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April 2010

## Director's report Professor Hugh Whittaker

In April 2009 the New Zealand Asia Institute (NZAI) moved to the Owen G Glenn Building, which houses The University of Auckland Business School. The move was a response to recommendations by the NZAI's Advisory Board to become more active in the economic and business dimensions of New Zealand's engagement with Asia.

These recommendations came against a backdrop of a growing number of free trade agreements with Asian countries, and the growing importance of Asia for New Zealand's trade, and indeed for its future wellbeing.

Prior to the move we consulted a wide range of businesses and leaders on the types of research they would like to see the NZAI carry out. This was in response to another recommendation by the Advisory Board to put greater emphasis on programmatic research. As a result, we have set up a number of linked research projects looking at New Zealand's business engagement with Asia, as well as Asian investment in New Zealand.

These projects span large business engagement, smaller business engagement and Māori business engagement with Asia (with the Mira Szász Research Centre for Māori and Pacific Economic Development). They cover a number of industries, but food and related sectors will be one focus. Through the research we want to identify characteristics of governance, strategy and human

resource development that appear to facilitate business success in Asia. In the small business project we will be focusing on entrepreneurial motivations and capabilities. Findings from the research will be used in teaching programmes and short courses, reports and publications, and so on.

This research is being carried out with the assistance of a growing number of postgraduate students wanting to participate in Asia-related research. We have been fortunate to secure scholarship support for some; especially noteworthy is the Barry Spicer and Owen G Glenn PhD Scholarship awarded to Henry Shi. We are currently advertising the MSA Charitable Trust PhD Scholarship as well. The Business School has been most supportive in securing this ongoing PhD scholarship support. Student participation will be vital for achieving the NZAI's aims.

While links with the Business School and the business community have strengthened considerably, the NZAI continues to have a University-wide mission to showcase Asia-related research in the University and inform people on a range of Asia-related issues. A project of special note is the New Zealand Asia Information Service ([www.nzais.auckland.ac.nz](http://www.nzais.auckland.ac.nz)), described on page 2 in this issue. This joint project, between the NZAI and a University library and cross-faculty team, will become one of the focal points of our online activities.

The NZAI also has a number of new faces. I



*NZAI Director Professor Hugh Whittaker*

became the new Director in March 2009, and Dr Gloria Ge, Senior Lecturer in the Department of Management and International Business, became the Associate Director. Charles Chow is the Asia Network Adviser and Dinah Towle is the Office Manager. Dr Xin Chen and Emeritus Professor Nicholas Tarling have ongoing positions as Research Fellows. A range of other people are involved on a part-time basis.

Finally, I would like to acknowledge a grant from the Vice-Chancellor's Strategic Development Fund, which has allowed us to launch new initiatives and will help us to secure more long-term funding for the future.

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*Pictured: (Left to Right) Dr Gloria Ge, Dr Xin Chen, Charles Chow, Dinah Towle, Emeritus Professor Nicholas Tarling and Professor Hugh Whittaker*

# New Zealand Asia Information Service launches

The New Zealand Asia Institute is proud to introduce a new resource for academic researchers, students and anyone interested in New Zealand's relationship with Asian countries. The New Zealand Asia information Service is a website offering:

- A database of writing on NZ-Asia relations from the 1970s, consisting of 1,200 references, with new material being added constantly
- Current newsfeeds on NZ business engagement with Asia which you can subscribe to at no cost via RSS
- Links to other research centres and databases, especially in Asia
- A directory of Asia-related expertise and research at The University of Auckland (some of these features are still under development)

Searching the material in the research database is easy, by using Basic or Advanced searches, or by clicking on the Tag cloud of most used keywords. A key feature of the resource is the ability for speakers of Asian languages, such as Chinese, Japanese or Korean to find the contents indexed and available in their own language.

The New Zealand Asia Information Service is the result of collaboration between the Business School librarians, Asian Studies librarians and the Digital Services department of the University of Auckland Library, with the opportunity to carry out the joint project provided by the New Zealand Asia Institute.

The Director of the New Zealand Asia Institute, Professor Hugh Whittaker, views the New Zealand Asia Information Service as offering:

"A new collaborative tool for researchers in New Zealand and all around the world. By using the feedback form, anyone can submit their publications details to the editors, and make suggestions to contribute to the development of the Information Service, so that it remains lively and useful".

