

## **Strong competition for HKNZBA 2011 business award**

Health products manufacturer Comvita New Zealand has won the Cathay Pacific HKNZBA award for "Best Use of Hong Kong by a New Zealand Company for its Business 2011".

The Te Puke based company headed off strong competition from several entries and its two eventual rival finalists, financial services provider KVB Kunlun and food manufacturer Seperex Nutritionals.

Comvita was awarded return tickets for two from New Zealand to Hong Kong, two nights for two at the palatial Langham Hotel in Hong Kong, a magnificent trophy and winner's certificate by Prime Minister John Key.

The award was part of the biennial NZ China Trade Association awards, held at The Langham Auckland on May 12, and attended by more than 360 guests.

Comvita is the world's largest producer of high grade manuka honey from which it manufactures its skincare range, Huni and woundcare products, such as Medihoney. Comvita worked initially through a Hong Kong distributor, Greenlife, and its first major success came in 2004 when pharmacy giant, Watsons began selling Comvita products in Hong Kong.

In 2007 Comvita acquired Greenlife and today there are more than 50 Comvita retail outlets (stand-alone stores and stores-in-stores) selling natural health products in Hong Kong, with annual sales in excess of NZ\$15 million and growing at 15% per annum. Comvita's Hong Kong office employs more than 100 staff.

Hong Kong is also the hub for Comvita's wider activities in the Asian region and is regional Head Office for Comvita's subsidiaries in Japan, Taiwan, South Korea and its distribution partner in China. China has developed into Comvita's fastest growing market with 400 stores across more than 40 cities. For more about the company visit [www.comvita.com](http://www.comvita.com)

The NZCTA Awards' Supreme Winner for 2011 is Gallagher Security, the security division of Hamilton based Gallagher Group.

Gallagher Security successfully markets its state of the art electronic security systems to more than 130 countries, and has achieved success in a relatively short time in China. Its products, developed by the Group's 90 strong R & D team, include electronic access control, intruder alarms systems and electric perimeter security systems.

In 2007 Gallagher Security began setting up relationships with key business partners in China and then in 2010 Peter Francis, Gallagher Security Regional Manager, Asia Pacific who is now based in Hong Kong, visited China on two New Zealand Trade & Enterprise trade missions. At the end of last year he signed an exclusive distributor partnership with Chinese firm, Joossee Smart Technologies.

The Cathay Pacific NZTCA Trade Award recognise companies that have launched successful business relationships between New Zealand and China, or have created successful investment in China.

### **The category winners in are:**

**Cosco Business Excellence Award** - NHNZ (Natural History New Zealand), based in Dunedin, is the most prolific foreign factual television producer in China and in June this year will deliver its 48th hour of factual programming out of China. [www.nhnz.tv](http://www.nhnz.tv)

**HSBC Best Importer or Exporter with China** - Tru-Test Group is the world's leading manufacturer of livestock weighing, milk metering and electric fence products. In 1985 Tru-Test began supplying a limited amount of milk meters to Shanghai, but it was not

until 2009 that the company made a strategic decision to invest in China as a growth market. Tru-Test Group has achieved business growth of 315% over the last two years in China. [www.trutest.co.nz](http://www.trutest.co.nz)

**Mondiale Doing Business in China/Investor in China** - Teknatool International Ltd is a manufacturer of advanced 'smart' and efficient power tool solutions. Teknatool started in 1955 as a general engineering company. In 2006 it set up the Qingdao Teknatool Machinery Company, a six acre manufacturing base with 78 staff, 100% owned by NZ Teknatool. In 2009 Teknatool opened its second facility in Qingdao, a business and R & D facility separate from its manufacturing facility. In late 2010, the company did an audit which looked at traditional operations and systems and also at the values of Chinese culture, such as the traditional Confucian philosophy. As a result local staff have evolved manufacturing skills, systems and processes to the extent that there are no longer New Zealand staff on site. [www.teknatool.com](http://www.teknatool.com)

**Ports of Auckland Best Supply Chain and/or Technology Strategy for China** – Gallagher Security (see supreme winner).