

New Zealand Europe Business Council
19 April 2010

Proposal

“Taste of Europe”

Stand at



13-15 June 2010
ASB Showground Auckland

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Summary

The New Zealand Europe Business Council in association with the Delegation to the European Union proposes to organise a joint European stand at Fine Foods New Zealand, taking place from 13-15 June 2010 at the ASB Showground in Auckland, with a view to further participations in future years.

The purpose of this participation is to highlight the array of European food & beverage products to key New Zealand buyers. The product display being a combination of product already available in New Zealand and product likely to come onto the New Zealand market.

By working closely with/supporting the New Zealand importers and distributors of European product, better connections will be fostered.

By providing interested European companies with a platform to promote their food & beverage products, the trade in this sector will incrementally increase, whilst also providing the respective trade representatives with real success stories.

Ideally there needs to be a good cross section of European product, with some opting for actual presence on the stand and others opting for the 'display only' scenario.

Stand size for the first year is 36sqm

Estimated total budget is NZ\$ 20 000 – 25 000

All co-ordination work done by the NZEBC will be free of charge

Introduction

The New Zealand Europe Business Council (NZEBC) was incorporated on 23 November 2005, with the primary objective to promote the establishment of closer economic cooperation between New Zealand and Europe, with 22 European countries initially represented.

The NZEBC provides a forum and liaison structure for the co-ordination of activities of various trade organisations, chambers of commerce, delegations, diplomatic missions and consular representatives. The NZEBC acts as an umbrella organisation that can bring together the many and varied interests of those involved in the major New Zealand - Europe bi-lateral trade.

The NZEBC committee identified that the Food & Beverage sector was one sector that could benefit from the co-ordination of a joint activity – the aim being to provide a forum for the introduction of new products from Europe to New Zealand, as well as supporting those already importing European products.

Which show?

Once it was identified that food & beverage was a sector to be focused on, a number of promotional forums were analysed including the Food Show and Hospitality New Zealand. Initially it was believed the Food Show would serve the purposes for a joint promotion, however on closer analysis the public nature of this show meant it would be less appropriate for the trade focused promotion envisaged by the NZEBC.

Then came a new show on the scene – Fine Food New Zealand, a high calibre international trade event planned to take place from 13-15 June 2010. More detailed information can be found in the appendix of this document.

Fine Food New Zealand appealed to the NZEBC for the following reasons:

- Organised by the same people who run the Fine Food Australia, as well as the public focused Food Show,
- Organisers combined experience and reputations, along with the long-term industry connections into the market
- The very name “Fine” Food depicts the calibre of product coming from Europe
- Trade not public - promises to make this new trade show the best targeted opportunity for a joint “Taste of Europe” stand to some 5000 key buyers.

Goals/Objectives

- To set up a professional looking “Taste of Europe” stand with high impact.
- To include as many products from Europe on the stand as possible.
- To give European trade representatives in New Zealand the ideal forum to promote their countries food & beverage sector trade opportunities
- To provide importers of European products with a preferred promotional platform, enticing more potential business partner discussions than if they were present on smaller individual stands.

Procedures/Scope of Work

Obtain commitment from European trade representatives to:

1. Review recent incoming enquiries from their respective countries and communicate the opportunity to those relevant to this show to either display trade catalogues or product, in attempt to find interested distributors.
2. Contact all NZ importers/distributors known to them who import products from their country and advise them of the opportunity to exhibit on the “Taste of Europe” Stand.
3. Establish what financial contribution can be made to the stand to ensure a professional image of Europe is portrayed.

NZEBC to then proceed with:

1. Discussing what display requirements there are amongst the committed parties
2. Obtain stand design & quote with the above in mind
3. Communicate what the fixed financial contribution will be.

General ideas on stand design so far:

Preferred setup is in a cafe deli style, with a very open stand, some tables and chairs, a glass top cheese display fridge, one back wall with large “Taste of Europe” signage and the EU flag suspended above the stand.