Project Manager, Julie Sibthorpe says further enhancements will follow the launch. With New Zealand's main engagement with Asia now focusing on business and business opportunities, academic work on this subject will be carefully collected. The archive will grow and selected newsfeeds will be archived.

Members of the Project Team are keen to hear feedback and suggestions about the development and improvement of the New Zealand Asia Information Service

Click and bookmark the New Zealand Asia Information Service here  
<http://nzais.auckland.ac.nz/>

Visit the new site at  
[www.nzais.auckland.ac.nz](http://www.nzais.auckland.ac.nz)



## Spicer /Glenn PhD scholar promotes business links with China



Henry Shi, first Spicer / Glenn PhD scholarship recipient

The first successful applicant for the Barry Spicer and Owen G Glenn PhD Scholarship administered by the New Zealand Asia Institute was announced in August 2009. The winner, Henry Shi, is from the Department of Management and International Business. Henry's research looks at family businesses in China, not amongst overseas Chinese as is frequently the case. He is focusing on entrepreneurship in second generation Chinese family businesses and on the interaction between family and entrepreneurship dynamics.

As he carries out interviews from March to May in the greater Shanghai region, Henry is also hoping to meet Chinese business owners doing business with New Zealand. He hopes his research and ongoing work into entrepreneurship and family business in China will increase

understanding of Asian business and allow New Zealand commerce to grow and benefit from closer business ties with China.

The Barry Spicer and Owen G Glenn Scholarship was set up to fund outstanding postgraduate students who have been admitted or are seeking admission to The University of Auckland Business School PhD programme. Eligible students are to undertake research on a topic which has the potential to impact New Zealand business or business development in a globalised world.

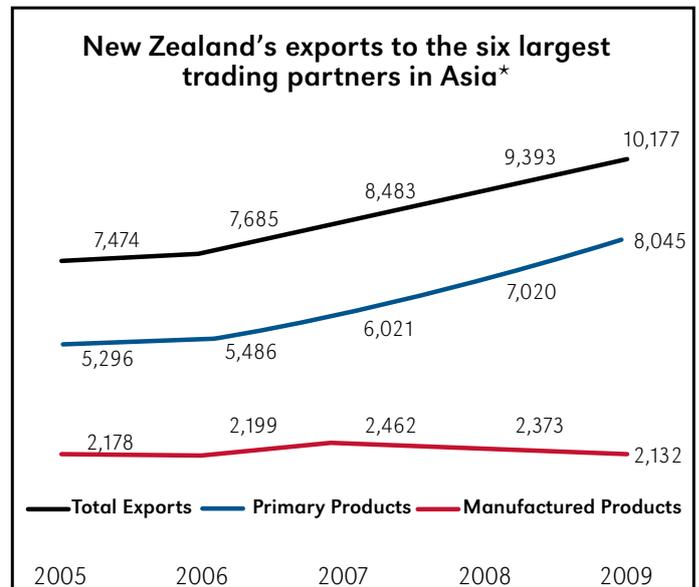
The scholarship means Henry is now working with the New Zealand Asia Institute to help maximise New Zealand's business engagement with China. He will also help the NZAI liaise with interested postgraduate students to drive greater involvement in its research programme.

# Export development - not all good news for New Zealand's exporters

Asia has the world's fastest-growing consumer markets. Consumer spending in Asia plays an important role in stimulating the world economy by providing export opportunities. For New Zealand, six out of the ten largest export destinations are already in Asia. On the surface, the export data to the six largest Asian trading partners look very bright. In 2009, the total value of exports increased to NZ\$10.2 billion from NZ\$7.4 billion in 2005. This rise reflects a growing strength in relationships between New Zealand and Asia. It also suggests that New Zealand businesses are leveraging these relationships by constantly extending their activities towards Asia. Many New Zealand businesses are already well aware of opportunities in Asia and act upon them. However, once disaggregated, the data paint a different picture. Looking at exports of primary and manufactured products, it becomes evident that the growth has almost exclusively come from exports of primary products. These products are often commodities traded on international exchanges. As a result, prices are influenced by many factors and are not set between individual consumers and producers. Primary products often require a low level of processing. High volumes, relatively low values, and few opportunities for differentiation are typical attributes.

The manufacturing sector provides an attractive opportunity to create value and to employ a highly skilled workforce. However, exports of manufactured products have fallen below 2005 levels to just over NZD 2.1 billion. Given that the value of exports manufactured products is shrinking in an expanding market, a continuing trend in this direction could be detrimental to the overall New Zealand economy.

