

Kia Ora INDIA



THE NEW ZEALAND-INDIA TRADE MAGAZINE

SPOTLIGHT ON
NZ-India Trade Relations

New Zealand's Trade Minister Charts a Bold Course for India Ties

From Auckland to Delhi: NZ-India Trade Delegation signals winds of change



Hon. Todd McClay addresses the industry at the end-of-year event of INZBC



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THE POWER OF NEW ZEALAND-INDIA PARTNERSHIPS

UOA AND AMRITA VISHWA VIDYAPEETHAM SIGN DUAL DEGREE AGREEMENT



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FROM THE CHAIR

KIA ORA INDIA | DEC 2023

Kia ora and namaste. I hope you all had a wonderful Diwali celebration – a belated Happy Diwali from all of us at INZBC.

The Festival of Light is fast becoming a celebration for all New Zealanders, thanks to its vibrant colours, the passion of our Indian diaspora, and its universal message – the triumph of light over darkness. This message was echoed in the widespread Diwali celebrations across New Zealand, showcasing the Indian diaspora's significant contributions.

At INZBC, we have had a busy couple of months. We were honoured to host India's High Commissioner to New Zealand, Her Excellency Neeta Bhushan, at our Diwali event. She spoke about strengthening the diplomatic and business ties between our two nations – a topic close to our hearts.

We were also thrilled to welcome Bhav Dhillon as our Patron, in recognition of his immense contributions to both the business world and wider community, and his dedication to fostering the India-New Zealand relationship.

And we were very fortunate to host our new Trade Minister, Todd McClay, for his first public address since his appointment, at an INZBC breakfast event held the day after the new government was sworn in.

The minister's message was encouraging for those of us focused on taking the relationship forward, with the minister calling it a relationship "of paramount importance to New Zealand".

We have always strongly advocated for investment across all aspects of the relationship, given its significance to New Zealand's future and our belief in the value we can add to India.

And to do that we need to focus across the board on areas like education, culture and investing in our diplomatic footprint, taking steps to build the trade relationship.

These are also the key theme mentioned in the INZBC's Report, ***India New Zealand – A relationship ready for its next phase***, which has been widely recognised as a guide for this strategic partnership. The minister's acknowledgment of our work "in supporting a

coordinated approach for lifting New Zealand-India relations," was particularly heartening.

He noted that "bolstering all facets of the broader relationship, spanning political, defence and security, people-to-people and cultural elements - together with our existing economic partnership - is a precondition for lifting our trade with India".

"You are all well aware that our business-to-business connections are growing and I commend the India New Zealand Business Council for its work to supercharge this growth," he said.

Our job, however is far from complete. We have more to do.

Early next year, INZBC will begin the process of reviewing our report, reflecting on this year's achievements and our members' perspectives on future steps.

We are considering our next delegation to India and have a busy work programme lined up for the coming year.

We exploring how to best support the Indian High Commission with the significant interest from businesses in India looking to invest in New Zealand, and how to collaborate effectively with the government to support their India-focused efforts.

We are also in the process of adding secretariat resource to support our board and members in our mission to build momentum.

A number of our board members and other members will be in India in the coming weeks building relationships and ensuring New Zealand continues to be seen - because the message is we are.

We have ambitious plans for 2024 and beyond, and we can't do it without you.

We can't thank you enough for all of your support.

I wish you and your families a safe, happy Christmas and a prosperous New Year. I look forward to seeing you soon.

Best wishes
Michael



Michael Fox
Chair, INZBC

Michael Fox is Zespri's Head of Global Public Affairs whose team has responsibility for Zespri's global communications, government and international relations, trade, advocacy, policy and regulatory portfolios as well as the community investment and tours and events programmes. Michael holds a number of other advisory roles including Chair of the India New Zealand Business Council and sitting on the New Zealand International Business Forum and Export New Zealand Advisory Board.

Veteran Business Leader Bhav Dhillon Appointed INZBC Patron

Bhav Dhillon, a prominent figure in the New Zealand-India business arena, steps into the role of Patron, infusing his vast experience and vision to bolster bilateral relations. INZBC writer Priti Garude-Kasture details his strategic vision for deepening the New Zealand-India partnership.

Bhav Dhillon, a renowned figure in the New Zealand-India business and cultural spheres, has recently taken up the prestigious role of Patron at the India New Zealand Business Council. As the former treasurer of INZBC and the Honorary Consul of India in Auckland, Dhillon brings a wealth of experience and insight to the organisation.

His impressive career encompasses a range of leadership positions, including the former Chair of Foundation North, Managing Director of Cemix & Dunlop Drymix NZ, Chair of Indian Weekender, Kiwi Indian Hall of Fame, and the There's a Better Way Foundation.

His dedication to strengthening India-New Zealand ties, both in business and cultural sectors, positions him as a key asset to INZBC.

At the INZBC's year-end event held in November 2023, where he spoke alongside Hon Todd McClay, New Zealand's newly appointed Minister for Trade, Agriculture, Forestry, Hunting & Fishing, Dhillon shared his vision for enhancing bilateral relations between New Zealand and India.

To cultivate a mutually beneficial alliance, Dhillon stressed the need for multifaceted steps, noting the importance of drive and passion in building relationships with a country as large as India.

"In a big relationship, we have to create some momentum and positivity between both countries," he stated.

Dhillon identified key sectors where New Zealand could focus its efforts.

He highlighted education as a significant contributor to the trade balance between the two nations.

"Education has always been a big source of this trade balance between the two countries," he remarked.

Despite the dip in Indian student enrolments due to Covid, Dhillon observed that students were gradually returning, making India, once again a growing market for New Zealand's international education sector.

Tourism, another 'low hanging fruit', as Dhillon described, has seen India become the fifth-largest source of overseas visitors to New Zealand in 2023, climbing up from 19th in 2003. Notably, a significant proportion of these visitors came to visit friends and relatives.

Dhillon also pointed out opportunities in the automotive and farm machinery industries, which have been adding significant dollar value to the bilateral relationship.

Highlighting India's status as the pharmacy capital of the world, a previously released INZBC white paper on the **'Pharma Landscape in New Zealand'** shows that New Zealand imported NZ\$ 91.03 million of pharmaceutical products from India, accounting for 2.3 percent of its total pharmaceutical imports.

Dhillon saw vast potential for growth in bilateral trade in the pharmaceutical sector, noting India's pivotal role in the global supply chain.

In his concluding remarks, Dhillon underscored the importance of mutually beneficial trade relationships. "I have always said trade or business is like any other relationship, we have to create win-wins situation for both parties," he said.

Dhillon's vision and leadership at INZBC herald a promising future for New Zealand-India business relations, marked by strategic partnerships and a deeper understanding of the vast potential in this dynamic relationship.



