



ResearchSpace@Auckland

Suggested Reference

Robb, D. J. (2013). Supplying China: Insights from the 3rd China Business Symposium. In *Supply Chain Link* (1 page). University of Auckland Business School. Retrieved from <http://www.business.auckland.ac.nz/en/about/news-and-media/news-stories/supply-chain-link-newsletter/supply-chain-link-newsletter-2013/09/16/Supplying-China-Insights-from-the-3rd-China-Business-Symposium.html>

Copyright

Items in ResearchSpace are protected by copyright, with all rights reserved, unless otherwise indicated. Previously published items are made available in accordance with the copyright policy of the publisher.

<https://researchspace.auckland.ac.nz/docs/uoa-docs/rights.htm>

Supplying China: Insights from the 3rd China Business Symposium

16 September 2013

On July 25 the New Zealand Asia Institute at the University of Auckland Business School co-hosted the 3rd China Business Symposium. More than 130 delegates heard from leading practitioners and academics from around New Zealand and internationally.

For firms interested in supplying into the Chinese market, there were several presentations during the day.

Madam Mianmian Yang, former president of Haier, discussed how Haier's platform facilitates the establishment of micro-companies by former Haier employees, and also offers distribution and channel services for other firms, including New Zealand appliance firms seeking to enter the Chinese market.

Alex Worker, Director of the Marianas Group, demonstrated how through providing an end-to-end supply chain that guarantees quality, they are becoming trusted New Zealand storytellers in north and southwest China representing a natural portfolio of high-end New Zealand brands and products.

Mark Lawley, General Manager of International Business at NZ Post, introduced us to how the online B2C site Ule New Zealand Mall, which has enabled more than 20 New Zealand firms to sell products directly to Chinese consumers. Through the website, a joint venture between China Post and Tom Group, a New Zealand firm can list its products in Chinese and the Chinese consumer can place an order and pay online in Chinese currency. The firm then mails the parcel to China and the website settles payment.

These are just a few of the ways NZ firms can extend their distribution into Asia. To view these presentations and more from the 3rd China Business Symposium, visit the [New Zealand China Trade Association website](#).