Primary producers are clearly taking advantage of the growth in Asia, whilst manufacturers are not. There are essentially two ways of looking at this data. One could celebrate the success of New Zealand's primary exporters. Alternatively, one could wonder about the lack of export growth in manufactured products. Why are New Zealand manufactures not participating in the growth experienced by Asian markets? Is the lack of



Source of Data: Global New Zealand – International Trade, Investment, and Travel Profile: Year ended June 2009

\*Six largest trading partners in Asia are China, Japan, Rep. of Korea, Singapore, Indonesia, and Malaysia.

growth the result of a lack of ambition, awareness, or competitiveness? What can we do about it? Research from the NZAI will try to provide answers to these and similar questions in its core research projects on New Zealand business engagement with Asia over the coming months.

Contributed by Benjamin P Fath and Antje Fiedler, PhD students, University of Auckland Business School



# NZAI in the Mekong sub-region

After hosting the Mekong conference in Laos in February 2009, Professor Nicholas Tarling and Dr Xin Chen, together with two other New Zealand scholars, Professor Ken Jackson from Auckland's Development Studies and Dr Charles Johnston from Tourism and Hospitality at Auckland University of Technology, visited eight universities and research institutions in Thailand, Vietnam and Cambodia.

These included Chiang Mai University, Chiangrai Rajaphat University, Mae Fa Luang University, the Vietnamese Academy of Social Sciences, the University of Hanoi, the University of Social Sciences and Humanities at Ho Chi Minh City, the Royal University of Phnom Penh, and Angkor University.

In Chiang Mai, they participated in the inaugural symposium of the Greater Mekong Sub-region Studies Centre on 12 February. Professor Tarling gave a talk on "Perceptions of the Mekong region, past and present, from outside and from within", and Dr Chen presented a paper on "China and the GMS: Altruism, self-interest or paranoia".

In Chiangrai Rajaphat and Mae Fa Luang, they led roundtable discussions on 13 and 14 February about higher education internationalisation in New Zealand.



Front left: Professor Nicholas Tarling. Back left: Dr Charles Johnston from Auckland University of Technology, Professor Ken Jackson from Auckland's Development Studies. Back centre: Dr Xin Chen.

In Hanoi, they met with Professor Do Hoai Nam, President of the Vietnamese Academy of Social Sciences on 16 February. Their discussion focused on building collaborative research relations between interested New Zealand and Vietnamese scholars. On the same day, Professor Tarling gave a public lecture at the Vietnam National University in Hanoi about "Britain, the US and the neutralisation of Laos". Dr Xin Chen had a roundtable discussion at the Institute of Vietnamese and Development Studies about the NZAI's research into South-East Asia and the potential for joint research ventures between the two institutions. That evening, Dr James Kember, New Zealand Ambassador to Vietnam, hosted a dinner at his residence for NZAI staff to network with Vietnamese academics and researchers.

On 18 February, the New Zealand group was received by Vice Rector Dr Truong Thi Kim

Chuyen at the University of Social Sciences and Humanities in Ho Chi Minh City. The NZAI staff briefed Dr Truong and her colleagues on major ongoing Auckland-Asia collaborative research programmes and accepted the hosts' request to help facilitate academic exchanges between the two universities.

Two days later, Dr Xin Chen, Professor Ken Jackson and Dr Charles Johnston visited the Royal University of Phnom Penh. They had an in-depth discussion with Dr Ngim Chanrith, Director of the Graduate Programme in Development Studies, and his colleagues on how New Zealand might engage in Cambodia's economic development and nation-building. While in Cambodia, they also visited Angkor University and were impressed by the eagerness of students and staff to learn about New Zealand tertiary education and research on South-East Asia.



# The Mekong sub-region: Economic growth and community construction

All international rivers, including the Mekong, are subject to rivalries over water distribution for multiple uses. There is a pressing need for the six countries in the sub-region to align their divergent and often competing national interests, and work jointly for their common benefit and shared prosperity. This is because development of the Mekong is imperative for reducing poverty and improving the living standards of local communities, while the effects of resource over-consumption and pollution will likely be devastating and asymmetrical among the riparian communities along the river.

To date, however, much of the research done on the Mekong has focused on controversies between socio-environmental concerns of NGOs, mega development ambitions of investors, GDP growth considerations of national governments, and public expectations for a better life.

