



**NEW ZEALAND
NATIONAL BRANDS**
Initiated by
NEXT Federation & NZBRIC

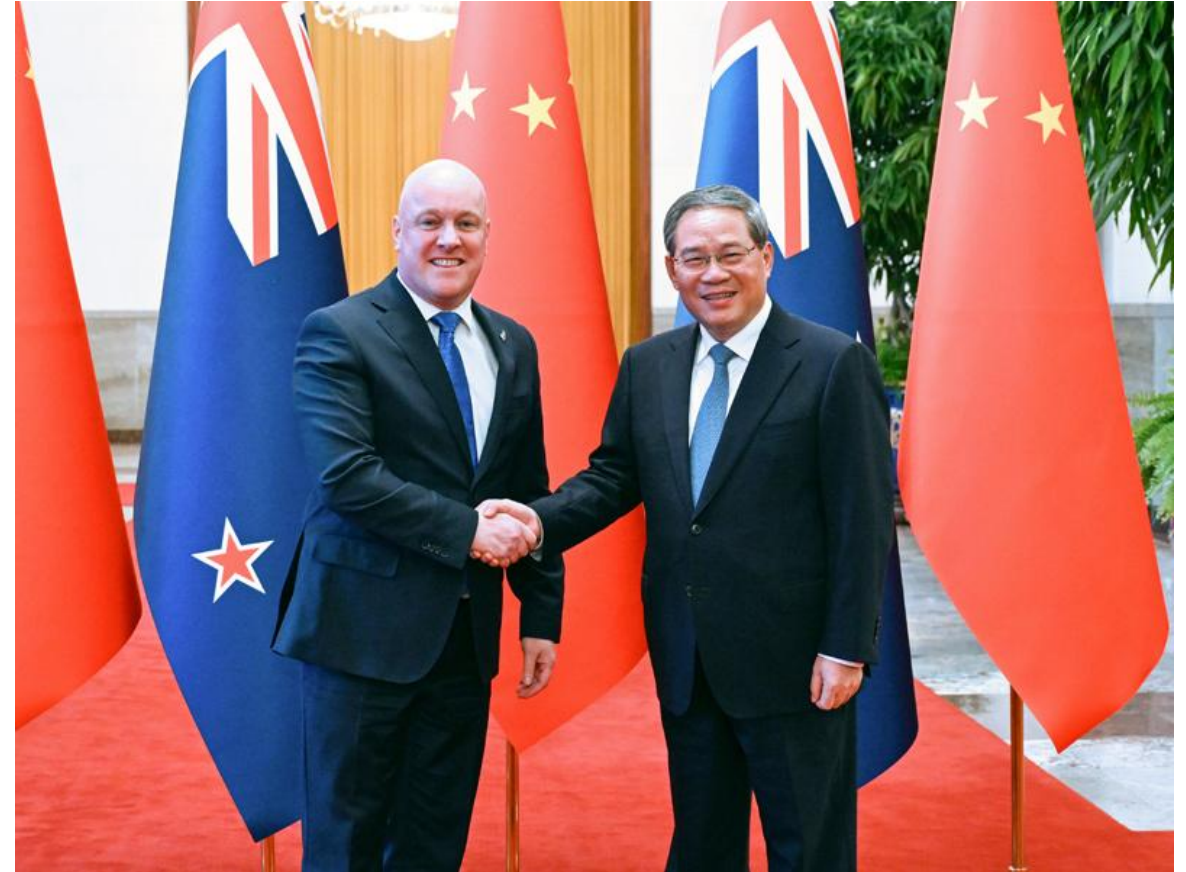
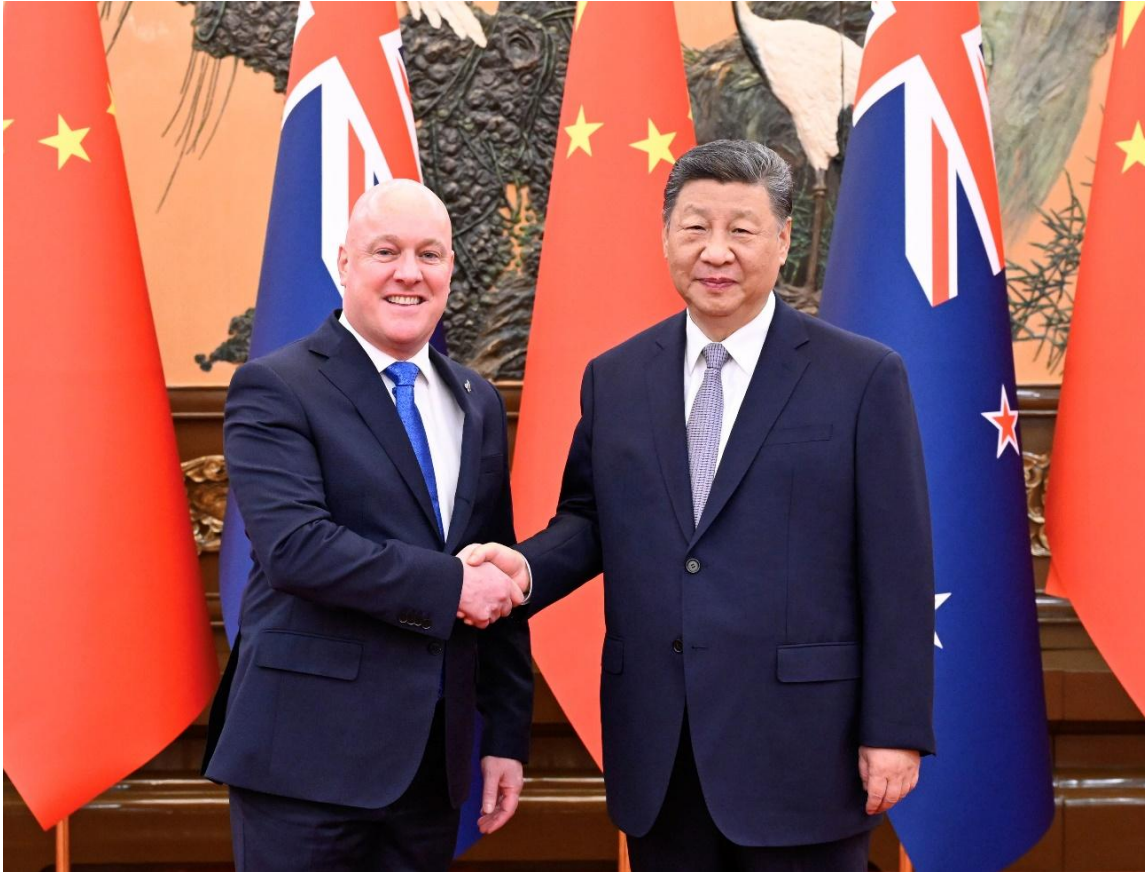
China & New Zealand National Brands Forum