New Zealand's Trade Minister Charts a Bold Course for India Ties at INZBC Year-End Event

INZBC writer, Priti Garude-Kasture brings highlights from the New Zealand Trade Minister's inaugural address, outlining a forward-thinking strategy to strengthen New Zealand-India trade relations.

Hon Todd McClay, New Zealand's newly appointed Minister for Trade, Agriculture, Forestry, Hunting & Fishing, delivered a forward-looking speech, at the INZBC End of the Year event, held at SKYCITY in Auckland on 29 November 2023. Alongside him was Patron and Honorary Consul of India, Bhav Dhillon, who also shared insights into the evolving NZ-India relationship.

Addressing a gathering of exporters, sector representatives, diplomats, and leaders, Minister McClay outlined his government's ambitious agenda to grow New Zealand's trade and international relations, with particular emphasis on India.

McClay stressed the significance of the bilateral relationship, declaring, "India, for many reasons, is a relationship of paramount importance to New Zealand."

He emphasised the government's proactive role in trade and said, "Government's role today is much broader [...] - it is about shaping the brand and the story behind it. Opening doors. Helping to make connections."

In line with this broadened scope, he announced his intention to visit India before Christmas, underlining the importance of direct engagement in strengthening ties.

Shifting Focus from Volume to Value in Exports

In a significant policy shift, McClay announced a new direction for the nation's trade policy.

Moving away from the traditional metric of the number of deals signed, he said the focus would now be on enhancing the value of New Zealand's exports.

The minister stated, "Historically we've judged the success of our trade policy on the number of deals that we've negotiated and signed. We think there should be another metric on how much more we export and sell overseas by value - not by volume."

McClay discussed the need to maximise the value of existing trade agreements. He acknowledged New Zealand's history of signing bilateral and regional free trade agreements since the 1980s, which have been instrumental in creating a level playing field for exporters.



However, he noted, "To unlock their full value, trade agreements need to be effectively leveraged."

In line with this, the minister revealed an ambitious goal: "That is why we are targeting a doubling of the value of exports over 10 years."

This included engaging with India to remove unnecessary costs and barriers, thereby creating significant commercial value for exporters, even in the absence of a formal Free Trade Agreement.

Exploring sectoral opportunities in India

McClay also discussed the multifaceted and growing connections between New Zealand and India, highlighting various sectors where New Zealand businesses could provide value.

"New Zealand businesses provide terrific value to India. We truly present leading expertise, experience, technology, and a practical edge that can make a tremendous impact when paired with India's economic capabilities and ambitions," he said.

The minister laid out the government's approach to sectoral opportunities, ranging from agriculture, education to air connectivity and business-to-business infrastructure.

Acknowledging key sectors such as aviation, F&B, manufacturing, IT and tech services, McClay praised New Zealand companies for their innovation and agility in the Indian market and expressed appreciation for the INZBC's role in fostering business relations. The recent 50-person business delegation to India was highlighted as a significant step in deepening bilateral ties.

In conclusion, he stressed the importance of government-private sector collaboration, stating, "It is essential that the government works in partnership with the private sector and builds on the work you have all been so committed to so far."

The minister's pledge to visit India before the end of the year is a testament to New Zealand's commitment to actively enhancing its trade relationship with India, marking a bold chapter in the NZ-India partnership.

From Auckland to Delhi: NZ-India Trade Delegation Opens Doors to Bilateral Opportunities

INZBC writer Priti Garude-Kasture provides a unique glimpse into the New Zealand delegation's recent venture to India, spotlighting in-depth interviews with the key figures driving NZ-India trade relations forward.

In August 2023, a historic 50-person delegation from the India New Zealand Business Council embarked on a mission to India, aimed at forging stronger business ties between the two nations. This delegation, signified the evolving relationship between the two nations, marked by strategic discussions and the exploration of new opportunities.

Organised by INZBC in collaboration with Auckland Chamber of Commerce, New Zealand International Business Forum, Export NZ, EMA and New Zealand Foreign Affairs and Trade, the delegation's agenda was comprehensive. It included in-depth interactions with Indian stakeholders - Invest India, Confederation of Indian Industry (CII) and the Federation of Indian Chambers of Commerce & Industry (FICCI), to understand the attractiveness of state-based incentives, ease of doing business supported by discussions on trade and economic policies.

The INZBC Summit Conference in the nation's capital, Delhi became the focal point of the visit, providing a venue for meaningful exchange and networking, which many hope will be the cornerstone of future partnerships.

India's Economic Rise: A World of Opportunities

In a post-visit interview with INZBC, Simon Bridges, CEO of Auckland Chamber of Commerce, talks about the transformative changes witnessed in India over the years. Capturing the essence of the country's economic rise, he said, "India's time has now come.

"So much changes in India every few months, so you see the evolution - maybe revolution is a better word - trip

by trip," Bridges added, painting a picture of a nation on the move.

Catherine Beard, Director of Advocacy for Business NZ recognised India's remarkable economic trajectory and its burgeoning middle class.

"India has become world-renowned in some highly technical areas, such as pharmaceuticals, vaccines, ICT, business processing, manufacturing and even the space industry," she said, emphasising India's attractiveness for foreign investment.

Michael Fox, Chair of INZBC, further highlighted the considerable changes in India's economy, stating digitalisation and ease of doing business have opened up a realm of opportunities for New Zealand businesses.

Sectoral Synergies: Finding the Right Niche

The delegation's visit spotlighted the necessity for a focused approach to trade agreements, as observed during conversations about India's trade and economic policies.

On leveraging sectoral strengths, Beard suggested that New Zealand could offer significant value to India's economy, urging businesses to invest in understanding the market.

"It is a very big and competitive market and New Zealand exporters can tend to be on the small side, so care will need to be taken to find the right niches to operate in," she advised.



Emphasising the importance of strategic engagement, Bridges recommended a targeted approach. "Pick one geographic area, one sector (or even better, sub sector) and establish a small number of key contacts you may turn into partners," he suggested, promoting the idea of forming deep connections.

Fox mentioned the challenges and potential of a Free Trade Agreement (FTA) with India, suggesting that New Zealand's businesses could pave the way for deeper ties.

"An FTA will be a real challenge in the short-term, though the plan should be to continue to working towards it, by building trade ties outside of an agreement," he said.

New Opportunities in the Evolving Indian Economy

Fox noted that that many New Zealand companies were leading the way by investing in India.

"We're doing a huge amount already whether in food and beverage, horticulture, agriculture, immigration, education, services, and even the space industry," he stated.

Examples of successful collaborations included Rakon, which opened a Centre of Excellence in Bengaluru, assisting India in its communications, defence, and space programmes, Valocity, a company specialising in property valuation and risk management for real estate owners, and STAAH Holdings providing booking engine optimisation software for the hospitality sector.

