

# **New Zealand Trade and Enterprise**

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**Capitalising on Research Forum**

**Lionel Crawley  
BOP Regional Manager**

## TOPICS TO BE COVERED

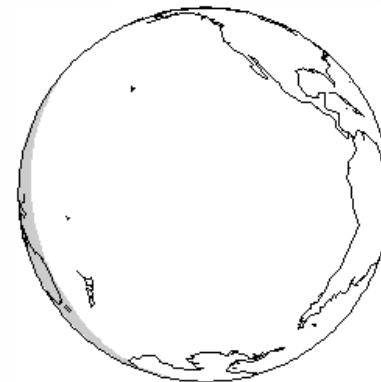
- Who is NZTE and what is our role?
- What are the issues with commercialising R&D?
- Where does NZTE fit in?
- How does NZTE help?
  - Emerging SME's
  - High growth companies
  - Collaboration
- Summary
- Accessing NZTE help

## Who are we?

The New Zealand Government's national economic development agency.

A global organisation with offices world wide and about 600 staff.

- New Zealand – Auckland, Wellington, Christchurch, Dunedin, Hamilton, Tauranga, Palmerston North, Napier and Nelson.
- Australia and the Pacific
- North Asia
- South East Asia / South Asia
- Middle East
- Europe
- North America
- South America