And 5th Anniversary Reception of the New Zealand National Brands Programme

“Industry–Supply Chain Integration”

7 Nov 2025 CIIE

“ Jointly Promoting a New Decade of China–New Zealand Relations



Left: On the morning of June 20, 2025, President Xi Jinping met with New Zealand Prime Minister Christopher Luxon, who was on an official visit to China, at the Great Hall of the People in Beijing.

Right: On the afternoon of June 20, 2025, Premier Li Qiang held talks with New Zealand Prime Minister Christopher Luxon, who was on an official visit to China, at the Great Hall of the People in Beijing.



“ Adding Value

1 **GMABC Integration — High-Level Dialogue**

Bringing together government leaders, top enterprises, brands, investors, and research institutions from China and New Zealand to create a platform for policy, practice, capital, and think-tank collaboration, enabling idea exchange and resource matching.

2 **Connecting Resources, Unlocking New Opportunities**

Leverage New Zealand’s quality industries and RCEP opportunities to strengthen regional industrial and supply chain partnerships.

3 **Enhancing International Brand Influence and Market Recognition**

Harness the synergy of national brands from both China and New Zealand to achieve mutual brand value empowerment.

4 **Driving Two-Way Investment**

Utilize Yangtze River Delta and Greater Bay Area strengths to integrate supply chains, build collaborative ecosystems, and enhance resilience.

5 **Staying Ahead of Policy and Market Trends**

Share case studies and best practices to gain first-hand insights into policy directions and industrial support measures for China–New Zealand cooperation, while understanding evolving international market demands and emerging trends in consumption upgrading.

“ Theme

Against the backdrop of profound shifts in the global economic and trade landscape, the theme “Industry–Supply Chain Integration” aims to advance deep collaboration between China and New Zealand in industrial and supply chains. Through institutional connectivity, resource complementarity, and technological trust, it seeks to build a more stable, efficient, and sustainable framework for bilateral economic cooperation.

Era Challenges Drive Integration Needs

Global economic volatility urges China and New Zealand to move beyond traditional trade toward deeper value chain integration to address uncertainty.

Solid Foundations for Cooperation

Complementary strengths in resources, technology, and markets provide a strong base for industry–supply chain integration.

Innovation as a Catalyst for Breakthroughs

Joint platforms, brand co–development, and policy alignment will foster a more efficient and resilient China–New Zealand industry–supply chain network.

2025 CIIE

China & New Zealand National Brands Forum

And 5th Anniversary Reception of the New Zealand National Brands Programme

From Simple Trade and Project Collaboration to Value Chain Integration

“ New Zealand – China Economic and Trade Cooperation

China–New Zealand Trade Continues to “Lead the Way”

Since 2013, China has been New Zealand’s largest trading partner, biggest source of imports, and largest export market for 11 consecutive years.

In 2024, the total trade between China and New Zealand reached NZD 38.26 billion (approx. RMB 166.37 billion). New Zealand’s exports to China accounted for 20.6% of its total exports, including 31% of dairy, 61% of timber, and 24% of meat exports.



China–New Zealand Relations Go Beyond Trade

In June 2025, the joint leaders’ statement emphasized that people-to-people exchanges in tourism, culture, local government, sports, and science and innovation are vital to bilateral relations.

By 2024, China’s direct investment in New Zealand reached nearly NZD 9.37 billion, spanning agriculture, food processing, finance, aviation, and renewable energy.