Little research has examined how the Mekong region defined by sovereign nation states and fragmented sub-entities may be transformed into a mode of coexistence and reach a strong sense of "we". Without this sense of regional belonging, the six states and their constituent communities will not take others' imperatives to heart, proactively participate in joint regulatory frameworks, or adopt behaviours for upstream-downstream and lateral cooperation over the appropriation and use of their shared resources.

To help bridge this gap, the New Zealand Asia Institute, the Greater Mekong Sub-region Studies Centre at Chiang Mai University and Souphanouvong University jointly organised a conference in Luang Prabang, Lao PDR, from 6 to 7 February 2009. The conference was titled, "The Mekong sub-region: Economic growth and community construction", and funded by the

Japan Foundation and The University of Auckland.

A team of 14 scholars from New Zealand and Asia, which was assembled in 2007 to conduct case studies of Thailand, Myanmar, Vietnam, Lao PDR, Cambodia and China, presented some findings at the conference.

This team includes Professor Nicholas Tarling, Professor Ken Jackson and Dr Xin Chen from The University of Auckland, Dr Charles Johnston from Auckland University of Technology, Dr Khamphay Sisavanh from Souphanouvong University, Professors Kosum Saichan and Ekamol Saichan from Chiang Mai University, Professor Shen Mingming from Peking University, Dr Tin Soe from Myanmar's Agribusiness and Rural Development Consultants, Dr Ngin Chanrith from the Royal University of Phnom Penh, Dr Thai Thanh Ha from the Hue University of Economics in Vietnam, Professor Kasai Toshiyuki from Ritsumeikan University in Kyoto, Professor Yoichiro Sato from

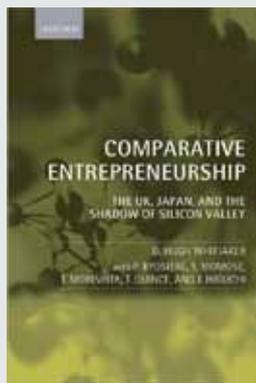
the Asia-Pacific Centre for Security Studies in Honolulu and Ms Siliphone Souphanthong from the Department of Planning and Investment in Luang Prabang.

Conference participants focused their studies on understandings of "self" and "other" in each of the six domestic contexts in the sub-region. They also looked at the impact of development programmes and regional community building efforts and potential in the Mekong area. These empirical studies were intended to help widen the middle ground between controversies of various interest groups in the sub-region.

The project was also expected to contribute to ongoing policy deliberations on building an economically affluent, socially just and environmentally sound Mekong sub-region. It is anticipated that the research findings presented at the conference will be published in an edited volume in 2011.



## NZAI Director, Professor Hugh Whittaker, explains his new book:

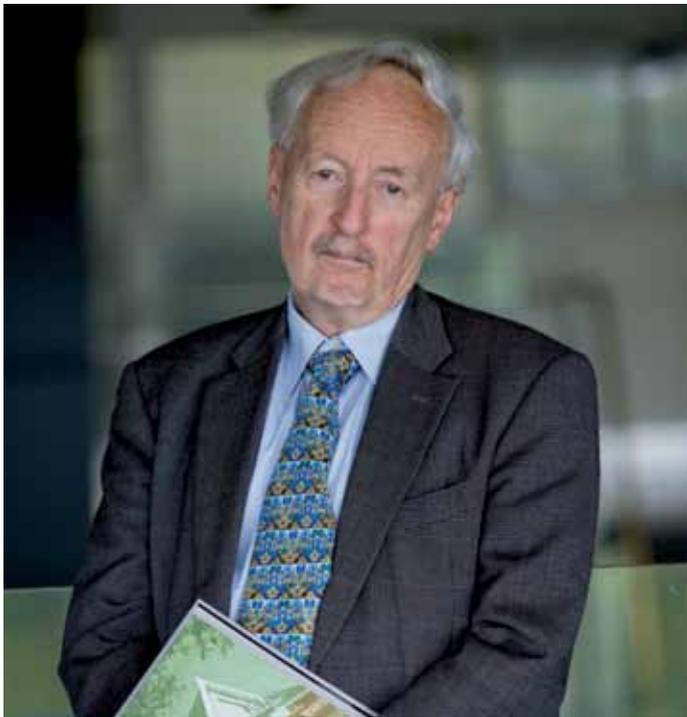


Despite a tremendous surge of interest and writing about entrepreneurship, few studies have compared entrepreneurship in different national contexts. Some have, but have assumed rather than demonstrated the influence of culture and institutions. This book compares high-tech entrepreneurs in the UK and Japan, countries often associated with liberal and coordinated market capitalism respectively. It finds some basic similarities in the way entrepreneurs exit employment, tentatively start their businesses and become innovative over time, rather than starting with a "home run" idea. It also finds some compelling differences. Casting "project entrepreneurship" and "lifework entrepreneurship" as two polar extremes, British entrepreneurs tend to be