According to the New Zealand Trade Dashboard from Stats NZ, in the June 2023 quarter, New Zealand exported \$325.62 million of total goods and services to India, representing 1.3 percent of all exports of total goods and services during this time period.

Graham Rouse, Trade Commissioner and Consul-General, India and South Asia at NZTE said opportunities are abundant in India, particularly tech and manufacturing, where Kiwi innovation could help supercharge productivity.

"A growing group of 'recession-proof' consumers mean there are opportunities for high value food, beverage and consumer goods," he said.

Beard said there were plenty of areas where New Zealand exporters could add value to the Indian economy.



She said taking a leaf out of Australia's book, their economic cooperation agreement with India, might be the better way to go in the short term.

"Look at areas where we can find some mutual wins and build on that over time.

"New Zealand not only is good at agricultural exports, we are also good at agri-tech, cool store supply chain technology, space sector componentry," said Beard.

A Call to Action: Engaging the Indian Market

Rouse spoke on the distinct advantages New Zealand businesses hold, thanks to the country's strong brand reputation in India.

"They [Indians] tend to associate Kiwi products, services and people with a high degree of integrity and trust," he commented, underscoring the leverage this gives Kiwi businesses.

Bridges and Rouse both echoed the need for patience and persistence when it comes to building relationships in India. "Good things take time," Bridges reminded, while Rouse emphasised the need for "thorough discovery and validation work" and regular market visits.

A Bright Future for NZ-India Trade Relations

The delegation concluded with a sense of optimism and a collective call to action for New Zealand businesses to engage more deeply with the Indian market. Beard encapsulated the sentiment, stating the wealth of support and goodwill present in India, and the untapped potential of the Indian diaspora in New Zealand.

She said, "From our trade mission it was apparent there are many organisations in India that are willing to help, including those like Invest India, that are actively seeking foreign investment at the state level and they offer varying levels of support and enticement."

With the visit having illuminated the path forward, the future of the NZ-India relationship appears to be on a promising trajectory, guided by strategic partnerships, cultural understanding, and a shared vision for prosperity.





Special Briefing with Trade Minister at New Zealand High Commission

Venue: New Zealand High Commission, New Delhi



Doing business with India - Roadmap.

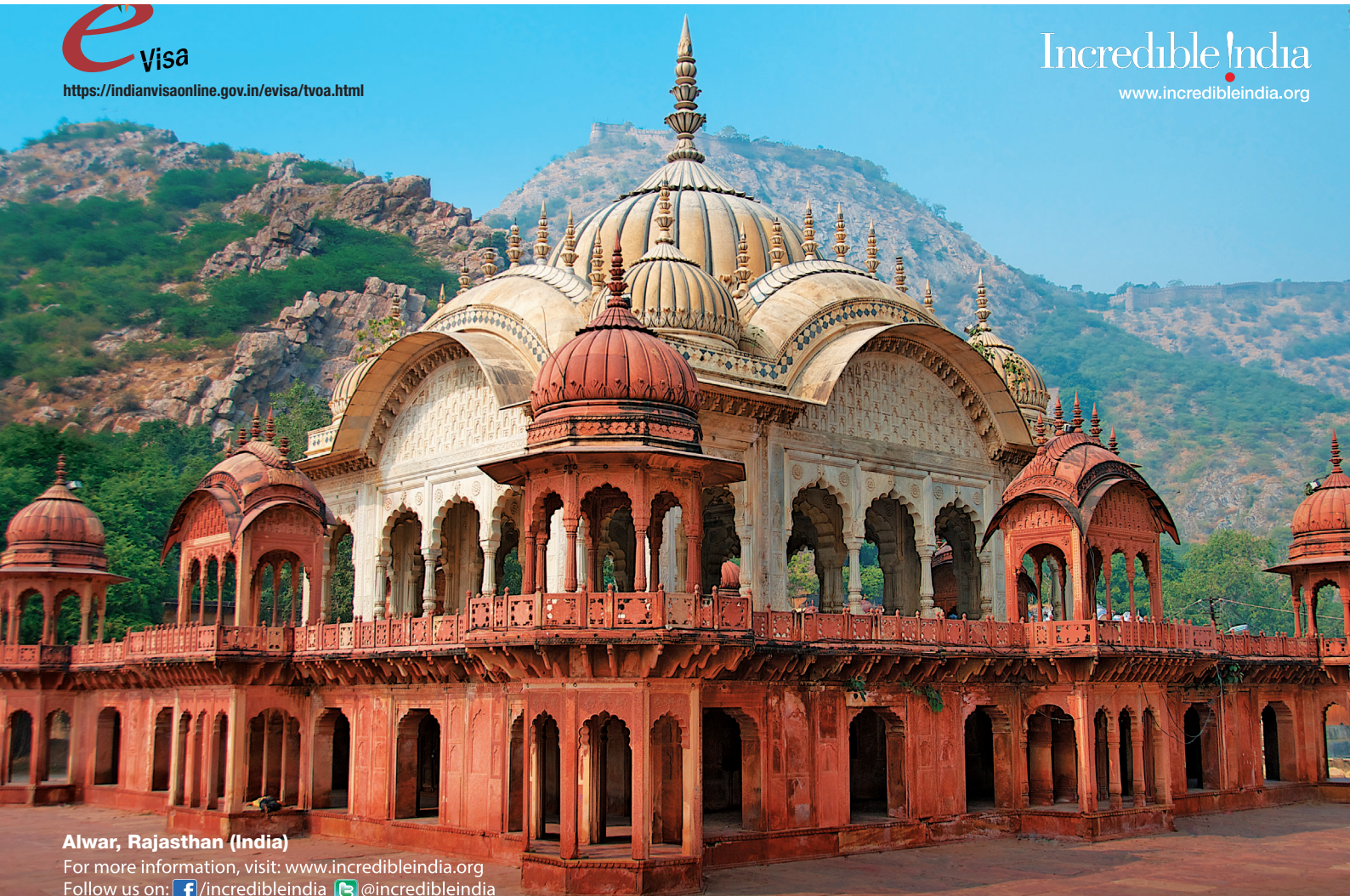
Invest India hosted these round of meetings, providing context for the discussions ahead. A significant address by Tapan Majumdar, Additional Director General of Foreign Trade, Ministry of Commerce and Industry, Government of India. The presentations updated the delegates on the key policies of the Govt of India, around investments.



In the vibrant setting of the FICCI Federation House, a pivotal event unfolded on August 29, 2023, marking a significant juncture in the bilateral relations between India and New Zealand. This engagement revolved around in-depth deliberations aimed at unlocking mutual trade and investment potentials.


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INZBC Summit in Delhi Marks a New Phase in India-New Zealand Relations



Explore the highlights of this year's INZBC Summit in Delhi, where strategic dialogues paved the way for a new chapter in NZ-India trade relations.