“Industry–Supply Chain Integration” 2025 CIIE China & New Zealand National Brands Forum

Especially for Chinese and NZ companies
High-end networking



Forum

Discussing new
economic growth



Cocktail Reception

High quality
networking



Media promotion

Sharing latest
brand stories

“Industry-Supply Chain Integration” Forum – Discussing new economic growth



During the 2025 China International Import Expo (CIIE), the "China-New Zealand National Brands Forum" will be held under the theme "Integration of Industrial and Supply Chains", bringing together leading figures from both countries to promote industrial collaboration, trade facilitation, technological trust, and joint brand building.

Exchange latest information

Learn latest policies and industrial development from policy experts and industrial leaders

Share valuable resources

Share valuable resources of various supply chains and promote cross-border, cross-sector cooperation and development

Strive for brand growth

Experts are invited to analyze Industry-Supply Chain Integration and trends of national brands development

“Industry-Supply Chain Integration” Cocktail Reception- High quality networking



Chinese and New Zealand business & government leaders will be invited to the Cocktail Reception of "China & New Zealand National Brands Forum" with the theme of "Industry-Supply Chain Integration" for high quality networking.

Cultivate high-end 'Guan Xi'

Engage with Chinese and NZ business leaders and cultivate high-level 'Guan Xi'

Promoting Products

Engage and promote Chinese and New Zealand national brands

Discuss Business Opportunity

Discuss industrial challenges and opportunities and communicate about first-hand information and potential projects

“Industry-Supply Chain Integration” Media promotion – Sharing latest brand stories



Pics are for reference only. To be designed

During the 2025 CIIE, International Business Daily will launch a special feature on the "China-New Zealand National Brands Forum" themed "Integration of Industrial and Supply Chains", offering authoritative text, image, and video coverage of key enterprises and VIP guests.

Backed by reputable media

International Business Daily to create a special promotion, focusing on the international development of enterprises and brands.

Digital assets of brands

Display the news and stories of China and New Zealand national brands during their stay in CIIE by means of texts, pictures and videos.

Wonderful moments

Pick wonderful moments and quotes during Forum, make short videos and produce memories for companies and products.

“ Heavyweights we plan to have

1. Government agencies and local government representatives
2. Senior executives of national brand enterprises
3. Senior executives of investment institutions
4. Think tank representatives
5. Representatives of collaborative best practices



Note: Subject to the actual attendees.

“ Representatives from Chinese industrial capital and brands we plan to have



恒源祥®



inspur 浪潮

More Brands
Continued Negotiations Underway

“ Agenda (Draft)

Nov 7th China & New Zealand National Brands Forum & 5th Anniversary Reception of the New Zealand National Brands Programme	
13:30	Arrival & networking
14:00-14:10	Opening remarks ·Dr Jun CHEN, Secretary General of NEXT Federation ·Mr. Tony Browne, Chairman of the Council of NEXT Federation, Former New Zealand Ambassador to China
14:10-14:50	New Zealand–China Industrial Cooperation: Industry–Supply Chain Integration
14:50-15:10	Guest City Promotion
15:10-15:40	Presentation of the 5th Anniversary Outstanding Contribution Award of the New Zealand National Brands Programme Launch Ceremony of the New Zealand-China Commerce & Inno Hubs (China) Honorary Membership Awarding Ceremony of the New Zealand-China Commerce & Inno Hubs
15:40-16:40	Afternoon Tea / Cocktail Reception
16:40-16:50	Closing speech Mr. Tony Browne, Chairman of the Council of NEXT Federation, Former New Zealand Ambassador to China

“ Service Packages

Service model	Content	Platinum sponsorship (300,000 RMB)	Golden sponsorship (100,000 RMB)	Participation (10,000 RMB)
Forum	1.Keynote speech: 1 senior representative delivers keynote speech at the Forum.	✓		
	2.Guest tour: Invite VIPs to tour the CIIE pavilion/booth of the brand.	✓	✓	
	3.Roundtable: 1 senior representative attends roundtable dialogue	✓	✓	
	4.Exposure: exposure in Forum brochures, visuals, websites and sign boards	✓	✓	
	5.Attending Forum: Seats at the Forum for high-end networking	3 seats	2 seats	1 seat
Media Promotion	6.Key promotion: In International Business Daily's special program "Industry-Supply Chain Integration-China & New Zealand National Brands Forum 2025", publish x news articles, x pics of the sponsor. The content is provided by the sponsor.	3 texts 5 pics	1 text 2 pics	
	7.Media interview: Interview by mainstream news outlets on site of CIIE	✓		
	8.Elaborate videos: Make beautiful short videos out of picks and quotes from Forum.	3 videos	1 video	

2025 CIIE

China & New Zealand National Brands Forum

And 5th Anniversary Reception of the New Zealand National Brands Programme

Host | Co-hosts | Co-organisers

“ Host | NEXT Federation



**Global platform for
industrial resources
integration and transformation**

NEXT Federation, headquartered in Auckland, New Zealand, serves as a global platform for industrial resources integration and transformation, aim to facilitate global innovation, cooperation and sustainability by identifying optimal practices, sharing favorable resources and improving public relations.

Based on global resources network, NEXT Federation provide one-stop industrial-level service for international public relations development, professional exchanges, technology commercialization, project and investment introduction and park operation.