closer to the project pole, and Japanese entrepreneurs closer to the lifework pole. This means differences in who they start their businesses with, how they try to nurture technology expertise and innovation in-house, whether they collaborate with other businesses, and how they try to motivate their employees. Much of this can be explained by the nature of markets in the two countries. Stepping back, we see a basic dilemma: should policy makers adapt their policies to the nature of domestic entrepreneurship, or should they try to foster the "home run", strategy-driven rapid growth ventures of Silicon Valley?

For details of the book, please visit [www.oup.com/us](http://www.oup.com/us)

# Festschrift to Emeritus Professor Nicholas Tarling



Themes for thought on Southeast Asia: A festschrift to Emeritus Professor Nicholas Tarling on the occasion of his 75th birthday.

Edited by Professor Ooi Keat Gin, with a foreword by Professor Anthony Reid and published by the New Zealand Journal of Asian Studies (Vol. 11, No. 1, June 2009), this book is a collection of 20 essays drawn from 35 papers presented at the international conference on "South-East Asia: Past, present and future". The conference was hosted by the New Zealand Asia Institute from 1 to 3 February 2006 to celebrate the seventy-fifth birthday of Emeritus Professor Nicholas Tarling and more than half a century of his scholarly contributions to South-East Asian studies.

The essays included in this edited volume represent the works and specialities from some of the most renowned scholars in their respective fields. Cutting across disciplines, the themes of the book range from early eighteenth century diplomatic intercourse, the transformation of the concept of traditional kingship, twentieth century communist theory of colonial revolution, to Islamic radicalism, sexual harassment in the workplace, natural history and colonial science, and other interesting and thought-provoking topics.

This festschrift is a tribute to both a historian of impeccable academic standing and the continuing relevance of the traditional virtues of historical scholarship. New Zealand Journal of Asian Studies

Volume 11, No. 1, June 2009 (Special Issue)

[http://www.nzasia.org.nz/journal/volume11\\_1.htm](http://www.nzasia.org.nz/journal/volume11_1.htm)

Themes for thought on Southeast Asia: A festschrift to Emeritus Professor Nicholas Tarling on the occasion of his 75th birthday. Guest editor: OOI Keat Gin.

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# New Zealand trade arrangements and the evolving regional architecture

In its FTA arrangements New Zealand has contributed to the Asia-Pacific “noodle bowl” of FTAs in four distinct ways:

- Bilateral FTAs with Singapore (entered into force 2001), Thailand (entered into force 2005), China (entered into force 2008), Malaysia (signed 2009) and Hong Kong (signing imminent). FTA negotiations are under way with Korea and India, and efforts are being made to promote serious joint study of an FTA with Japan.
- The ASEAN-Australia and New Zealand FTA (signed 2009), including all ten members of ASEAN. The AANZFTA is a further addition to the suite of “ASEAN-Plus” FTAs that have been concluded in recent years, including the ASEAN-China, ASEAN-Japan, ASEAN-Korea and ASEAN-India FTAs.
- The Trans-Pacific Strategic Economic Partnership (more recently known simply as the Trans-Pacific Partnership or TPP), established in 2005 by Chile, New Zealand, Singapore and Brunei, with the hope that it could serve as a “building block” towards a broader-based trans-Pacific FTA.
- The long-established ANZCERTA (entered into force 1983), which stands as a model of deeper integration between bilateral partners.

The United States, Japan and Korea stand out as the largest Asia-Pacific markets for New Zealand exports where New Zealand has yet to successfully conclude an FTA.

A key question for the future concerns the implications for New Zealand of the various proposals currently “on the table” for creation of region-wide trade and economic blocs. Among these proposals two distinct visions of regional integration can be distinguished. One is East Asia-centred, and excludes the United States and other countries in the Americas. The other is trans-Pacific, embracing both sides of the Pacific.