In a significant move to bolster bilateral ties, the India New Zealand Business Council (INZBC) Summit titled "India & New Zealand – a relationship ready for its next phase" was recently held in Delhi, India. The summit, convened during a delegation visit, served as a vital platform for exchanging ideas and insights about the growing relationship between the two countries.

The conference kicked off with Michael Fox, Chair of INZBC, setting the event's tone. His address was closely followed by the distinguished H.E. David Pine, New Zealand High Commissioner to India, who shared his valuable perspectives on the evolving India-New Zealand relationship.

Jay Changlani, Treasurer of INZBC, introduced the summit's first session, paving the way for a series of insightful panel discussions. The first panel, focusing on **"India's Growth Odyssey and Global Partnerships,"** featured Uday Bhaskar, Director General of Pharmaceuticals Export Promotion Council of India, Gaurav Mathur, Global COO at Areteans and Amit Gupta, SG & Global Trustee, TiE. Chandan Ohri of Duco Consultancy moderated the discussion, which centred around India's ascent in global economics and the importance of international cooperation.

The second panel, led by Scott Tasker, Chief Customer Officer of Auckland Airport and Jitendra Singh, Vice President & Head Airline Marketing & Route Development at Delhi International Airport Ltd and moderated by Gregg Wafelbakker, General Manager Asia at Tourism New Zealand delved into "Fortified Connectivity Between India and New Zealand." They discussed the far-reaching impacts of enhanced air links, touching on tourism, cultural exchange, economic growth, and stronger bilateral ties.

A keynote address by Shri Sanjeev Sanyal, a member of the Economic Advisory Council to the Indian Prime Minister, was a highlight. Sanyal offered deep insights into India's economic journey and its potential for increased global collaborations, positioning India as a new emerging superpower on the global stage.

In the third panel, **"Growing with India - Insights from New Zealand Companies,"** Anit Nair, National Sales & Marketing Manager at Fisher & Paykel Healthcare, Arun Parasnis, Managing Director of Rakon, Himanshu Arora, Head of APAC South at Zespri International and Anna Campbell, Co-Founder of Zestt Wellness shared their experiences and advice on navigating India's market. Graham Rouse, New Zealand Trade and Enterprise Trade Commissioner for India moderated the session.

The fourth panel, moderated by Rohit Anand, Director at REDSTONE VENTURES LTD featured Wayne Brown, Mayor of Auckland, Brett O'Riley, CEO, EMA, Simon Bridges, CEO, Auckland Chamber of Commerce and Catherine Beard, Director of Advocacy, ExportNZ. They discussed **"Enhancing Collaboration for Mutual Growth,"** focusing on strategies for effective partnership and leveraging regional strengths.

The summit concluded with a MoU signing, symbolising a commitment to collaborative initiatives between India and New Zealand. Vikram Gera, Chairperson of IOBA, and Michael Fox, Chair of INZBC, signed the agreement, highlighting their shared dedication to advancing common goals.

Earl Rattray, Director of Dairy Link and an esteemed INZBC Board Member, delivered the closing remarks. He extended a vote of thanks to all participants, emphasising the pivotal role of collaboration in fostering progress in India-New Zealand relations



Panel Discussion 1: India's Growth Odyssey and Global Partnerships This panel discussion explored India's economic journey and global partnerships. Distinguished panelists included:

- Uday Bhaskar, Director General of Pharmaceuticals Export Promotion Council of India
- Gaurav Mathur, Global COO at Areteans
- Amit Gupta, SG & Global Trustee, TiE



Panel Discussion 2: Fortified Connectivity Between India and New Zealand

Scott Tasker, Chief Customer Officer of Auckland Airport, and Jitendra Singh, Vice President & Head Airline Marketing & Route Development at Delhi International Airport Ltd, discussed the far-reaching impacts of enhanced air links between the two nations. Gregg Wafelbakker, General Manager Asia at Tourism New Zealand, moderated the conversation, emphasizing the potential for tourism, cultural exchange, economic growth, and strengthened ties.





Panel Discussion 3: Growing with India - Insights from New Zealand Companies

This panel discussion featured representatives from New Zealand companies with experiences in India:

- Anit Nair, National Sales & Marketing Manager at Fisher & Paykel Healthcare
- Arun Parasnis, Managing Director of Rakon
- Himanshu Arora, Head of APAC South at Zespri International
- Anna Campbell, Co-Founder of Zestt Wellness



Panel Discussion 4: Enhancing Collaboration for Mutual Growth

Esteemed leaders from various sectors discussed strategies for effective collaboration. Distinguished speakers included:

- Wayne Brown, Mayor Auckland Council
- Brett O'Riley, CEO, EMA
- Simon Bridges, CEO, Auckland Business Chamber
- Catherine Beard, Director of Advocacy, ExportNZ



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Embracing Change: How BNZ is Catering to the Evolving Needs of Kiwi - Indian Businesses



INZBC content writer, Priti Garude-Kasture sat down with Harshad Tendulkar, Business Partner and Sumant Khedkar, Senior Partner Personal Banking to discuss BNZ's strategic approach towards embracing the diverse needs of the Indian community in New Zealand.

Bank of New Zealand (BNZ) recently made a significant stride in its commitment to New Zealand's diverse communities. This year, the bank secured naming rights for the iconic Auckland Diwali Festival. A much-awaited event in Auckland's social calendar, the festival drew 100,000 attendees over two days, showcasing a mela of culture, food, celebration, and festivities.

INZBC's content editor, Priti Garude-Kasture, sat down with Harshad Tendulkar, Business Partner – Newmarket, and Sumant Khedkar, Senior Partner Personal Banking, to discuss the bank's approach towards embracing the diverse needs of the Indian community in New Zealand.

Navigating Cultural Nuances in Business and Personal Banking

Khedkar, who looks after the retail side of the business, has worked with the bank for over eight years.

He explained that BNZ's increased engagement with the Indian community was not an isolated strategy but part of a broader outlook.

He said it was a step further in their continued commitment to providing for the diversified needs of the Asian and immigrant communities in New Zealand.

Tendulkar, who manages high-value clients and relationships within BNZ, reflected on the significant changes in Indian businesses in New Zealand over the last two decades.

"In 2001 or 2002, most Indian or migrant businesses were dairy shops or coffee outlets. They were very small, so their needs were very simple. Today, Indians or people from the Asian subcontinent and China, for instance, own some of the big businesses in New Zealand, in sectors like education and large retail franchises," he said.

He noted that with bigger businesses comes more complex banking needs and the importance of ensuring nothing gets lost in translation.

"Managing the relationship, helping customers grow is what I do in my role," he added.

Empowering Immigrant Entrepreneurs: The BNZ Approach

Tendulkar mentioned that nearly 40 percent of new businesses in the country are now owned by migrants.