The rotating President of NEXT Federation is H.E. Dr Essam Sharaf, former Prime Minister of Egypt. The rotating President of Global Advisory Committee is Hon Dr Hamam Riza, Principal Engineer of the National Research and Innovation Agency of Indonesia. The Chairman of Council is Tony Browne, former NZ Ambassador to China.

“ Co-Host | NZBRiC



**For co-growth of Chinese
and NZ business**

The New Zealand Business Roundtable in China (“NZBRiC”) is a not-for-profit representational platform established to promote New Zealand’s business interests in China. NZBRiC started its original form in August 2018 and went through a ‘trial phase’ across the first 24 months to clearly define, test, and iterate the expectations and ways of working with its stakeholders in China.

NZBRiC’s primary objectives are to represent and advocate for New Zealand business interests in China and facilitate exchanges of information and insights on business matters concerning New Zealand and China.

“ Co-Host | Intl. Business Reception Hall-New Zealand

国际商务会客厅

International Business Reception Hall

Global Business Resource Network

The International Business Reception Hall is jointly operated by the China International Business Daily, the China Society of International Trade, and the China Institute for WTO Studies under the Ministry of Commerce of China.

The platform is dedicated to building a key business hub between China and the world, providing comprehensive, one-stop business services in the areas of trade, foreign investment, and foreign economic cooperation.

“ Co-organizers | CFNA



It encourages a fair and orderly market

CFNA was found in September, 1988.

CFNA takes Coordination, Guidance, Promotion, Consultation and Service as its mission.

CFNA works in the following areas: It encourages a fair and orderly market. It protects the interests and lawful rights of its members and of the industry. It protects the rights and interests of member enterprises. It promotes industry development. It assists members to explore the international market. It provides its members with training and consultancy on market, client and regulations. It coordinates to settle trade disputes of member companies. It reports suggestions and opinions from members and the industry to the government, and contributes its suggestion and comments when the government is making new policies. It guides members to make sure that their business operation is in accordance with relevant laws.

New Zealand National Brands Programme

Profile | Selection procedure | Members

“ Profile



新西兰 NEW ZEALAND
国民品牌工程
NATIONAL BRANDS
Initiated by
NEXT Federation & NZBRiC



NEXT Federation



New ZealandChina

Initiated by NEXT Federation Co-hosted by NZBRiC

The programme was launched in 2020 **with an aim to promote NZ national brands on the global stage**, integrate and share global partner resources, jointly committed to serving NZ's reputation building, brand promotion, economic and trade development in major global markets, enhancing innovation, craftsmanship and national spirit, and promoting global innovation, cooperation and sustainability.

High-standard requirements

Evaluation criteria for business membership of NZ National Brands Programme:

- (1) have excellent qualities that can represent NZ national standard;
- (2) have top comprehensive strength ranking in the industry;
- (3) have industry-leading innovation, cooperation and development capabilities;
- (4) have high social profile and brand reputation;
- (5) have strong sense of social responsibility and be enthusiastic about public undertakings.

“ Members



World's leading dairy processing and export enterprise

Its business operates in more than 140 areas in four continents. It has been in China for more than 40 years and has always been committed to bringing New Zealand's high-quality dairy products and advanced dairy production technology to China. Its portfolio of well-known brands includes Anchor, Annum, Anlene, NZMP and Farm Source.



World's leading grower and distributor of kiwifruit

It has a history of more than 20 years. Recognized as a global leader in quality kiwifruit. It entered China in 1999, and now Greater China has become its world's largest market.



A beautiful town with pure scenery in New Zealand

It is a beautiful city surrounded by the Southern Alps. It is famous for its fairyland-like scenery. It is the location of the beautiful scenes in the Lord of the Rings trilogy. It is also an international sister city of Hangzhou.



New Zealand's largest producer and exporter of high-quality beef, mutton and venison

It was founded in 1948. It has 14 processing factories in New Zealand. Its products are sold to more than 60 countries and regions including China, the United States and the United Kingdom.

“ Members



New Zealand's famous retail group

Founded by Stephen Tindall, it has developed from a warehouse store to one of the largest retail groups in New Zealand with sales of \$3 billion.



Water Environment High-tech company

Thanks to the innovative water information technology, advanced concepts and high-quality service standards accumulated by New Zealand Ewaters for many years, based on its own smart water forward-looking technology, Ewaters boasts the comprehensive disciplinary background and skills of water conservancy, water supply and drainage and software technology integration.



Exclusively patented New Zealand apples

Rockit apples only weigh half of ordinary apples. The small and lovely appearance, rosy color, sweet and crisp taste and abundant juice won Rockit a lot of popularity after entering China in 2015 with more than 40 million apples sold last year alone.



New Zealand Centennial Winery

Since Josip Babich, the founder brewed the first Babich wine in 1916, his business of brewing high-quality New Zealand wine has quietly started.

“ Members



Global Supply Chain Partner

The company provides integrated solutions covering transportation, warehousing, and international freight, with operations across New Zealand, Australia, Asia, Europe, and the Americas. Mainfreight is renowned for its distinctive corporate culture, strong focus on customer service, and long-term development strategy, dedicated to delivering efficient and reliable logistics services through teamwork and technological innovation.



