

Working lunch on Collaboration in Tourism and Creative sectors with China and Tackling the Evolving Chinese Market

You are cordially invited to join us for a working lunch to learn about past achievements and future opportunities for Wellington and New Zealand in tourism and creative sector collaborations with China. NZ Story will also share the findings of a comprehensive country perception research recently conducted in China, and the implications for New Zealand exporters.

Mayor **Justin Lester** will discuss Tourism and creative sector opportunities in Wellington and areas for international collaboration in support of Wellington City Council's long term strategic vision - Towards 2040: Smart Capital, and give a brief update on the Frank Kitts Park redevelopment.

Drawing from his two terms representing New Zealand interests in Beijing, former Ambassador to China **John McKinnon** will share his thoughts on Wellington as an untapped Tourism destination for Chinese visitors, and past and future areas of collaboration in the tourism and creative sectors between New Zealand and China in general.

NZ Story recently carried out a comprehensive country perception research entitled "How does China see New Zealand". **Rebecca Smith**, Director of NZ Story will share the learnings about the Chinese market, starting with how Chinese consumers and business leaders see themselves and the implications for New Zealand exporters. We then look at how they perceive New Zealand, the key points to remember when doing business there, how to create persuasive messaging and sector specific considerations for trade.

There will also be a quick update on the proposed Wellington Chinese Garden, Garden of Beneficence, from the Wellington Chinese Garden Society.

When lunch concludes, guests will receive a complementary pass to the Terracotta Warriors Exhibition, courtesy of Te Papa.

This event is brought to you by the New Zealand China Trade Association, Wellington Chinese Association, New Zealand China Friendship Society Wellington Branch, Wellington Chinese Garden Society, New Zealand Contemporary China Research Centre, Wellington Chamber of Commerce and ExportNZ, in conjunction with NZTE & The Museum of New Zealand Te Papa Tongarewa.

Date: Thursday 11 April 2019

Venue: Icon, Level 2, Te Papa

MC: **Luke Qin**, President, Wellington Chinese Association & NZCTA Exec Member

Start time:

12-2pm working lunch & presentations

2pm Terracotta Warriors viewing

Cost: \$38 for members of the organising groups. \$45 for non-members. Please note this is a not-for-profit event. Any surplus proceeds will be donated to the Christchurch victims' fund, with other donations from the Wellington Chinese Community.

Please register via the link below before Monday 8 April to secure your seat:

<http://events.nzcta.co.nz/products/147/collaboration-in-tourism-and-creative-sectors-with-china-and-tackling-the-evolving-chinese-market>

