

18 November 2009

## **NZCTA plans "heady" Mission to Expo September 2010**

After recent discussions with the Government organisers of the NZ participation at Shanghai Expo, NZCTA is satisfied that key export sectors are being covered with Ministerial Missions and that regional interests are being looked after by enthusiastic local organisations.

So NZCTA is planning an Expo initiative, which will avoid clashing with mainstream export and local initiatives but which will add full value to the overall effort to gain maximum leverage from the substantial NZ investment in it.

We are now seeking expressions of interest from entrepreneurs, thought provokers and creators, who would be attracted by the prospect of taking in the Expo together with visits and networking opportunities both in Shanghai and other Chinese business centres.

We would undertake to provide, probably in late September 2010, an eclectic programme and itinerary designed to assist you in identifying new areas in which to engage with China. To register a preliminary and non-obligatory expression of interest and to be added to a specific mailing list, please **click here** ([director@nzcta.co.nz](mailto:director@nzcta.co.nz))

For NZCTA's December commentary on Shanghai Expo, please **click here**