"Some of our customers from India still have an Indian mentality and ways of doing business, which needs to be a little different in New Zealand. A large part of my role involves educating customers and their accountants on how to become bankable," he said.

He emphasised the importance of making customers understand their obligations and reporting requirements in a way that is easy, compliant, and non-offensive.

Education is a big part of Khedkar's role as well.

He said his team of 16 works with new customers from the moment they arrive in New Zealand.

With the tech industry booming, Khedkar noted that New Zealand sees 10 to 15 new immigrants per week, who have traditionally only banked in India.

"We sit with them and explain how we can make their life easy in terms of banking," he said.

For those deciding to settle in New Zealand, he focuses on creating a pathway to homeownership. "We give them a stepwise plan - what they need to do, how do they need to get into their first dream home. We guide them from day one, ensuring that it'll become a reality, not now, but a year and a half, two years down the line," he said.

Advocating for Holistic Banking: Personalised Solutions by BNZ

Both Tendulkar and Khedkar stressed the importance of BNZ’s holistic banking approach.

This approach integrated both personal and business banking services, offering tailored support whether through a dedicated retail banker for individual clients or a business banker for commercial needs.

With 15 years of experience in both business and personal banking, Tendulkar underscored the importance of assembling a strong support team for successful entrepreneurship.

“Having that team is very important - it should include a good accountant, a good lawyer, and a good banker,” he advised.

Khedkar, passionate about his people and customers, highlighted the long-term benefits of maintaining a consistent relationship with a personal banker.

He added that such a relationship is key to successfully navigating the financial journey, whether for purchasing a home or investing in a business.

Growing Together: BNZ’s Vision for Community and Customer Prosperity

Khedkar explained that for BNZ, the goal is aligned with that of the customer – to help them grow.

“One of our Mātāpono or core values at BNZ is ‘Grow Together,’” he said. “BNZ has been active in the Indian community for nearly 10 years; I’ve personally spent 20 years in banking. The depth of conversation and in-depth knowledge about banking and the needs of Indian customers is where our expertise lies.”

“We don’t just grow ourselves; we ensure that our customers grow because only if our customers grow, will our communities grow, and we as a country will grow,” he concluded.



QualityNZ Group's Masterclass Event in India: Unveiling Leadership Excellence with Cricket Icons



QualityNZ Group recently hosted a high-profile event in India, featuring cricket legends Stephen Fleming and Brendon McCullum, to launch their 'Leadership, Diversity, and Culture' online program, marking yet another significant step in strengthening New Zealand-India business ties.

QualityNZ Group, a prominent New Zealand company deeply rooted in the Food and Beverage sector and international education through its vertical QualityNZ Education, recently orchestrated a triumphant event spanning two dynamic cities in India. The highlight of this extravaganza was the launch of their online program, "Leadership, Diversity, and Culture," featuring the charismatic presence of cricketing legends Stephen Fleming and Brendon McCullum.

Held at the iconic Taj Mahal in Mumbai and the majestic Taj Palace in New Delhi, the event drew the participation of senior leaders from prestigious companies like Amul, Jio, Mahendra, Tata Group, Zespri, Duco Consultancy, Access Healthcare, and CricHQ, among others. With a staggering attendance of over 700 business leaders, diplomats, and government representatives, the event witnessed the fusion of insights from diverse sectors.





The inauguration, graced by HE David Pine, NZ High Commissioner to India, also included a virtual congratulatory message from HE Neeta Bhushan, the Indian High Commissioner to New Zealand. Cricketing maestros Fleming and McCullum, in their addresses, shared profound reflections on their leadership journey, emphasising the significance of diversity in building unbeatable teams.

Fleming's insight into nurturing a culture where everyone can shine and McCullum's perspective on leading a diverse team set the tone for the event. QualityNZ Education's CEO, Sandeep Sharma, officially announced the launch of the online program, envisioning a positive impact on teams through their leaders applying the shared principles in their workplaces.

The program, comprising twelve self-paced modules derived from the ambassadors' extensive experience, serves as a practical guide for navigating the complexities of modern leadership. A limited edition launch at year-end will be exclusively available for

QualityNZ corporate partners and top companies within the New Zealand and Indian corporate landscape.

Acknowledging the support of stalwarts in the New Zealand and international business community, QualityNZ Group's Executive Director, Geoff Allott, expressed gratitude to sponsors, with special recognition for Duco Consultancy as the platinum sponsor and now a Strategic Partner for technology transformation. Also, Zespri International and Access Healthcare as the Gold sponsors.

The event also showcased QualityNZ's strategic initiatives in India, with Dr. Nitin Nagrale, CEO of F&B services, unveiling plans for a food processing plant and the launch of a new product line, "Tasty Kiwi," manufactured in India. This expansion aligns with the company's commitment to fostering economic ties and contributing to India's growth story.

In conclusion, QualityNZ Group's event not only celebrated leadership excellence but also marked a significant step in strengthening business ties between New Zealand and India, leaving an indelible mark on the landscape of corporate collaboration.



Education NZ 2023: The year that paved a stronger education relationship between New Zealand and India

2023 marked a pivotal year in strengthening the educational relationship between New Zealand and India. Education New Zealand in collaboration with New Zealand's education sector, dedicated the year to revitalising relationships with Indian education sector stakeholders and the government.

Education New Zealand Manapou ki te Ao, in collaboration with the New Zealand education sector, dedicated 2023 to revitalising relationships with education sector and government stakeholders in India.

The focus was on fostering existing ties while also forging new ones. Below are some key initiatives and accomplishments that ENZ spearheaded in 2023.

The year began with three groups of Prime Minister's Scholarship to Asia recipients embarking on enriching learning journeys in India. To date, the ENZ-administered Prime Minister's Scholarships programme has supported more than 3050 New Zealanders to dream big and broaden their horizons through life-changing experiences in Asia and Latin America.

The groups were focused on a wide range of initiatives in India – from internship programmes at not-for-profit organisations in Mumbai to projects in Kanyakumari and New Delhi, and a collaboration between a group of fashion students from New Zealand and prominent Indian fashion schools that saw the creation of garments that were a fantastic blend of cultures of both countries.

April 2023 saw an ENZ-led, high-level delegation visit from all eight universities to participate in the New Zealand India Education Week that was the highlight of our engagement in India.

The delegation visit was the vehicle for what was the first



government-led education visit to India since New Zealand re-opened its borders in August 2022. It paved a unified approach to student mobility and internationalisation initiatives between the two countries.

This was a successful and enormously valuable initiative that further supported the New Zealand international education sector's re-engagement with India, a market that remains critical to the recovery of international education.