A Global Leading Nutritional and Health Products Manufacturer

Unipharm operates four GMP-certified factories, including the Southern Hemisphere's largest soft-gel facility, producing capsules, tablets, powders, and liquids for global markets. With 30+ international certifications and 100+ patents, it delivers high-quality, safe, and reliable health products worldwide.

“New Stars



A Premium New Zealand Dairy Brand

NEWO Milk comes from high-end organic Jersey farms, representing just 0.1% of New Zealand's rare Jersey dairy farms. Cows graze freely on over 10 acres of natural pasture per head, with no pesticides, GMOs, hormones, or antibiotics. Since entering the Chinese market in 2020, NEWO has been favored by premium households, specialty cafés, and luxury hotels, becoming a symbol of natural and healthy dairy products.



Renowned New Zealand Functional Food Brand

NZ FOS specializes in prebiotics and gut health solutions, using natural plant extracts and scientifically formulated products to support gut microbiome balance and immune health, promoting a healthier lifestyle. With a philosophy of purity, science, and sustainability, the brand has gained wide recognition in global markets.

New Zealand National Brands Programme

Previous Highlights

Nov 2024 China & New Zealand National Brands Forum



The Forum invited top executives from New Zealand, China, and other countries to discuss “New Practices, New Trends, and New Dynamics”, opening fresh perspectives for the future of China–New Zealand bilateral economic cooperation.



Prof Wang Yong, Professor of Department of International Political Economy, Peking University



Xie Qihui, Former First-class Inspector in Shanghai GACC



David Mahon, Managing Director & Chief Investment Officer of Mahon China Investment Management Ltd



Anna-May Isbey, Executive Director of New Zealand Business Roundtable in China

Nov 2024 China & New Zealand National Brands Forum



Teh-han Chow, Greater China CEO of Fonterra



Jin Xu, President of China Association of International Trade, Former Minister for Commercial Affairs at the Chinese Embassy in the United Kingdom



Mike Arand, Former China Affairs Advisor, New Zealand Trade and Enterprise



Nov 2024

Third batch of members of "New Zealand National Brands Programme"



Mainfreight



Unipharm


NEXT
 Federation
 国际联盟

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Conquering New Heights: China & New Zealand National Brands Forum Successfully Held in Shanghai



HEALTH INDUSTRY SUMMIT 2023

“High 5” New Zealand International Health Industry Summit



2023 和合而生 Unite to Create

NEXT SUMMIT
ASTANA 2023 国际大会

NEXT Summit (Astana 2023)



CHINA'S APPLICATION TO JOIN CPTPP: OPPORTUNITIES AND CHALLENGES FOR NEW ZEALAND



2022 **NEXT SUMMIT**

A SUMMIT, A VOICE, A FUTURE

Next Summit calls for rebuilding collaboration in global change


NEXT
 Federation
 国际联盟

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和合而生 Unite to Create

2023 NEXT SUMMIT

Astana 2023 国际联盟大会

国际联盟大会

第七届国际联盟大会（国际联盟2023）于8月24日至25日以线下和线上相结合的方式举办。主论坛在哈萨克斯坦首都阿斯塔纳线下举行，由国际联盟（NEXT Federation）、新华社中国经济信息社以及哈萨克斯坦电视台和统一电视台主办。本次大会的主题是“和合而生”，会议包含开幕式、主题演讲、议题圆桌项目全球路演等多个环节。



共议罗盘之星，中国新西兰国际品牌高峰论坛在上海成功举办



奶酒飘香，开启传统生乳新篇章



国际联盟基金会副理事长李国保荣获“科技外交之星”荣誉称号



国际联盟联合会举办RCEP区域合作与产业联盟座谈会

CIIE Nov 2022

On November 6th, "New Zealand National Brands Forum"---the special event to celebrate the 50th anniversary of the establishment of diplomatic relations between China and New Zealand was successfully held on the sidelines of CIIE.

Figure 1: Guests at New Zealand National Brands Forum

Figure 2: Speech by Jiang Zengwei, former vice minister of China's Ministry of Commerce

Figure 3: Speech by Clare P. Fearnley, Ambassador of New Zealand to China.

Figure 4: Speech by Cao Derong, President of CFNA

Figure 5: Speech by Michael Jiang, CEO of Zespri International Group Greater China.



CIIE Nov 2022

New Zealand National Brands Celebrate the 50th
Anniversary of China-New Zealand Diplomatic Relations



2022.11 New Zealand National Brands to Celebrate the 50th
Anniversary of China-New Zealand Diplomatic Relations

CIIE Nov 2022

2022 Special awards of New Zealand National Brands Programme



CIIE Nov 2022

Representatives of the first members of "New Zealand National Brands Programme" and representatives of NEXT Federation and NZBRiC announced the second batch of members of "New Zealand National Brands Programme":

The Warehouse
Ewaters
Rockit Apple
Babich

Members were awarded trophies and certificates.



2022.11 New Zealand National Program Forum announced second batch of members of "New Zealand National Brands Programme"

In Nov 2022, “New Zealand National Brands Forum” received coverage from mainstream and industrial media.