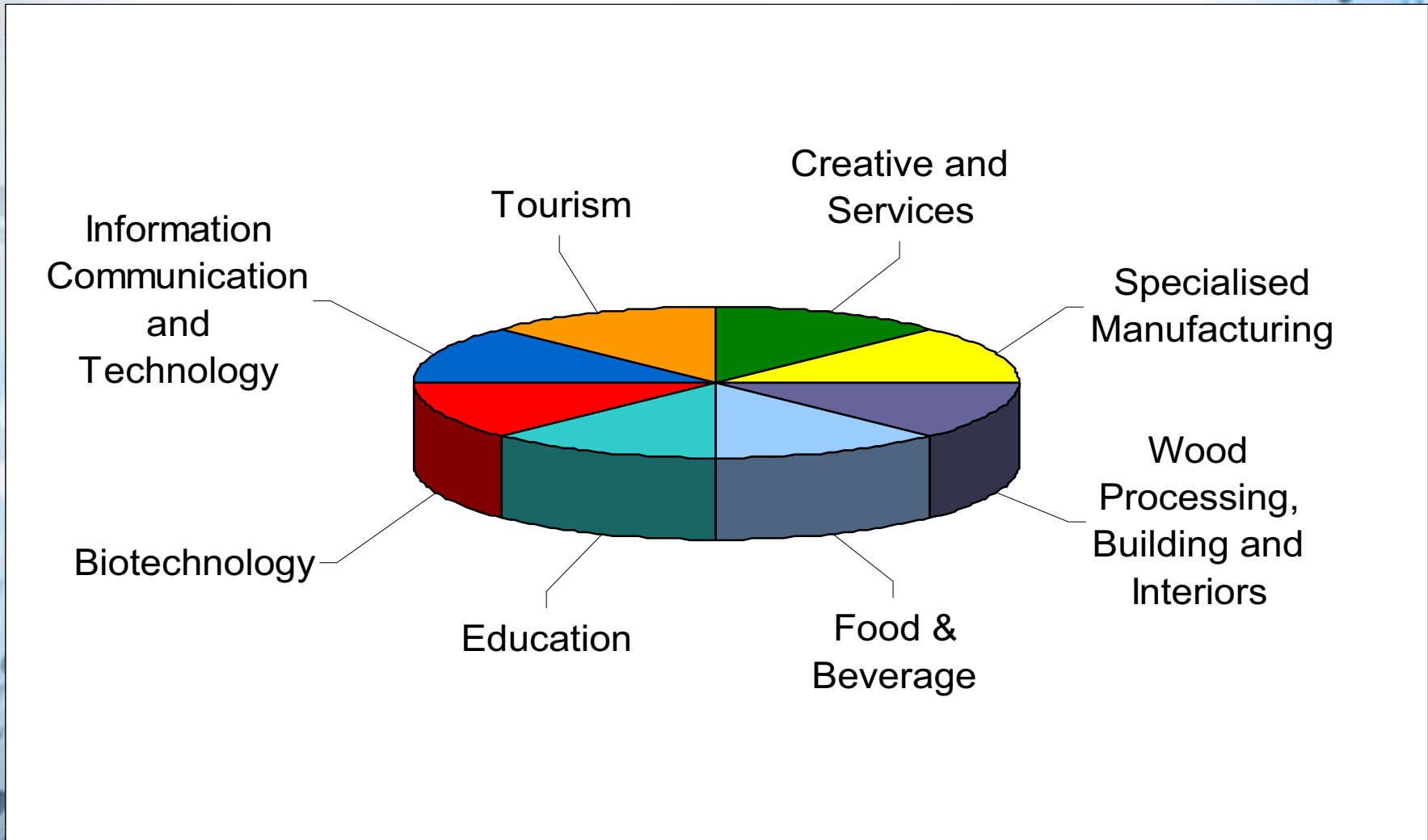


# **NZTE is committed to supporting the development of internationally competitive New Zealand businesses.**

**NZTE aims to achieve this by:**

- engaging in activities that build business capability**
- improving New Zealand's business environment for enterprise and growth**
- increasing the international connectedness of New Zealand businesses.**

# Sectors



## **BOP Team**

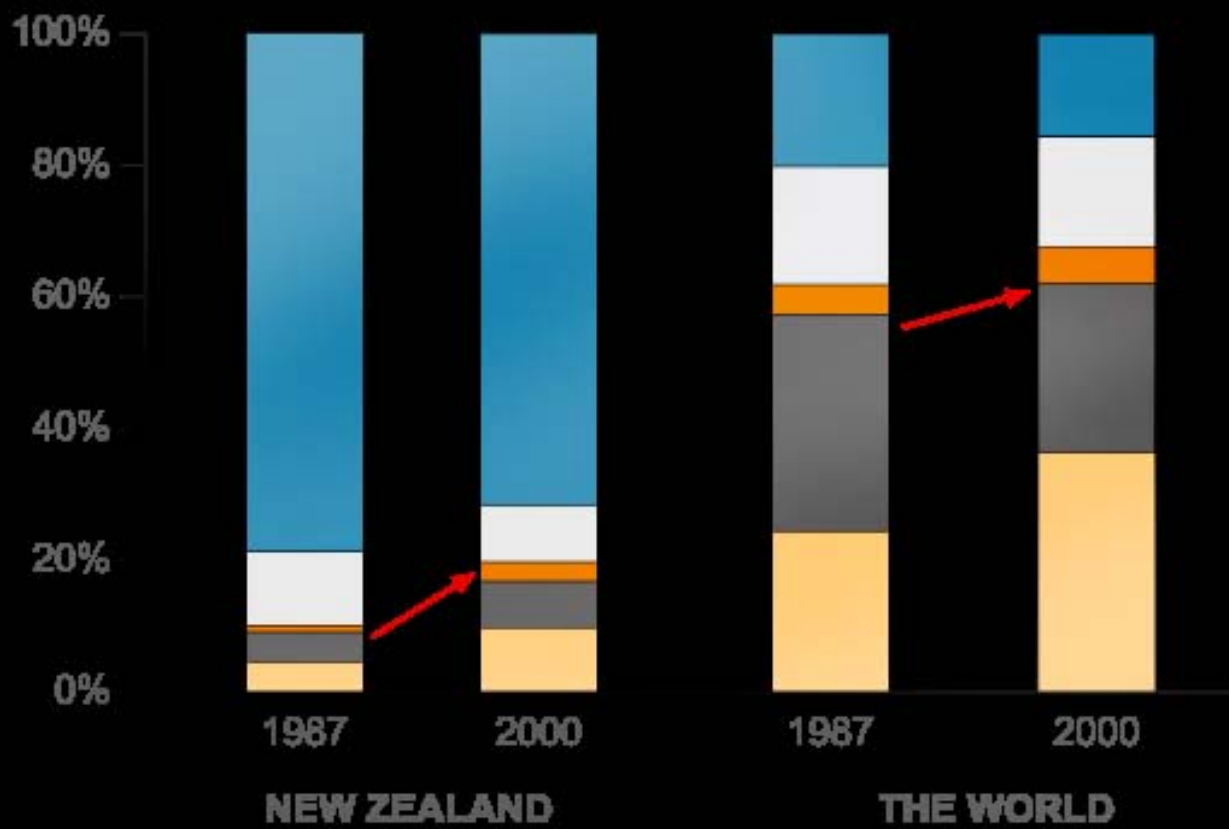
**Lionel Crawley**  
(Regional Mgr  
/Sector Mgr)

