

**MEDIA RELEASE**  
**July 27, 2009**

**KEA / NZCTA ANNOUNCE THEIR ENGAGEMENT**

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NZCTA has signed a Memorandum of Understanding with Kea New Zealand, to work together on their mutual interests in China and enhance services to members.

Kea – the Kiwi Expats Association - leverages the knowledge and contacts of talented New Zealanders around the world and has a thriving chapter in China to help build on the fast-growing relationship between China and New Zealand in trade, investment, education, tourism and migration.

KEA chief executive Ivan Moss warmly welcomes the alliance with the NZCTA.

“Kea’s membership growth in China has been spectacular and we now have more than 700 New Zealand expat members there, with active branches in Shanghai and Beijing and plans to open new chapters in other large Chinese cities soon.

NZCTA is New Zealand’s leading bilateral business association focussed on facilitating and promoting trade between New Zealand and China.

Its chairman Stuart Ferguson said the association had decided to partner with Kea rather than develop its own branches in China.

“We’ve been increasingly impressed with the growth of the Kiwi expat community in China, most of whom are already members of KEA. So, it was far more sensible to join them and develop our mutual interests,” says Ferguson.

The Memorandum of Understanding between KEA and NZCTA establishes the parties as affiliates to promote New Zealand’s interests in China through the New Zealand ex pat community in China in synergy with NZCTA’s experienced team in New Zealand.

Stuart Ferguson says NZCTA members now have a formal channel of access to several hundred Kiwis in China who have first hand knowledge and experience of working and doing business there.

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## ***About NZCTA and Kea New Zealand***

### **New Zealand China Trade Association**

Formed in 1981, the NZCTA is the oldest and most effective private sector business association focusing solely on facilitating and promoting trade and business relations between New Zealand and China.

NZCTA has more than 120 members, representing all sectors of the business community -- approximately half of whom are exporters or importer.

The association leads or supports Ministerial Trade Missions to China and has consistently supported and promoted the advancement of business relationships with China, culminating in its strong support of the recent FTA.

NZCTA is the New Zealand agent for the International Pavilion at the Canton Fair and is also working with the Government to support the Shanghai Expo in a practical way by leading business missions there between April and September 2010.

NZCTA liaises regularly with Government agencies in NZ and China, forwarding members' views, particularly on trading issues. It holds regular members' meetings and events, issues a monthly e-magazine and sets up links in China to assist members,

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### **Kea New Zealand**

Kea is a powerful and effective network that helps New Zealanders in business leverage the knowledge and contacts of the many talented New Zealanders living offshore.

More than 750,000 or 16 per cent of New Zealanders live overseas – the highest proportion of any OECD countries.

By facilitating the sharing of knowledge, contacts and opportunities among global new Zealanders – Kea enables members to contribute to the growth and prosperity of all New Zealanders.

Kea's global network now has more than 25,000 members, with four thriving regional chapters in the UK, Australia, China and the US.

Kea was co-founded by entrepreneur Stephen Tindall, founder of The Warehouse stores and founder and trustee of the Tindall Foundation, in 2001.

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