Xinhua.net



CFI.cn

Fonterra attended Boao Forum for Asia, April 2022

A high-level platform for dialogue on key global issues



Fonterra

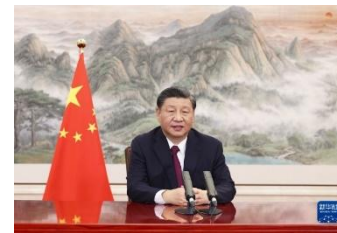
New Zealand National Brands Programme member

Teh-Han Chow, CEO of Fonterra Greater China
attended Boao Forum for Asia Annual Conference
2022 and addressed Asia Pacific Entrepreneurs
Dialogue

Figure1: Teh-Han Chow, CEO of Fonterra Greater China, delivering
speech.

Figure 2 & 3: Opening keynote speech by President Xi Jinping
at the Boao Forum for Asia Annual Conference 2022.

Figure 4 & 5: Asia-Pacific Entrepreneurs Dialogue.



Zespri new season kiwifruits arrived at destination port in April 2022, pushing open a FRESH chapter in China-NZ business cooperation

Zespri new season kiwifruits arrive at port



Media coverage



Zespri new season kiwifruits arrived at destination port in April 2022, pushing open a FRESH chapter in China-NZ business cooperation

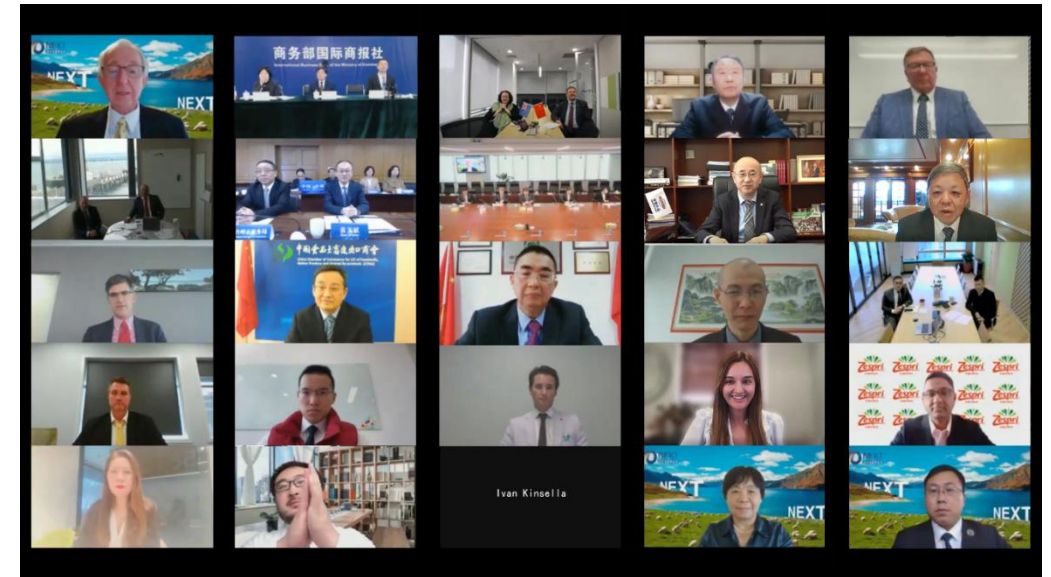


In-depth coverage by CCTV



In-depth coverage by Zhejiang STV

Zespri and other partners attended China NZ High-level Dialogue on Fruit Industry Policy (March 2022)



Group photo

Front-page report by Int.
Business Daily

Exclusive report by China Daily

Zespri and other partners attended China NZ High-level Dialogue on Fruit Industry Policy (March 2022)

Highlight1: Chinese ambassador to New Zealand Wang Xiaolong liked Zespri kiwifruit on Twitter

Highlight2: Special report by Comnews

Highlight3: Special report by CFNA



New Zealand National Brands attended CIIE Shanghai and High-level Dialogue (November 2021)



New Zealand National Brand Programme members Fonterra, Zespri, Silver Fern Farms and key candidate member Comvita attended China-New Zealand (CIIE) High-level Dialogue on Economic and Trade Cooperation "Hello, New Zealand" held in the CIIE studio of Xinhua News Agency.



Ambassador Wu Hongbo, former UN Under Secretary-General, attended the dialogue and delivered his speech.



Long Yongtu, Chief Negotiator of China's WTO accession, attended the dialogue and delivered his speech.



Ambassador Clare P. Fearnley attended the dialogue and delivered her speech.



Huang Qifan, former mayor of Chongqing municipality and famous economist, attended the dialogue and delivered the speech.

New Zealand National Brands attended CIIE Shanghai and High-level Dialogue (November 2021)



Dan Mathieson, Zespri CEO



Teh-Han Chow, Fonterra Greater China CEO



Alex Wang, Silver Fern Farms
Greater China General Manager (at that time)



Andy Chen, Comvita Asia-Pacific CEO

New Zealand National Brands attended CIIE Shanghai and High-level Dialogue (November 2021)



Highlight 1: Xinhua News Agency's Studio at CIIE, as high-standard treatment

On November 6, China New Zealand high-level dialogue, co-hosted by NEXT Federation, New Zealand Business Roundtable in China and Guizhou Satellite TV's "Forum" column was successfully held in the CIIE studio of Xinhua News Agency.