One version of the East Asia-centred bloc involves an East Asia FTA (EAFTA) with membership confined to China, Japan, Korea and the ten members of ASEAN – the “ASEAN Plus Three” group. An alternative version, the Comprehensive Economic Partnership for East Asia (CEPEA), involves an expanded membership including Australia, New Zealand and India – the “ASEAN Plus Six” group, also known as the East Asia Summit Group. Both the EAFTA and CEPEA are the subject of active ongoing work programmes, parts of which are in

the process of being merged.

The trans-Pacific vision is embodied in the proposal for a Free Trade Area of the Asia Pacific (FTAAP), which would in principle include all members of APEC and possibly other countries as well. A key issue underlying the choice between the East Asia-centred and trans-Pacific visions of economic integration is the extent of the willingness of the United States and major East Asian economic powers to seriously engage in economic integration with each other. Reflecting this, it was initially unclear whether any support for the FTAAP concept would be forthcoming from either the United States or the major East Asian economic powers. At the 2006 APEC leaders meeting the United States declared its support for the concept, with the result that FTAAP has been incorporated into APEC’s regional economic integration (REI) agenda as a “long-term prospect”. Major Northeast Asian economic powers have remained cautious about the FTAAP, however.

An important step towards realisation of the trans-Pacific vision was the decision by the United States, announced first by President Bush at the 2008 APEC leaders meeting and subsequently confirmed by President Obama at the 2009 APEC leaders meeting, to seek membership of the TPP. Australia, Peru and Viet Nam quickly announced the same intention, and negotiations for formalisation of an expanded TPP commenced this month (March 2010). These developments have elevated the TPP to the status of a potential “stepping stone” toward realisation of the FTAAP, thus fulfilling the hopes of the TPP’s foundation members. The effectiveness of the TPP as a “stepping stone” will depend on whether and how many other East Asian economies, particularly major economies, eventually decide to join it. From New Zealand’s perspective the expanded TPP also offers a “back-door” route to securing an FTA with the United States.

In the midst of these developments APEC, which celebrated its 20th anniversary in 2009, remains the peak regional forum for bringing together governments and leaders from across the entire Asia-Pacific region. It has substantial achievements to its credit in the areas of trade facilitation and economic and technical cooperation, and in other fields of cooperation, although it has been less effective in the area of trade liberalisation. The FTAAP currently stands as the best prospect for achieving the APEC objective of free trade and investment in the Asia-Pacific region. On the other

hand, APEC’s status would inevitably be diminished by any future decision by East Asian governments to decisively reject the trans-Pacific approach to regional economic integration in favour of an exclusively East Asia-centred approach.

A further complication was introduced recently by Australian Prime Minister Rudd’s proposal for creation of an Asia Pacific Community (APC) that would address political and security as well as economic issues. APEC could be an obvious vehicle for an APC conceived along trans-Pacific lines were it not for the fact that APEC’s agenda is in formal terms confined to economic matters, even though wider issues can be and inevitably sometimes are discussed at APEC leaders’ meetings in particular. A recent conference held in Sydney to consider the APC concept clearly demonstrated that while on the one hand there is no region-wide institution capable of covering the full scope of the agenda envisaged by Mr Rudd, on the other hand there is little or no appetite for creation of an entirely new regional institution. Singapore and some other ASEAN countries have reacted very negatively to suggestions that the status of APEC should be downgraded to make way for new arrangements that might be introduced to give effect to the APC concept.

*Contributed by Professor Rob Scollay, Department of Economics, University of Auckland; and Director, NZ APEC Study Centre*



# South-East Asia and the great powers

**Nicholas Tarling, Southeast Asia and the Great Powers, London and New York, Routledge, 2010, xii + 272 pp.**

The success of regionalism in South-East Asia depends on the attitudes of the states within the region but also on the attitudes of those outside it. Placing the latter in a long historical context, this book shows how their rivalries both within the region and outside it have affected the states within the region.

It also shows how divisions within the region, and within states in the region, offered invitations and opportunities for intervention from outside, and perhaps gave South-East Asia an importance in international relations it would not otherwise have had. Regional leaders appear in recent decades to have recognised what may be construed as one of the lessons of history: if South-East Asia can provide security for the route through the Straits, and stable

conditions for trade and investment, it may enjoy both peace and prosperity. The idea for this book emerged after the author had completed a sequence of three other books, also published by Routledge: *Imperialism in Southeast Asia: A Fleeting Passing Phase* (2001), *Nationalism in Southeast Asia: If The People Are With Us* (2004), and *Regionalism in Southeast Asia: To Foster the Political Will* (2006).



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