Ideally there would be designated shelving units for each country / exhibitor, with clear signage on the shelving unit. Examples of shelving follow:



Timetable

	Description of Work	Start and End Dates
Phase One	Promotion of concept to the European trade representatives in New Zealand. Promotion of concept to	Feb-Apr 2010
Phase Two	Finalise stand design, Pre-promotion Send out invitations for VIP event	May 2010
Phase Three	Set-up / Exhibit / Post analysis	June 2010

Budget

Description of Work	Anticipated Costs
Raw stand space (36sqm @\$300 +GST)	12 500
Two open corners (\$150 +GST per open corner)	
Flooring, hire furniture, partition wall, graphics, hanging of EU flag	8 000
VIP function on stand	2 000
Total	\$ 22 500

Appendix

Full information on the Fine Food New Zealand can be found on <http://finefoodnz.co.nz/>, however for the purposes of this proposal here is a short synopsis.

Fine Food New Zealand brings together buyers and decision-makers from food, drink and equipment companies from around the world. Supermarkets, convenience stores, bakers, clubs, hotels, motels, restaurants, cafes, caterers, institutions, wholesalers, manufacturers, fast food, canteens, bars, resorts, hospitals and more.



International

The first international food, drink and equipment exhibition in NZ unites the entire food and food service industry in one highly professional event.

The outstanding reputations of the organisers promise a truly dynamic event in world-class facilities. Enjoy the advantages of a huge international event: higher volume of solid leads per day and strong export interest, along with an international standard of exhibitor service and support.

Professional

Fine Food New Zealand is attracting exhibitors and professional visitors from here, Australia, and all over the world. Around 200 national and international exhibitors will attend: leading manufacturers and distributors of food, drink and equipment.

It is not the crowd that is important, but the quality of the crowd - long-term connections mean that around 5000 professional visitors, who are serious buyers and sellers can be expected.

Product Categories of Fine Food New Zealand

Comprehensive food

Bakery, beverages, confectionery, deli, dairy, meat and seafood, natural products, wine, international cuisine.

Food service equipment

Bakery, blenders, cabinets, cookware, dishwashers, flooring, fridges, fryers, ice-makers, kitchenware, ovens, packaging.

Hospitality equipment

Audiovisual, bar ware, bedding, cleaning, entertainment, furniture, interiors, pos systems, security, tableware, uniforms.

New trends

New products, new services, new technology, and new cutting-edge ideas shaping the industry's future

Who's Exhibiting?

[180 Degrees](#)

[24 Carrot Ltd](#)

A

[Advanced Equipment Supplies](#)

[Alexandra Fine Foods](#)

[Alken Pacific Investments](#)

[Altura](#)

[All Good Organics](#)

[Allpress Espresso](#)

[Andrew Hawley Ltd](#)

[Angel Bay Products](#)

[ARC Distribution Oceania](#)

[Asian Home Gourmet](#)

B

[Barker Fruit Processors Ltd](#)

[Bees With Attitude](#)

[Bell Tea and Coffee Company](#)

[Bell Technology Ltd](#)

[BIANZ](#)

[Bickford's](#)

[BidVest](#)

[Biopak NZ Ltd](#)

[Birkenstock](#)

[Blacklock & Francis Ltd](#)

[Blazey Uniforms 2008 Ltd](#)

[Blue Ribbon Agencies Ltd](#)

[Bon Accord Products Ltd](#)

[Borgcraft Pty Ltd](#)

[Bradley Smoker](#)

[British Consulate](#)

[Brookfarm](#)

[Buller Wines Pty Ltd](#)

[Burns & Ferrall](#)

[Buy New Zealand Made](#)

C

[C&M Marketing](#)

[Cafetto](#)

[Cantarella Bros Pty Ltd](#)

[Cerebos Greggs - Essential Cuisine](#)

[Cerebos Greggs Orb Coffee](#)

[Ceres Enterprises](#)

[Chevalier Produce](#)

[Choice Catering Equipment Ltd](#)

[Coffee & Beverage Innovations](#)

[Cook the Books](#)

D

[Detpak](#)

[Devonport Chocolates](#)

E

[Electrolux Professional](#)

[ENZAFOODS New Zealand Ltd](#)

[Epicure Trading](#)

[Essential Brands Group](#)

[Eurotec Ltd](#)

F

[Festive Limited](#)

[Fonterra Brands Food Services](#)

[Food Equipment Distributors](#)

[French Imports Ltd](#)

G

[George Weston Foods \(NZ\) Ltd](#)

