

PATH TO MARKET

ICT Sector - AUSTRALIA 2011

Background

Australia is a natural first export market for New Zealand companies. Its size, proximity and familiar business environment makes it an ideal market for the majority of new exporters. However, export success and market growth requires a thorough understanding of the market requirements and opportunities and the best possible approach considering the market dynamics.

The NZTE Path to Market programme supports export capable companies to fast track their Australian market strategy. The programme is particularly valuable to companies seeking to build their export capability and develop strategies for further market penetration. The programme won the Vero Excellence in Business Support Award for Government Service to Businesses in 2008.

The programme includes export training and advice, market research, an assessment of the company and their strategies by an expert panel, and a four day market visit to Sydney to coincide with CeBIT Australia. CeBIT is Australia's leading ICT trade event www.cebit.com.au. While in Sydney, participants have the opportunity to visit the trade show and network with other exporters and in-market business experts selected by our NZTE Sydney office.

Objectives/Benefits of the programme

- To provide guidance to participating companies on developing export capability.
- To give companies the opportunity to develop and receive expert feedback on their Australian market strategy.
- To assist companies to access, establish and develop in-market contacts.

What does the company get from the programme?

On shore:

- A sound foundation of knowledge for their Australian market development strategy
- Access to tailored workshops to develop capability and strategy
- Market expertise from NZTE staff and other industry experts as required
- Networking with like-minded ICT exporters
- Independent Expert Business Panel Assessment to provide feedback on sales pitch and strategy

Off shore:

- Opportunity to visit Australia's premier ICT trade event, CeBIT
- Workshops with industry experts, advice and networking while in Sydney
- Up to 2 hours free market research by NZTE Australia

The programme components

- Step 1.** **Support materials** to provide a good foundation for business growth in Australia
- Step 2.** **2 day Australian focused workshop** (location to be confirmed depending on locations of companies) covering specific areas of interest for participating companies depending on their needs such as:
- | | |
|-------------------|-----------------------|
| Marketing | Partner selection |
| Sales pitching | Investment strategies |
| Business strategy | |
- Step 3.** **One on one coaching** after training by an Experienced Business Consultant
- Step 4.** **Independent Expert Business Panel Assessment** to provide feedback on:
- Marketing and Sales Pitch
 - Business strategy
- Step 5.** **Customised Market Research**, such as:
- Competitor analysis
 - Background on distribution channels
 - Regulatory requirements
- Step 6.** **A market visit to Sydney for CeBIT Australia**, including:
- In-market workshop with industry experts - presentations and networking
 - CeBIT Australia trade show attendance as an observer. Companies may exhibit at their own cost.
 - Time available for own business activities and appointments
 - One on one discussion with experienced Australian based NZTE staff
- Step 7.** **Review** with company

Investment

Participants will be required to pay a one off fee to attend the workshops, present to the Business Panel, access the offshore training component and have follow up coaching. The fee is a payment of NZ\$250+GST for the first company participant or NZ\$400+GST for two attendees from the same company.

NZTE **will** cover all additional costs relating to:

- Preparation and workshop materials and delivery.
- One on one coaching after the workshop.
- Customised Market Research.
- Off shore presentations and Networking facilitation.
- Panel presentation and feedback session.

NZTE **will not** cover the cost of:

- Travel, accommodation and company related expenses for attending the workshop, panel presentations or the off shore component. The entry fee to attend CeBIT is approx. AU\$80. Early registration is less. Any exhibiting costs would be paid for by the participating company.
- Any other expenses incurred as a result of participation in the Path to Market programme.

Eligibility

The minimum number of participating companies is set at 10. Not all companies who apply will necessarily be accepted.

The prerequisites for selection are:

- At least 2 NZ customers or other proof of commercial success.
- Commitment to growth and developing an Australian market.
- The financial, operational and people capacity and capability to achieve their Australian strategy.
- Potential to significantly grow turnover in the next 12 months.

Companies must also meet NZTE standard engagement criteria:

1. Be resident in New Zealand for tax purposes.
2. Be operating in the commercial environment.
3. Be GST registered.
4. Be financially viable.

