

Nanjing – Rotorua business relationship gains traction

A recent visit to Rotorua by Chinese property developers, Nanjing Moon Building Group saw the relationship between the Nanjing China, and New Zealand Rotorua townships take another step forward. A tripartite agreement was signed between the Rotorua District Council, Nanjing Moon Building Group and New Zealand China Direct (subsidiary of EROS Capital), outlining how the three groups would work together on a range of proposed commercial ventures in Nanjing Rotorua Town.



An official signing ceremony, hosted by the Rotorua District Council, was attended by Rotorua Mayor, Kevin Winters, Mr Shunxiang Li President of Nanjing Moon Building Group and Mr Phil Verry, Executive Chairman of EROS Capital.

Through NZ China Direct Ltd, Nanjing Moon Building Group are actively working with several private New Zealand business partners on a number of commercial ventures proposed for establishment in Nanjing Rotorua Town. At least two of these initiatives which involve Rotorua based organisations are still at feasibility stage, but plans for the first stage of a New Zealand Store are well advanced, with the store scheduled to open around April 2008. Mark Rawson, General Manager of EROS Capital says "it is great to see the relationship between the Nanjing China and New Zealand Rotorua towns gaining momentum, with meaningful commercial arrangements being progressed. As our business linkages strengthen and demand builds, there will be further opportunities for New Zealand businesses to get involved in both the Nanjing Rotorua town development, and a series of other opportunities that are developing as a result of this initial platform".

The New Zealand Store to be located in a high exposure street frontage site at the entrance to the impressive Nanjing Rotorua Town development, will initially stock New Zealand merino garments, wine, sheepskins, health products and cosmetics. As the market develops, further New Zealand made products will be introduced.

Phil Verry, Executive Chairman of EROS and NZ China Direct Ltd says "This is a great opportunity for suitable New Zealand businesses to gain access to the fast growing China market." He also said that "due to the unique structure of the business model, this opportunity presents a relatively low risk and inexpensive market entry option for New Zealand suppliers, because NZ China Direct Ltd has contractually secure relationships, influence over the marketing process and a well developed knowledge of the regulatory requirements for products entering the China market".

Mr Verry said, "The development of the relationship to this point has given NZ China Direct the confidence to invest in the employment of Mr Qingning Li, as the NZ China Direct, China Business Manager based in the Rotorua offices." He said "Qingning has a New Zealand MBA and two Chinese postgraduate and bachelor level qualifications, and experience in international marketing, import and export, people and relationship management and an extensive understanding of both the English and Chinese languages." He said "Qingning's extensive background has enabled him to acquire a good knowledge of the cultures, business protocols and operational systems and procedures required to facilitate the transaction of business successfully in both countries and provides an impressive addition to the NZ China Direct Ltd team".

Mr Verry added Qingning's appointment had also given the company the confidence to extend its range of services to include a dedicated business to business translation and facilitation service and a Chinese market component sourcing business with a focus on the sourcing of components from China for New Zealand based manufacturing firms. These two new aspects of NZ China Direct business will be further developed in the new year.

Qingning Li said "NZ China Direct has extensive networks in China, which have enabled the company to gain important insights into the workings of the Chinese business culture and also provided the opportunity to develop a number of relevant business and government networks particularly within the Shanghai and Jiangsu Provinces of China". He said "this knowledge and relationships will provide the basis for the growth of the company's activities in the future".

The Nanjing Rotorua Town development is an elegant new 2000-lot subdivision under construction in the Jiangning District of Nanjing City. It has been designed to leverage off the unique brand of Rotorua New Zealand and will feature a 'Rotorua / New Zealand' themed retail centre. Demand for properties in the Rotorua Town development has exceeded all expectations in the booming Chinese property market, with 10 buyers registering interest against each property coming available. Prices have also been well above anticipated levels. The Rotorua Town development stands apart in the region, offering low-rise condominium living, extensive park-like landscaping and aspects of Kiwi living, such as Friday night happy hour and barbeque in the Community Chamber.