

# The New Zealand Herald

**HD** Kiwi approach goes down well in other cultures

**WC** 335 words

**PD** 18 July 2014

**SN** The New Zealand Herald

**SC** NZHLD

**PG** C015

**LA** English

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**LP**

NEW Zealanders have a natural cultural advantage over Australians when doing **business** in **China**, says BNZ chief executive Anthony Healy.

Australian-born Healy became chief executive and managing director in May, after joining the bank in 2009. He says the collaborative work being done by the BNZ and parent bank NAB is proving valuable to Australian and New Zealand exporters. "I don't see it as a competitive situation. There's no real overlap there. New Zealand has a big global presence in **dairy**, whereas Australia doesn't really have the water supply to sustain a competitive **dairy** industry. Their focus is domestic, ours is export.

**TD**

"So it tends to be co-development [in **China**]. We locate people up there and make sure there is a better focus on the New Zealand story and supporting New Zealand clients. They have had a physical presence in **China** for 30 years. They have an outstanding network there which we take advantage of when supporting our clients. "I think New Zealanders have a natural advantage in working well with other cultures.

"New Zealanders perhaps come across as more culturally aware whereas Australians maybe tend to be more strongly perceived as Australians.

"I am not damning Australians but it is different; Australia is a bigger country and the commodity profile is different. Hard commodities are a different game and the trade negotiations and politics tend to be harder, more aggressive, if you like.

"The food industry is different too, more entwined with people, and I think New Zealand businesses have sought to understand the end consumer in **China** better."

Healy says the opportunity for New Zealand exporters is growing daily. A New Zealand client airfreighted 2-litre bottles of fresh **milk**, which **sold** for \$23 each, he says. "That shows the significant premium the emerging **Chinese** middle classes are prepared to pay for produce from a safe, clean environment. And that middle class is growing by 30 **million** every year."

**RF** LewisChinaside

**RE** austr : Australia | nz : New Zealand | apacz : Asia Pacific | ausnz : Australia/Oceania

**PUB** W & H Newspapers Limited

**AN** Document NZHLD00020140717ea7i0003f