**Jennifer Pearson**  
(Regional Econ Dvpt Advisor)

**Warwick Downing**  
(Sector Mgr F&B / Spec Man)

**Jenny Milson**  
(RCC Edu / Hortitech / Business Dvpt )

**Angela Wallace**  
(Team Support)



## What are the issues?

- Market need
- Market channel
- Prototype to production
- Funding
- Choosing pathways
- PLANNING

# Where does NZTE fit in?



## Company Assistance



### Idea / R&D

Tech NZ/FRST  
CRI's  
Uni's



### Start Up

BIZ  
NZTE 3<sup>rd</sup> Party  
EDG  
WINZ  
TPK  
Other Orgs



### Emergent 1st Exports

NZTE 3<sup>rd</sup> party  
NZTE Website  
NZTE 0800  
NZTE Grants  
Some NZTE Services  
Escalator  
Many Other Orgs

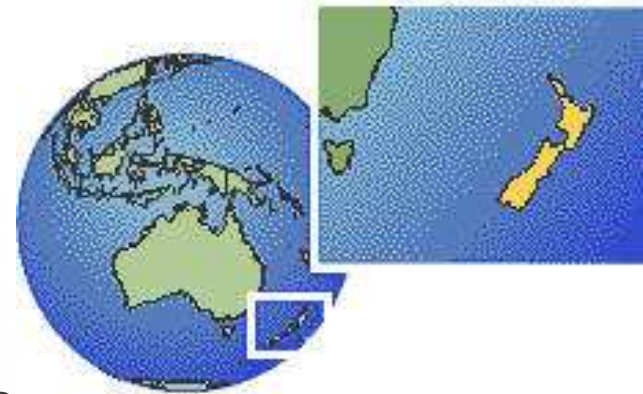


### High Growth Sustainable Exports

NZTE      3rd party  
Advice  
Services  
Grants  
Escalator  
Beachhead  
Sector Projects

## What is NZTE looking for?

- High Growth Aspirations
- Robust and Realistic Growth Plan
- Connection to Market
- Uniqueness of Proposition / IP
- Understanding and addressing weaknesses
- Willingness to engage
- Contribution to NZ Economy



# How do we help?

## Smaller and emerging businesses

- **Capability Building Grant**
  - **Enterprise Development Grant (EDG)**
    - **Planning / Research / Training**
- **Third Party Providers**
  - **Enterprise Training**
  - **Exporter Education**
  - **BIZ / Mentoring**
- **Market Development**
  - **NZTE Websites**
  - **NZTE Services**
- **Government Procurement = ICN**
- **Raising Capital = Escalator**

# How do we help?

## High growth companies

- **Capability Building Grant**
  - **Growth Services Fund Grant (GSF)**
    - Planning / Research / Marketing / IP / Compliance / Productivity / Governance
- **Market Development**
  - **Market Development Grant**
    - Up to \$ 100 k / year for 5 years
  - **NZTE Market Services**
- **Third Party Providers**
  - Enterprise Training
  - Exporter Education
- **Raising Capital**
  - Escalator
  - Investment NZ

# How do we help?

## Collaboration

**Partnership that can include:**

- **NZTE Networks**
- **Sector Projects**
- **Special Funds (ie Trans Tasman Biotech Fund)**
- **Regional Development**
- **Beachhead Programme**
- **Brand NZ**

## Summary

- **R&D Commercialisation issues are business building issues**
- **NZTE is the Government's Economic Development Agency focused on assisting high growth export businesses**
- **NZTE has a very wide range of support programmes and activities**
- **But these programmes are mostly focused on high growth potential businesses that will benefit the wider NZ economy**
- **The key conclusion for R&D Managers, inventors & researchers is to engage in planning a commercial business model as early as possible in the R&D process**

## Accessing NZTE help

Go to [www.nzte.govt.nz](http://www.nzte.govt.nz) to access information on:

- Enterprise Development Grant – Capability Building
- Enterprise Development Grant - Market Development
- Growth Services Fund
- Escalator service
- Investment New Zealand
- Project Link
- Industry Capability Network (ICN)

**For general assistance call**

**NZTE Business Services Team on 0800 555 888**

**Biz Info - Rotorua:** contact Roger Gordon 07 349 8355

email” [info@rotchamber.co.nz](mailto:info@rotchamber.co.nz)

**Enterprise Training** - Empower Team Limited

[etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz)

Vicki Macfarlane 07 544 2588