The delegation engaged in high-level discussions with representatives from the government and education sector, including the University Grants Commission (UGC) and two esteemed Indian Institutes of Technology (IITs), IIT Delhi and IIT Madras. Also, the New Zealand High Commissioner to India, David Pine, signalled that working in alignment with New Zealand's foreign policy for India is the most efficient way to work together. Importantly, he underlined how collaboration – across government and the sector – was key to long-term success in India.

This point also came across strongly in the India New Zealand Business Council's insightful whitepaper on the subject – India & New Zealand: A Relationship Ready for Its Next Phase.

Education and tourism, as we know, comprise a significant portion of services exports that make up 60 percent of the \$1.7 billion total trade of New Zealand's exports to India in 2020. These are key components of the trade relationship between New Zealand and India, and the education sector has the potential to be instrumental





in helping grow this relationship even further. ENZ understands that collaborating for mutual benefit is important to growing a trusted, strategic, and reciprocal education relationship with India. It is why our engagement with government and education sector partners in India focuses on what India can gain from New Zealand and not just on what New Zealand can gain from India.

To that end, during the New Zealand-India Education Week in April, New Zealand announced an investment of \$400,000 towards student mobility and internationalisation initiatives in India.

As part of this investment, ENZ relaunched its flagship scholarship programme for India – the New Zealand Excellence Awards that are designed exclusively for students from India. The scholarships are jointly funded by ENZ and all New Zealand universities and have enabled more than 200 Indian students to study at one of New Zealand's universities since their launch in 2016. This is a clear indicator demonstrating New Zealand's overall commitment to India and our focus on raising incentives for Indian students coming to New Zealand.

Another priority during the delegation visit to India, was to revitalise our collaboration with premier Indian education institutions. To that end, we highlighted our re-engagement with the New Zealand Centre at IIT Delhi and discussed how we could take our partnership even further. The New Zealand Centre – inaugurated at IIT Delhi in February 2020 – promotes joint research between New Zealand universities and IIT Delhi in areas of research importance to both countries.

Erik Lithander, Deputy Vice Chancellor – Strategic Engagement at the University of Auckland signed a memorandum of understanding with IIT Delhi on behalf of all New Zealand universities to continue this relationship and further develop the ongoing work at the Centre.

Speaking about the week, ENZ Regional Director – India and East Asia, Ben Burrowes said the New Zealand India Education Week was a key opportunity to rekindle relationships with Indian education stakeholders.

“India has always been a strong partner to New Zealand in education, and students from India consistently make up the second-largest portion of international students studying in New Zealand.

“We look forward to building this relationship between our countries further over the coming years.”

In September 2023, ENZ hosted a series of ‘Study in New Zealand’ workshops for high school counsellors from Delhi and Bengaluru, highlighting New Zealand's appeal for undergraduate students and the extensive opportunities offered by its universities.

Recognising the pivotal role of high school counsellors, the event aimed to influence their guidance in steering students toward New Zealand for higher education. He Hui was a follow on from the interaction with High School Career Counsellors during the annual IC3 Conference held earlier this year.

The session emphasised the New Zealand Excellence Awards scholarships and ENZ's commitment to promote New Zealand education through a range of channels, including social media campaigns, newsletters, and ready reckoners.

Raising awareness for New Zealand education in India

ENZ's 2022 PR campaign to raise aware of New Zealand education in India, “New Starts with You”, secured three awards in the Public Sector and Education categories at major PR award competitions. Running from January 1 to December 31, 2022, the campaign saw a remarkable reach of 3780.6 million and a PR value of NZ\$951 million, the campaign significantly boosted awareness of New Zealand as an education destination.

The campaign received:

- Bronze at the Campaign India PR Awards
- Gold in the Education category at the STAKES PR and Communications Excellence Awards
- Bronze at the Economic Times (ET) Brand Equity Kaleido Awards

India is well established as a postgraduate student market and the expansion into the undergraduate segment requires a targeted strategy due to competition from countries such as Australia, UK, USA, and Canada. The goal is to restore New Zealand's visibility and reputation among high school students in India and position it as a promising destination for undergraduate students.

NZ must look beyond trade and forge deeper ties to India: Suzannah Jessep

"2023 was a year of strengthening New Zealand's ties with India, going beyond trade to deepen cultural and academic connections. The Asia New Zealand Foundation played a key role, through initiatives that encouraged mutual understanding and collaboration between the two countries."

The discourse surrounding New Zealand's ties with India tends to be dominated by trade, overlooking the many other strands of the relationship that unite the two countries. Such a narrow lens risks missing the rich tapestry of connections and shared interests on which deeper bonds are formed.

As outlined in the Asia New Zealand Foundation's 2020 research report *India and New Zealand: Our story, our future*, the historical connections between New Zealand and India can be traced back to our shared status as Commonwealth nations and the first Indians to settle in this country in the early 1800s.

Ties have been strengthened throughout the decades, largely through cultural connections such as cricket, Sir Edmund Hillary climbing Everest and more recently through tourism, large numbers of Indian students coming here to study and New Zealand's love of Indian food.

Perhaps the single biggest contributor this century to New Zealand-India connections has been immigration, with some 220,000 people of Indian ethnicity (about 4.7 percent of the total population) calling New Zealand home as of the last census in 2018, up from about 62,000 in 2001. This growing number of New Zealanders with strong links back to India has played a pivotal role in fostering even closer bonds between the two countries.

While the groundwork has been laid, New Zealand cannot take its relationship with India for granted and must build upon these strong foundations. This is where the Asia New Zealand Foundation can, and does, play a crucial role.

Through our nine programmes encompassing arts, business, entrepreneurship, education, leadership, media, research, Track II diplomacy, and sports, the Foundation aims to facilitate a deeper understanding of Asia among New Zealanders and enhance relations between New Zealand and countries in the region.

In the India space, our efforts encompass a range of initiatives aimed at fostering cross-cultural connections, including offering grants for arts practitioners to travel to India to engage with their Indian counterparts; providing internships in India to business and media graduates; funding schools to organise India awareness days; funding research opportunities in India for young Kiwi academics; and conducting regular Track II diplomacy dialogues with Indian thinktanks to discuss political, security and trade issues of shared interest.

When the Foundation was formed as a charitable trust in 1994, it was called Asia2000 – the thinking being that it would be a short-lived project that by 2000 will have achieved its goal of bringing New Zealand's Asia competency up to speed. Clearly this was an optimistic aspiration.

While cultivating business connections has always been a part of the Foundation's work, from its inception the organisation's mandate was to foster deeper relationships across the many areas of common ground through which New Zealand and Asia interact.

In its early years, the Foundation recognised the transformative potential of the arts as a powerful vehicle for introducing New Zealanders to the rich tapestry of Asian culture. In 2002, we played a pivotal role in establishing the iconic Auckland and Wellington Diwali festivals, in collaboration with local councils and Indian communities.