[Gibb Holdings Ltd](#)

[Ginelli & Sons](#)

[GLOBALX](#)

[Globe-Tech Australia t/a Thermabag](#)

[Golden Goose Foods](#)

[Goodman Fielder - Puhoi Cheese](#)

H

[House of Knives](#)

[Hoshizaki Lancer](#)

[Henergy Eggs Ltd](#)

I

[Imperial Tea Exports \(PVT\) Ltd](#)

[Independent Fisheries Ltd](#)

[International Food Agencies](#)

J

[Jackway Converter](#)

[Jaymak](#)

[JC's Quality Foods](#)

[JLF Systems](#)

[JL Lennard](#)

[Jumbo Acacia Co. Ltd](#)

K

[Kabaale Flavas Pty Ltd](#)

[Kaimai Cheese Company](#)

[Kapiti Cheeses](#)

[Kohu Road](#)

L

[LHF](#)

[Lindsay PieMaking Equipment](#)

[Lipmen Co. Ltd](#)

M

[Melba Foods](#)

[Menu du Jour](#)

[McPhersons Consumer Products](#)

[MCR Marketing Limited](#)

[Menumate](#)

[Mercato](#)

[Moffat](#)

[Molly Woppy](#)

[Mrs Mac's Pty Ltd](#)

N

[N&W Global Vending Spa](#)

[Nelson Naturally](#)

[Nestle](#)

[NZ Global Link Trading Ltd](#)

[NZ Gourmet Gift Company](#)

[NZ Premium Foods Ltd](#)

[NZ Retail Equipment](#)

[NZ Sugar Co Ltd](#)

[NZ Vegetable Oil Company](#)

O

[Omaha Organic Berries](#)

[Original Foods NZ Ltd](#)

[Over The Moon Dairy Company](#)

P

[Paneton Bakery](#)

[Pantainorasingh Manufacturer Co. Ltd](#)

[Patties Foods Pty Ltd](#)

[Perfect Fry Company](#)

[Pernod Ricard New Zealand](#)

[Phiboonchai Maepranom Thai Chili](#)

[Paste Co Ltd](#)

[PHR Processing](#)

[PowerTank NZ Ltd](#)

[Premiere Bacon Ltd](#)

[Premier Providores](#)

[Prenzel](#)

[President Interfood Co Ltd](#)

[Prime Foods NZ Ltd](#)

Q

[Quack 'A' Duck](#)

R

[Rational NZ Ltd](#)

[Red Bow Media](#)

[Redwood Cellars](#)

[Restaurant Association of New Zealand](#)

[River Farm Wines](#)

[Robot Coupe](#)

[Romano's Pizza](#)

[Rossi Boots](#)

[ROA Asia Pacific Pty Ltd](#)

S

[Sabato Ltd](#)

[Safco](#)

[Shore Mariner](#)

[Shott Beverages](#)

[Simpson Farms Pty Ltd](#)

[Skellon Foods Ltd](#)

[Skope Industries Ltd](#)

[Spiral Foods](#)

[Southern Hospitality](#)

[Southern United States Trade Association](#)

[Steamworks NZ Ltd](#)

[Sudano](#)

[Sunbeam](#)

[Superpop](#)

[Super Sprout produce](#)

[Supremely Gourmet](#)

[Sushi Machines Pty Ltd](#)

T

[Tasman Bay Food Group](#)

[Telegraph Hill Ltd](#)

[Teutonia](#)

[The Gourmet Food Group Ltd](#)

[The NZ King Salmon Co.](#)

[The Pastry House](#)

[The Village Press](#)

[Thirst Iced Beverages](#)

[Tiger Coffee Limited](#)

[Tizwine.com](#)

[Tork - Part of the worldwide SCA group](#)

[Tower Thompson Pty Ltd](#)

[TPL Media](#)

[Transplumb Teal](#)

V

[Van Dyck Fine Foods](#)

W

[Waitaki Bacon and Ham](#)

[Washtech Ltd](#)

[Wedderburn](#)

[Weston Milling](#)

[Wildfire Kitchens and Bars](#)

[Wilmar Gavilon](#)

[WizBang Technologies](#)

X

Y

Z

Y

[Yarrows Family Bakers](#)

Z

[Zeagold](#)