



# **ICCA Association Partner Case Study**

Tourism New Zealand



**ICCA**

## New Zealand: Business events incubation

**How do you ensure the business events you host are delivering positive impacts to your local community? Look at what's already thriving and support these sectors to develop and grow.**

New Zealand's Business Events industry runs as a team, working closely with regional tourism organisation and economic development agencies, universities, and industry leaders. Our business development managers support bid champions through the conference process, from bidding to event marketing.

But beyond seeking and supporting our local experts to bid for existing international business events, we're helping to seed our own.

Our business development managers are actively seeking out professionals and sectors looking to expand and supporting them with a new platform to showcase their skills, research, and investment opportunities: a business event.

### Recognising the 'high-network worth' individual

Peter Wren-Hilton, founder of New Zealand-based global agri-food-tech consultancy Wharf42, was invited to co-host the AgriFoodTech Climate Summit at COP26 in Glasgow. Drawing on this experience, he opted to launch a new agri-food-tech event in Auckland, the 2035 Oceania Summit, which will take place 10-11 October 2022.

The event has the support of Tourism New Zealand's Business Events team, regional economic and cultural agency Auckland Unlimited, as well as AgriTech New Zealand and the Australian AgriTech Association. Super-connected Wren-Hilton is currently undertaking roadshow around New Zealand and Australia to secure the involvement of other key players in the agrifood ecosystem.

Wren-Hilton says: "New Zealand is seen as a key global agri-food-tech hub. One of the reasons we've been contracted to help other nations in this area is because the New Zealand model is seen as being the gold standard.

"By bringing together the region's scientific and research community, agritech companies, farmers and growers, investors and policymakers, the 2035 Oceania Summit has been designed to showcase local solutions for global climate impact."

Tourism New Zealand General Manager New Zealand and Business Events Bjoern Spreitzer says: "Hosting this event not only positions New Zealand as a global leader in agritech and agrifood expertise; it opens opportunities for further research and investment that will benefit our local farmers, local economy, and local environment in the longer term."

### Tapping into regional networks and strengths

New Zealand's capital city Wellington has signed a multi-year event deal with the NZ Game Developers Association in a partnership to increase investment and grow the talent pool in the city's creative digital content sector.

The NZGDA will expand the remit of its annual conference to incorporate the film, screen and interactive media sectors alongside its traditional gaming content. This will strengthen Wellington's position as a world leader in these fields. The event is planned to evolve over the next three years to increase international attendance and content.

The event has the support of Tourism New Zealand's Business Events team, Business Events Wellington, economic development agency Screen Wellington, and eventual host venue Tākina, the new Wellington Convention and Exhibition Centre.

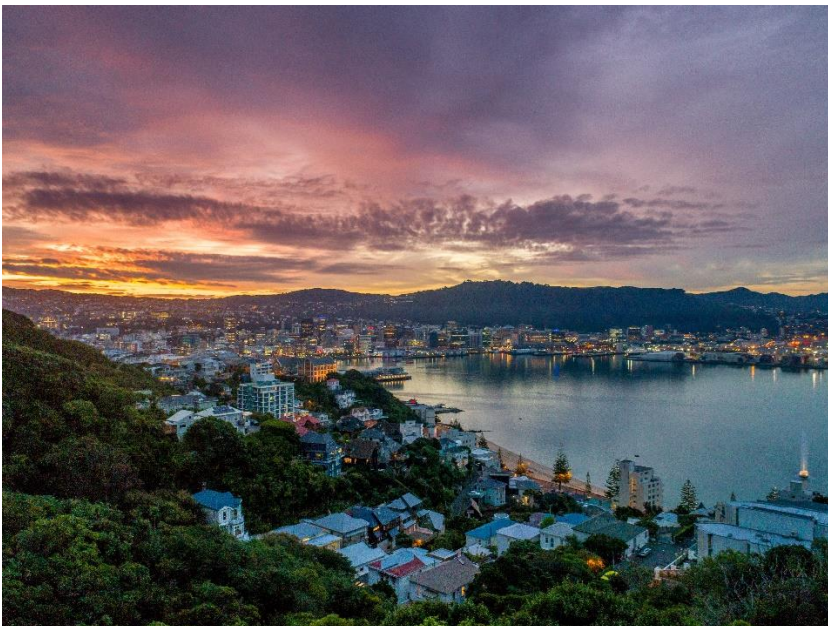
NZGDA Chairperson Chelsea Rapp says: "By bringing together all the participants of the screen sector under one roof, we have an opportunity to improve cross-industry collaborations, co-productions and direct investment in our industries. The new public focus also creates an opportunity for everyday New Zealanders to learn about the value of the screen sector, its potential and the pathways for careers in this field."

Wellington Mayor Andy Foster says: "I congratulate the NZGDA and our screen sector for their foresight in developing this initiative and the strength it brings to our Creative Capital vision. There is no doubt we need to actively engage in building a strong collaboration and co-operation platform from which to secure our leadership in the Experience Economy."

Tourism New Zealand General Manager New Zealand and Business Events Bjoern Spreitzer adds: "This partnership shows the potential of business events to act as catalysts for positive social change, from stimulating employment to encouraging economic development."



*Picture 1. The 2035 Oceania Summit highlights and supports New Zealand's position as a key global agri-food-tech hub.*



*Picture 2. Wellington's partnership with the NZGDA showcases the power of national, regional and venue support for an event.*

**For more information about business events in New Zealand,  
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