Recently, tens of thousands of festival goers once again converged on Wellington's TSB Arena and Auckland's Aotea Square to experience all the festivities of Diwali while immersing themselves in the wonders of Indian culture.

With the Diwali festivals firmly entrenched as cherished fixtures on New Zealand's cultural calendar, in 2018 the Foundation transitioned from its hands-on involvement to become a founding partner.



Suzannah Jessep
Author

Suzannah Jessep is the Asia New Zealand Foundation's director research and engagement. She joined the Foundation after serving as New Zealand's Deputy High Commissioner to India, Sri Lanka, Bangladesh and Deputy Ambassador to Nepal and as New Zealand's Deputy High Commissioner to Vanuatu.

She is Chair of the Ministerial Strategic Advisory Group on Trade that reports to the Minister of Trade. She will be assuming the role of chief executive officer of the Asia New Zealand Foundation in the new year.

During our active involvement with the festivals, we sponsored numerous talented performers from India, enabling them to showcase their artistry at Diwali. We also took these visiting artists to visit schools, where they not only performed but also shared their rich cultural heritage with schoolchildren, including those residing in rural areas where Indian culture is typically less visible.

We hope that within the throngs of festivalgoers whose horizons have been expanded through attending the festivals, some will have been inspired to deepen their understanding and forge lasting connections with India.

While we possess anecdotal evidence of the arts' pivotal role in fostering cultural exchange, we recognise the need for empirical validation. Consequently, in early 2024, the Foundation will unveil a comprehensive research report to illuminate the impact of Asian art and culture on the

perceptions and comprehension of the wider New Zealand community regarding the Asian region.

Our latest Perceptions of Asia Report, released this year, shows that India is increasingly top of mind when New Zealanders are asked which countries in Asia will be most important to New Zealand's future. India also ranked highly among Asian countries New Zealanders considered a friend, and a country worthy of future investment. This is a strong position on which to build.

While trade and other economic factors continue to be the key influencers on why New Zealanders would like to see closer ties with India, by encouraging a more holistic awareness of what makes India one of the most vibrant and dynamic countries in the world, we hope to see the New Zealand-India relationship go from strength to strength in the years to come.



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UoA and Amrita Vishwa Vidyapeetham sign Dual Degree Programme Agreement



University of Auckland and Amrita Vishwa Vidyapeetham have signed a dual degree programme agreement that will offer students a dual degree in computer science and engineering.

Waipapa Taumata Rau [University of Auckland] and Amrita Vishwa Vidyapeetham have signed a dual degree programme agreement that will offer students a dual degree in computer science and engineering (CSE).

The collaboration will empower students from both countries to earn two degrees- a Bachelor of Technology (BTech) in Computer Science and Engineering from Amrita Vishwa Vidyapeetham followed by a Master of Science (MSc) in Computer Science or Master of Data Science (MDataSci) from the University of Auckland.

Designed to offer students a future-focused global learning experience, the programme will provide access to world-class mentorship from both institutions' faculty members and cutting-edge research facilities. The dual-degree programme will also offer industry-based internship opportunities allowing students to gain real-world experience and platforms to apply their theoretical knowledge in a professional setting. Students can commence their BTech studies at Amrita University and, after three years, transition to the University of Auckland for a two-year program to complete their Master's degree. Upon completing the two degrees, students will also be eligible to apply for a post-study work visa in New Zealand.

Scholarships of up to \$20,000 towards tuition fees will

also be provided to deserving students applying for a dual degree programme. "This financial support will help strengthen the educational ties between New Zealand and India", the Amrita University said in a statement.

Commenting on the collaboration, Professor John Hosking, Dean of Science, the University of Auckland, said, "The University of Auckland's collaboration with Amrita University, one of the renowned institutes of India, strengthens our commitment to offering a powerful combination of academic excellence and a pathway for students to become global citizens. The dual degree programme will offer prospective students an opportunity to study in two culturally vibrant countries-New Zealand and India. Their academic and professional horizons will broaden significantly through world-class research opportunities, internships, and outstanding education. It will also gift them diverse career opportunities and a network of international connections. Amrita University and the University of Auckland both hold leading positions in the THE University Impact Rankings that evaluate global universities on their performance relative to the United Nations' Sustainable Development Goals (SDGs). The collaboration between us will generate significant synergies, bolstering our joint endeavours towards realising the SDGs."

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Leverage India's technology and skill development strengths in education: Economist Rahul Sen

Progress can be achieved fairly quickly, leveraging India's technology and skill development strengths in education, digital technologies, and space exploration, says Rahul Sen, Adjunct Researcher with INZBC

It is a well-known and reiterated fact that India has been among the world's fastest-growing economies and is poised to become the third-largest economy by 2030. The bilateral trade and economic relationship of New Zealand with India, however, remains well below potential.

The trends suggest that as of the year ended September 2023, New Zealand exported \$ 1.11 billion of total goods and services to India and imported goods worth \$1.49 billion, The shares constituted 1.2% of all exports of total goods and services and 1.3% of imports, with India ranking 16th among the trading partners of New Zealand.

In terms of investments, New Zealand was ranked the 58th foreign direct investment (FDI) investor into India, cumulatively worth US \$ 82 million (NZ \$ 132 million) over 2000-2023, constituting only 0.01% of the total. The above data suggests that in terms of trade and investment, the economic relationship can be doubled or even tripled over the longer term.

Against this backdrop, the newly sworn-in trade minister of New Zealand, Hon. Todd Mc Clay, has signalled a strong intent to invest in developing this important economic relationship that has the potential to leverage on skills, technology, and people between the two countries, going beyond market access involving cross border trade in goods. The successful pursuit of this policy would benefit New Zealand's long-term economic growth, providing avenues for economic risk diversification.

The areas of mutual economic gains for New Zealand from a potential comprehensive economic partnership with India, going beyond a traditional free trade agreement (FTA), are multi-faceted. In the area of trade in goods, forestry, wool, and fruits such as kiwifruit have a strong import demand in India and have a strong potential for export expansion. There is a strong potential to explore technology partnerships in India's agricultural sector, including the dairy industry, which could create room for preferential tariff negotiations in the future.

Progress can be achieved fairly quickly, leveraging India's technology and skill development strengths in education, digital technologies, and space exploration. Given India's trade policy stance of "Make in India, for the world," it is important for New Zealand trade policymakers to understand that India would prefer a deal that creates a platform for a long-term development partnership involving New Zealand businesses in India, and vice-versa.

India's National Education Policy (NEP) has opened room for internationalizing its education services, and this is an area where New Zealand universities have a strong potential for creating mutual collaborations with Indian education providers in joint degree programs and academic research.

