

PACIFIC FUTURES CONFERENCE

GROWING YOUR PACIFIC ISLAND MARKET

We have put together a comprehensive full day's programme on doing business in the Pacific Islands. We believe that in very recently gaining some reasonable sponsorship that we have been able to offer a really attractive rate for both the Conference itself (\$199 incl GST), and the Conference Dinner in the evening (\$120, or Conference & Dinner \$299 incl GST).

One thing we do want to stress is that whilst it might seem that the Conference is totally focused on the "American Pacific", this is not really the case. We are looking at the total Pacific (ie. all 25 Pacific Islands), but with the participation of three high profile people from the US and American Samoa, this has given us a unique opportunity to focus some of the Conference on the "American Pacific" (a market with tremendous potential, and one that most NZ companies have either found too difficult to access, or not put on their radar screen). But here are some facts :-

- **Hawaii** has a per capita GDP of around US\$ 35,000 per annum, plus a highly lucrative tourist market of big spending Americans and Canadians, as well as a huge US Defence establishment. This presents great opportunities for supplying high quality NZ food and beverages, as well as some really valuable niche opportunities in the building and construction sector. With such a high profile visitor (and speaker) as the Mayor of Honolulu City and County, Mufi Hannemann (who was a Fullbright Scholar in NZ some years ago), this should provide useful contacts and guidance on how to develop this important market.
- **Guam** is to become the forward defence post for the US Armed Forces in the western Pacific, and there is to be a steady build-up of personnel, including the relocation of the US Marines presently in Okinawa, to Guam. This will mean that as defence force personnel will have their families joining them in Guam, there will be considerable residential development, including site works and underground services to be installed. There will also be other roading and civil work, and commercial developments. And in addition there will be increased demand for food and beverages both for the domestic consumer, as well as the hospitality industry, and we

hope for the US Defence Forces. Finally, Guam is looking at upgrading its tourist sector, and there may be opportunities for NZ tourist operators to get involved here too. This is hopefully where Deputy Assistant Secretary, David Cohen, should be a valuable contact and source of feed-back.

- _. **Other Micronesian Islands close to Guam.** These should see a positive spin-off from the US defence build-up in Guam, as it will also involve places like the Northern Marianas, Palau, the Federated States of Micronesia, and the Marshall Islands. Not only can we expect the deployment of some forces to these Islands, but they will also be nearby rest-and-recreation destinations (ie. tourism). Again, David Cohen is responsible for these 4 Islands.
- _. **American Samoa.** David Cohen again has responsibility for this US Territory, and Vince Haleck is a prominent businessman in American Samoa - so here again are some useful contacts.

Having outlined the "American Pacific" aspect of the Conference, we wish to stress again that the other speakers will cover the wider Pacific Islands region, including the traditional markets of the South Pacific, as well as the growing markets of Melanesia.

We hope you can appreciate the benefits that this Conference will provide for your business, and that you can Register for the Conference, and also the Conference Dinner in the evening. In this regard, we would emphasise that the opportunities for networking during both the Conference and Conference Dinner are additional reasons for attending - as just one useful contact could be worth valuable business to your company.

If you would like to register for this event go to www.pacificfutures.co.nz or for any further information, please don't hesitate to contact me.

Regards

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