Timeline

| | |
|--|-----------------|
| Applications to be received by NZTE | 26 November |
| NZTE selection process completed by independent panel | December |
| Participants advised of application result | 17 December |
| Participant's acceptance of participation to be received | 1 February |
| Path to Market preparation packs distributed | 7 February |
| Training component – 2 days of workshops | 15/16 March |
| Panel pitch | April |
| Offshore programme | 31 May – 2 June |
| Company Review | June |

Application

To apply for this award winning programme, please complete the attached application form and email it to Alison Isherwood at NZTE: alison.isherwood@nzte.govt.nz

Or fax it to 09 354 9001

For further details, please phone Alison on 09 354 9095

Quotes from previous participating companies:

"It was highly motivating and I really got a lot out of sharing experiences with other companies and learning from them."

"Guest speakers were spot on- they gave us in-depth practical step-by-step know-how"

"A valuable time for me as it gave me some good tips to help avoid failure"

PATH TO MARKET

ICT AUSTRALIA 2011

Application Form

Fax To: Alison Isherwood, New Zealand Trade and Enterprise

Fax Number: 09 354 9001

Date:

Deadline for application – 26th November, 2010

| APPLICANT DETAILS | |
|--|---|
| Contact Name: | |
| Role within Company: | |
| Company Name: | |
| Date Company Registered: | |
| Is the company registered for GST? | Yes No |
| Email: | |
| Website: | |
| Phone: | |
| Mobile Phone: | |
| Fax: | |
| Address: | |
| PRODUCT/SERVICE | |
| Briefly describe your product/s and their unique selling proposition. | |
| Do you have a current business / marketing or export plan? <i>Please attach</i> | Yes Which: No |
| Which channel/s do you currently sell through domestically? E.g. distributor, agent, direct | |
| Who are your top five clients? | 1. 2. 3. 4. 5. |
| EXPORTING BACKGROUND | |
| Are you currently exporting? | Yes / No % of total turnover |
| To which countries, through which channel and for how long? | Country Channel How long e.g. Australia 1 distributor NSW 2 months |

| | | | | | |
|--|---|---|---|---|---|
| Market Entry/Effective Partner relationships | 1 | 2 | 3 | 4 | 5 |
| Partnership Agreements | 1 | 2 | 3 | 4 | 5 |
| Developing a winning sales pitch | 1 | 2 | 3 | 4 | 5 |
| Networking Skills | 1 | 2 | 3 | 4 | 5 |
| Presentation Skills | 1 | 2 | 3 | 4 | 5 |
| Investment | 1 | 2 | 3 | 4 | 5 |
| Growth through Acquisitions & Mergers | 1 | 2 | 3 | 4 | 5 |

OTHER COMMENTS

1) What are the key outcomes you would like to achieve through participating in this programme?

2) Additional to the above, what information or capability gaps have you identified in your business and would like to focus on in the programme?

I confirm that the information contained in this application is accurate and complete. I also confirm that we have the resources, financial and human, to carry through with the intent of the full programme.

I acknowledge and agree that, if this application is approved, NZTE may release the following details in relation to the Path to Market Programme:

- My name
- My contact details
- A general statement about my participation in the Path to Market programme.

In addition, I acknowledge that:

- NZTE may receive requests for information on funding provided under the Official Information Act 1982 and that this may result in the release of additional information in accordance with that Act.
- Information about this programme may be made available to other government funding and monitoring agencies, and any service providers of NZTE.
- Because funding for the Path to Market programme is limited, not all applications will be successful. The fact that an application meets eligibility criteria does not guarantee funding or a place on the programme. Allocation of available funding to eligible applicants will be at the sole discretion of NZTE.

Name: _____

Signed: _____ Date: _____

Please note:

Participants will be required to pay a one off fee to attend the workshops, present to the Business Panel, access the offshore training component and have follow up coaching. The fee is a payment of NZ\$250+GST for the first participant from a company or NZ\$400+GST for two attendees from the same company.