state visit, Hungarian President László Sólyom** held talks with his host, Governor-General Anand Satyanand, as well as with acting Prime Minister Bill English and Leader of the Opposition Phil Goff. A State Dinner was held in Auckland at which a number of NZEBC members were present.

Charlie McCreevy, European Commissioner for the Internal Market, visited New Zealand in October 2009 for meetings in Wellington. He also spoke to a gathering include NZEBC members in Auckland at the Northern Club.

In November 2009 Europe celebrated a significant milestone – 20 years since the fall of the Berlin Wall. The NZEBC in conjunction with the National Centre of Research on Europe organised an event in Auckland entitled **Europe Reunited and Revitalised** with Guest speakers the Rt. Hon. Lord Christopher Patten of Barnes, former UK Minister and EU Commissioner, Prof. Dr. Michael Zürn, Director, Department of Transnational Conflict and International Institutions at the Social Science Research Centre Berlin (WZB), and Mr. George Cunningham, Chargé d 'Affaires a.i. of the European Commission Delagation to New Zealand. Further events were held in Wellington and Christchurch



In February 2010 NZEBC members attended the EU Bash at the Backbencher to celebrate the **opening of the New Zealand Parliament**. HE Ambassador Marcos Gomez Martinez, representing the EU Presidency in New Zealand, and Mr George Cunningham, Chargé d'Affaires a.i. of the EU Delegation, spoke about the Lisbon Treaty and the establishment of the European External Action Service. Charles Chauvel MP, Chair of the New Zealand European Union Parliamentary Friendship Group, explained how Parliament might make the most of the EU Delegation's presence in Wellington. The event showed the EU in transition to its new world role.



As part of a mission to deepen the relationship between the Czech Republic and New Zealand, a substantial **delegation from the Senate of the Czech Republic**, led by its President, Přemysl Sobotka, visited New Zealand in February 2010.



For the first time, the **EU film festival**, Windows on Europe, was shown in Auckland. It ran from 4-10 March 2010, featuring 17 cinematic gems - all award-winners - that highlighted the diversity and complexity of Europe today.

The New Zealand Europe Business Council celebrated **Europe Day** in Auckland on 7th May 2010 with a very special lunch at the Hyatt Regency. Over 70 participants from trade and political circles came and listened to guest speaker John Allen, Chief Executive of the Ministry of Foreign

Affairs and Trade. John Allen used this opportunity to point out that the connection between Europe and New Zealand continues to be very strong, despite the excitement in New Zealand about Asia as a dynamic trade partner. "We will continue to have our footprints in China, but it cannot be at the expense of our partners in Europe", he said, urging business and politicians to thicken their support for the EU relationship. "We need Europe to get a 21st century view on New Zealand and we need a different view of Europe here," he said.



And finally a new activity instigated by the NZEBC...



The "Taste of Europe" stand at the New Zealand Fine Food trade show, which took place 2 weeks ago, was by all accounts a huge success. Unfortunately after having done all the behind the scenes work coordinating the exhibitor participation and the stand design, I was unable to witness this for myself. However I am delighted to report that those who did manage to convince companies to participate are now reaping the benefits – Slovakian product was even featured on NZ television (as a connected story in the lead up to the Fifa World Cup).

During the coordination process of the Taste of Europe stand it became abundantly clear just how different each European country operates its export promotion. The stand would not have been possible without a large financial contribution made by the New Zealand German Business Association and the EU Delegation to New Zealand. Future stands will need much earlier and stronger commitment by all if they are to happen.

On this note I would like to sing my praise for George Cunningham and his team at the Delegation of the European Union to New Zealand. George has continued to be superbly energetic and enthusiastic, supporting the NZEBC wherever possible. Our weekly communication has kept the level of European activity at the forefront for this President.



I'd like to thank the committee for their ongoing support and contributions throughout the year. A special thank you to Peter Deutsche, our treasurer, for making sure the payments came in and went out. Also my thanks to Patricia Thake, for her enthusiasm in organising the Europe Day event and of course on behalf of all of us in attendance tonight I would like to acknowledge the Honorary Consul General of Great Britain and the Director of UK Trade and Investment Mr John Waugh, whose hospitality we are enjoying tonight and have done previously and hope will probably do so again in the future!

Monique Surges
President
New Zealand Europe Business Council

24 June 2010