Finally, the two countries have a huge unexplored potential to expand bilateral tourism. Travel services have constituted the bulk of New Zealand-India trade even without direct air connectivity. Both governments have signed a Memorandum of Understanding (MoU) this year to boost cooperation in civil aviation with an open skies policy in place. Establishing a direct flight between the two countries needs to be an utmost priority in building up the new government's trade and economic relationship with India. Lowering travel costs through direct air connectivity will incentivize businesses, government officials, and agencies in New Zealand to establish their presence in India more frequently, boosting two-way tourism and the movement of professionals.

Achieving the foundations that lead towards a possible trade deal will involve having a clear strategy looking ten years ahead, focussing on specific sectors and regions that would benefit from New Zealand's long-term trade and economic partnership with India.



Dr. Rahul Sen

Senior Lecturer,
School of Economics, AUT

The author is a Senior Lecturer at the School of Economics, Faculty of Business, Economics and Law, Auckland University of Technology (AUT), New Zealand, and an Adjunct Researcher with INZBC. The views expressed here are personal.

Unlocking Opportunities and Driving Mutual Growth through Education

“The growing New Zealand-India partnership, enriched by educational collaborations and policy enhancements, promises mutual growth and development in today’s global landscape, says Vandana Rai of Immigration Advisors.”

In today’s interconnected global landscape, strong partnerships between nations are more important than ever. As New Zealand and India embark on an exciting new chapter in their relationship, the potential for collaboration and economic advancement is immense.

New Zealand and India each bring unique strengths to the table. New Zealand’s agriculture, renewable energy, education, and innovation expertise perfectly complements India’s thriving market, skilled workforce, and vibrant economy. By leveraging these synergies, a renewed collaborative approach has the power to drive remarkable progress and achieve ground breaking milestones.

Education holds incredible potential as a catalyst for this partnership’s success. Through academic partnerships, collaborative research projects, and student exchanges, both countries can tap into their intellectual resources and foster innovation across disciplines. As the incoming New Zealand government makes critical decisions, prioritizing education and immigration policies that meet the needs and preferences of high-quality Indian students is essential.

The recent visit of Indian Foreign Minister Subrahmanyam Jaishankar further emphasised the importance of fair treatment and recognition for Indian international students. Recognising the crucial role of the education sector in strengthening bilateral relationships, the new government must carefully consider these opportunities to address ongoing concerns and develop inclusive policies.

To ensure the success of this partnership, the government should consider offering more incentives for high-value course options, prioritising visa processing, and improving the recognition of Indian qualifications. Additionally, addressing immigration policies to facilitate the integration of international students into the workforce will create a mutually beneficial environment for immigrants and New Zealand as a whole.

An apt example to follow would be Australia’s Mobility Arrangement for Talented Early-professionals Scheme or ‘MATES’, announced on 23 May 2023. This has been established under the Migration and Mobility Partnership Arrangement (MMPA), to enable the temporary mobility of Indian university graduates and early career professionals.

The revival of the international education sector is a key priority for the incoming National Party government in New Zealand, as outlined in their election manifesto.

The plan includes several key components: streamlining visa processing for international students, expanding work rights, and diversifying recruitment efforts. These changes are designed to make New Zealand more appealing as a study destination, fast-tracking 90% of student visa applications within 30 days and offering expedited processing within two weeks for an additional fee. Increased part-time work hours for international students will not only support small businesses but also position New Zealand as a desirable competitor.

Furthermore, the plan grants open work rights to partners of international students pursuing higher qualifications extends post-study work rights for post-graduate diplomas, and includes sub-degree courses for post-study work rights in skill shortage areas. These measures aim to attract more international students and address skill gaps within the country.

The plan also supports international students pursuing sub-degree courses in skill-shortage areas by offering a minimum post-study work period of 12 months and allowing their partners to work while studying. Additionally, international students who have studied in skill shortage areas will have a pathway to residence.

In conclusion, the renewed approach to the New Zealand-India relationship holds great potential for a long-term partnership across various sectors. New Zealand is in a favourable position to foster a thriving collaboration with India, creating opportunities for mutual growth and development.



Vandana Rai

Director, Immigration Advisors Authority

As a highly experienced and qualified Licensed Immigration Adviser, Vandana brings her wealth of expertise to the table. She is passionate about providing customised advice and assistance to individuals or businesses on all immigration-related matters. With Vandana’s remarkable leadership skills and enthusiasm, she leads a large, diverse team of more than 40 knowledgeable and dedicated multilingual professionals.

Double Delight: INZBC's Diwali Celebration and G20 Webinar Foster Stronger India-NZ Connections

Diwali Networking Event Heralds Stronger India-NZ Ties

In a vibrant celebration of Diwali, INZBC organised a networking event hosted by EY Auckland, attracting key business leaders and dignitaries. The highlight of the event was the presence of the High Commissioner of India to New Zealand, Her Excellency Neeta Bhushan, who took the podium to shed light on the growing India-New Zealand business relations.

Her Excellency's address to the gathering of prominent business figures from a spectrum of industries was a deep dive into the strengthening diplomatic and business ties between the two nations. She underscored the increase in Indian delegations to New Zealand, a testament to the growing interest and commitment to deepening these ties, and signalled a bright future for bilateral relations.

At the event, INZBC also provided an insights into the recent Delegation to India Report, which were eagerly received, hinting at new avenues for robust collaboration and partnership between India and New Zealand.

Complementing the updates from INZBC, EY offered their expertise by presenting the latest developments within the Indian market. This information proved invaluable for the attendees keen on understanding and engaging with the dynamic Indian business environment.





India's G20 Leadership Hailed in INZBC and NZICA Joint Webinar

In September, INZBC alongside the New Zealand Indian Central Association (NZICA) celebrated India's leadership at the G20 Summit. The webinar featured the insights from Muktesh Pardeshi, the former High Commissioner to New Zealand from India and currently the Special Secretary (G-20 operations), who engaged in a conversation with Sandeep Sharma, the Head of INZBC's Christchurch Chapter.

The discussion, conducted virtually, delved into the meticulous preparations behind the successful hosting of the massive G20 Summit by India and emphasised its strategic significance. The discourse illuminated India's pivotal role on the global stage, where it demonstrated leadership across various key issues.

The G20 Summit, hosted by India, was marked by significant strides in discussions on global economic stability, climate finance, inclusive growth, Sustainable Development Goals (SDGs), technological transformation, the modernisation of institutions, and the promotion of women-led development. These dialogues underscored the enhanced role of international cooperation and reinforced India's influential diplomatic presence on the world map.

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The screenshot shows a virtual meeting with four participants in a grid layout. The top-left participant is Sandeep Sharma. The top-right participant is Muktesh Pardeshi, Special Secretary, G20. The bottom-left participant is Garry Gupta, INZBC. The bottom-right participant is Michael Fox. The background features the G20 logo and the text 'भारत 2023 INDIA'.

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