Highlight 2: Representatives of well-known NZ leading companies participated in the programme to endorse brand and expand brand exposure in China

Teh-Han Chow, Fonterra Greater China CEO, Dan Mathieson, Zespri CEO, and Alex Wang, Silver Fern Farms Greater China General Manager and Andy Chen, Comvita Asia-Pacific CEO

Highlight 3: "Forum" as a high-end program of Guizhou STV to improve the social credibility

"Forum" regards public value as the highest concept of the program. Since its launch in May 2007, it has broadcast more than 400 episodes of the program, and the guests include leaders in various fields at home and abroad. The special programs "Forum" for CIIE "China and New Zealand High-level dialogue" was broadcasted successfully on Guizhou Satellite TV at 22:20 Beijing time on December 12, 2021.

New Zealand National Brands attended Boao Forum for Asia Annual Conference 2021 (April 2021)



Fonterra CEO Miles Hurrell addressed as guest



Silver Fern Farms CEO Simon Limmer (right) at the
New Zealand National Brands Programme award
ceremony



Zespri CEO Daniel Mathieson at Zespri kiwifruits plantation.



NZBRiC chairman Ivan Kinsella hosted the theme
dinner at the NEXT Dialogue in Boao 2021.

New Zealand National Brands attended Boao Forum for Asia Annual Conference 2021 (April 2021)



Group photo of the theme dinner of the NEXT Dialogue in Boao 2021



Sun Shiwen, Deputy Secretary General of Hainan Government delivered the keynote speech.



Fonterra Greater China CEO Teh-han Chow delivered the keynote speech.



Zespri Greater China General Manager
Michael Jiang delivered the keynote speech.



Silver Fern Farms China General Manager
Alex Wang delivered the keynote speech.

Fonterra, Zespri, Queenstown and Silver Fern Farm selected as members of “New Zealand National Brands Programme” (Nov 24th, 2020)



Fonterra



Queenstown



Zespri



Silver Fern Farm

Agricultural Intellectual Property and Plant Variety Rights Protection Seminar 2020 (4 November 2020)



The seminar was chaired by Lv Guoliang, Consultant of the World Intellectual Property Organization (WIPO) China Office, Cui Yehan, Director of the New Plant Variety Protection Center of the Department Center of Science and Technology, MARA, Zhu Xiaodong, Deputy Director of the Protection Department of the State Intellectual Property Office, Rui Wenbiao, Director of Shanghai Intellectual Property Office, Deputy secretary of Party committee of the Intellectual Property Press, Ambassador Clare P. Fearnley and Daniel Mathieson, CEO of Zespri and **other relevant government departments leaders, experts and scholars from universities and research institutions, and business representatives** attended the meeting and delivered speeches. During the seminar, Zespri together with Dole, Driscoll's and other enterprises jointly released the Plant Variety Rights Initiative.

International Entrepreneurs Food Safety Forum 2020 (August 19th 2020)

Co-organized by China Economic Net (ce.cn) and NEXT Federation. The forum was held in the form of an online live broadcast on the cloud in China Economic Net, and **more than 130,000** people followed it.

President of China Economic Net, Executive Head of New Zealand National Pavilion, Chairman of New Zealand Business Roundtable in China, CEO of Fonterra Group Greater China, Vice President of China Chain Store & Franchise Association and other experts from multinational industry institutions, enterprises and media. In-depth conversations were held on topics such as corporate social responsibility and global co-governance.

CHINA ECONOMIC NET is the national key news website sponsored by the Economic Daily. It focuses on economic reporting, information dissemination and economic services, and is committed to creating the most authoritative financial website and the most influential interaction platform

<https://www.nextsummit.org/footsafe2020>



Nation You Can Trust: New Zealand Food Safety Special Presentation Co-hosted by NEXT Federation and China Economic Net (June 23rd 2019)



About 300 representatives from government departments, embassies and consulates, industry associations, enterprises and consumer groups participated.

Promotion: New Zealand Food Safety Special Presentation introduced outstanding New Zealand enterprises, projects, technologies and products.

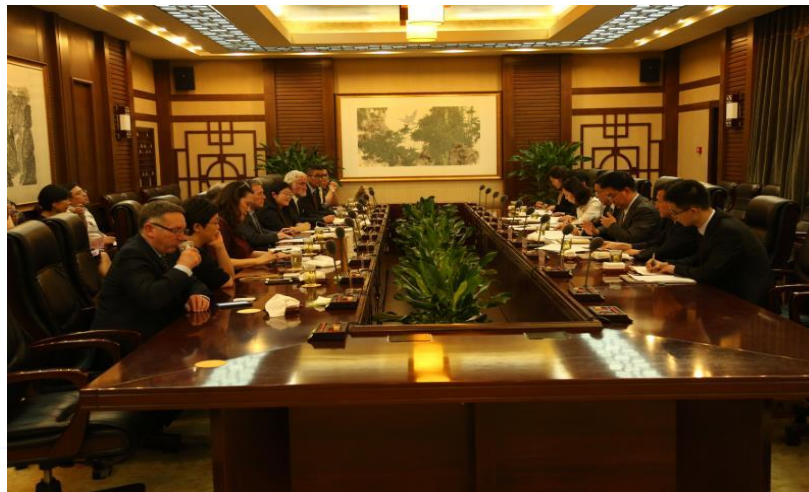
Engagement: Oravida, Silver Fern Farms, Lingge Group, Baxi Ice Cream Company, Fulvic and other companies have begun to contact relevant customers during the exhibition.

