

Rotorua-style shopping in Nanjing, China

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Chinese shoppers will soon be able to enjoy a kiwi-style shopping experience in one their own cities.

In October 2007, the "Rotorua Town" project, an elegant new 2000-lot subdivision under construction in the Jiangning District of Nanjing City, will open a 'Rotorua / New Zealand' themed retail centre.



The centre will specialise in retailing consumer products from Rotorua, the Bay of Plenty and other New Zealand regions.

The retail centre is supported by regional and city governments of Nanjing. The store will be marketed both as a niche shopping experience for Chinese tourists visiting Nanjing, and also to the 6.5million and growing young wealthy Chinese citizens working in the region. The third target market includes the projected 5000 residents of Nanjing "Rotorua Town", together with their friends families and neighbours.

The new retail centre is being designed to give Chinese shoppers a New Zealand experience, as they move firstly through a New Zealand expo-style pavilion, then into specialized retail spaces beyond. It will retail a range of New Zealand consumer products, such as beauty, spa, health, wellness, wool and sheepskin, food and beverages, Rotorua and NZ art and crafts, including cultural, designer NZ homeware, designer NZ apparel and any other high quality uniquely authentic designer Rotorua or NZ products. All products sold through the store will be authentically of New Zealand origin.

A dedicated export wholesale company, NZ China Direct Ltd, has recently been established in Rotorua with exclusive rights to source stock from New Zealand businesses for export to the Nanjing retail centre. The company is a subsidiary of EROS Capital Ltd, which is partnering with the developer of the Nanjing development, with the blessing of Rotorua District Council. The focus of NZ China Direct Ltd is to establish long-term relationships with New Zealand suppliers, facilitating them to leverage the public and private sector relationships established through this project.

Phil Verry, Executive Chairman of EROS and the new company says "This is a great opportunity for suitable New Zealand businesses to gain access to the fast growing China market at very lower risk and entry cost. NZ businesses are encouraged to register their interest as suppliers online at, www.nzchinadirect.com."

Rotorua Mayor, Kevin Winters, who helped formulate the retail project, recently hosted the first two official groups of residents from Nanjing's 'Rotorua Town', at official receptions in Rotorua.

Every new resident of Nanjing's 'Rotorua Town' receives a free trip to Rotorua including, a tour of local attractions and private homes, when they take possession of their own new home.

Mr Winters says the retail project is a superb and unique opportunity for Rotorua businesses to market their services and products directly to a market of more than 6.5 million people in Nanjing. "The Chinese are very attracted to our high

quality products, especially those that are seen as reflecting Rotorua's natural values, and they see Rotorua as a world class and highly desirable brand.