



**Media Release: Export Hawke's Bay**

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**FOR IMMEDIATE RELEASE**

**Hawke's Bay being taken to the world**

Hawke's Bay businesses are being given the chance to take their products and services to the world next year.

Export Hawke's Bay is organising a regional delegation to Shanghai 2010, a six month long world expo featuring pavilions from throughout the world.

Shanghai 2010 is being held on a 528 hectare site located between the Nanpu and Lupu Bridges on both sides of the Huangpu River in Shanghai. It is likely to be one of the largest expos ever held, with 178 countries and 44 international corporations already signed up and more than 70 million visitors expected.

Export Hawke's Bay Chairman Murray Painter says Shanghai 2010 runs from May until October and Hawke's Bay will take part from the 12<sup>th</sup> to the 18<sup>th</sup> of August to coincide the Chinese Valentine's Day on 16<sup>th</sup> August.

"Hawke's Bay is a fantastic location for Chinese couples to get married, so what better time to attend this world expo in Shanghai, China than during Chinese Valentine celebrations," say Murray.

He says Export Hawke's Bay is confident regional education, tourism, service providers as well as local producers will support this great venture by signing up to attend.

"China is an extremely important trade and tourism partner not only for Hawke's Bay but New Zealand as a whole, and the Shanghai 2010 Expo is the perfect opportunity to raise our profile both in China and to the rest of the world through the hundreds of thousands of people attending the event everyday."

Murray says the Export Hawke's Bay promotion to Shanghai 2010 is likely to utilise the New Zealand Trade & Enterprise facilities in Shanghai at 'New Zealand Central', which includes meeting rooms, demonstration kitchen, and multi-purpose function space.

“We will also be looking at potential promotions we can tie in with Hawke’s Bay sister cities of Xuzhou, Guilin and Lianyungang while we are in China.”

He says in the next 15 months Export Hawke’s Bay will be working with local businesses to help them prepare for Shanghai 2010. The first step is a seminar on Thursday May 21<sup>st</sup>. It will offer businesses important tips on how to successfully participate at trade shows. The seminar is just \$25 and is open to anyone interested in getting the most out of their trade show experience. It will be presented by display experts from around the country.

Export Hawke’s Bay has been set up by Hawke’s Bay Incorporated, Hawke’s Bay Chamber of Commerce, EMA and New Zealand Trade & Enterprise to encourage more regional businesses to export and for existing Hawke’s Bay exporters to expand their endeavours. It is chaired by independent industry representative Murray Painter and aims to be a unique, focused organisation acting with one regional voice.

**For further information please contact:**

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