New Zealand National Brands Delegation Visit (June 2019)



Bureau of Import and Export Food Safety, General
Administration of Customs

Director General Bi Kexin, Deputy Director General Tang Guangjiang, Division Director Xiong Xianjun and Division Director Han Yi of Bureau of the Import and Export Food Safety, GACC met with the New Zealand business delegation organised by NEXT Federation.



Ministry of Agriculture and Rural Affairs

Li Jinxiang, chief engineer (deputy minister) of Ministry of Agriculture and Rural Affairs and other officials met with New Zealand delegation



Chinese Academy of Inspection and Quarantine

Li Xinshi, president of Chinese Academy of Inspection and Quarantine, director of the National HACCP Application Center and deputy secretary of the Party Committee, met with New Zealand delegation

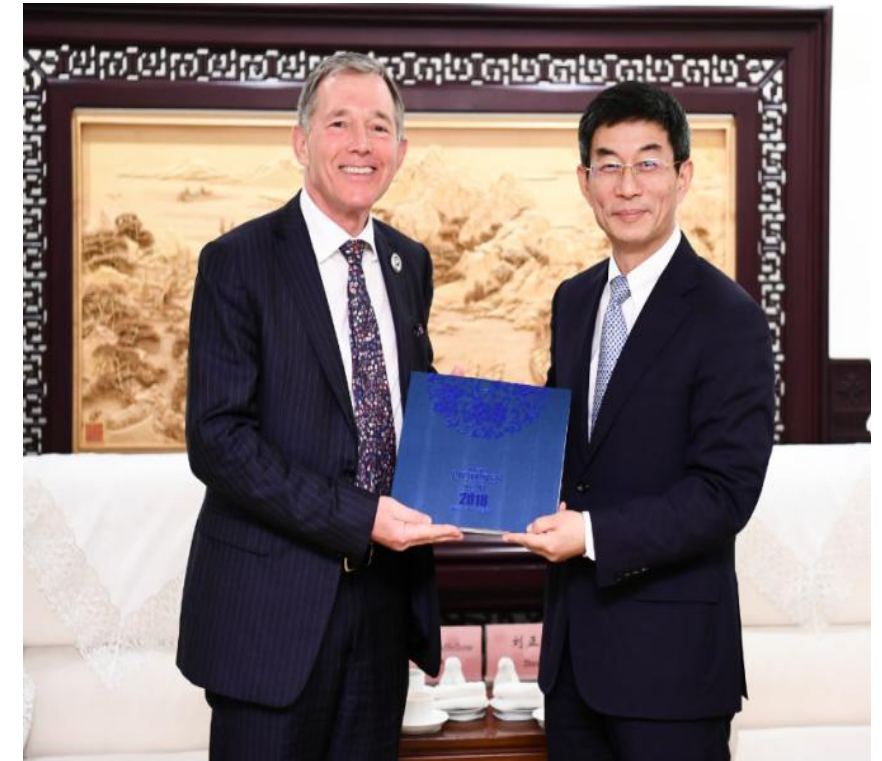
New Zealand delegation visited Xinhua News Agency on April 24th, 2019.

Zespri attended this high-end meeting and became the first NZ enterprise visiting Xinhua News Agency's headquarters.



About Xinhua News Agency:

- Xinhua News Agency, Xinhua for short, is the official news agency of the Chinese government.
- Xinhua News Agency is China's national news agency and a world news agency.
- Xinhua News Agency has established a news information collection network covering the whole world, and formed a multilingual, multimedia, multi-channel, multi-level, multi-functional news release system, which integrates news agency supply business, newspaper business, television business, economic information business, Internet and New media business, etc.



NEXT Summit (Hangzhou 2018)

800+

international delegates from NZ, China, Indonesia, UAE, South Korea, Kazakhstan gathered at NEXT Summit with the theme of “**Seeking Optimal Practice**”

60+

selected international suppliers and purchasers are matched in a B2B manner. They are from China, New Zealand, Australia, Indonesia, South Korea, UAE, Kazakhstan, and other Asian, African or Latin American countries

509,000

Over 100 media has made news reports including Xinhua News Agency (news release, pics, videos), Xinhuanet, www.ce.cn, China.com.cn, Ifeng.com, Sina News, Tencent News, China.com, enorth.com.cn, dzwww.com. Xinhua Silk Road Network also broadcasted the opening ceremony of the conference online, and made a link in a prominent position on the homepage of Xinhuanet. The number of views on the day reached **509,000**.





Know-how

Strategic thinking, systematic operation and practicing beliefs



Empathy

Walk our talks in your shoes, with clients-orientation and professionalism



Sharing

GMABC, global networking and one-stop service



Resilience

Adaptation, perseverance and satisfied delivery

NEXT Federation

Email: info@nextsummit.org

Website: <http://www.nextsummit.org>

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