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MEActive - November 2011

Welcome to the New Zealand Manufacturers and Exporters Association's monthly e-news, giving a series of updates on what we have been working on to make things better for manufacturers and exporters.

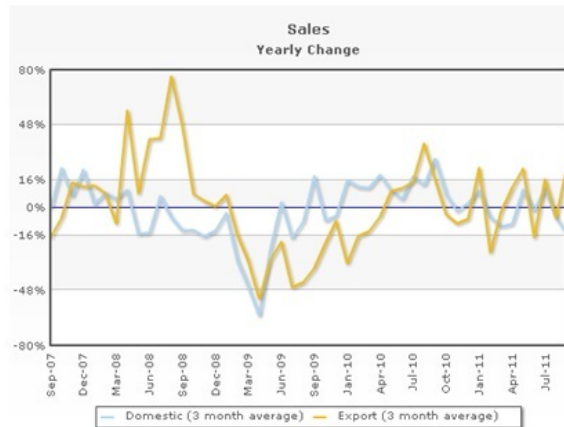
- [CEO Comment](#).
- [MEAlert](#) - Call for comments on submissions/discussion documents.
- [Media Coverage](#) - Where we have been reported over the past month.
- [Media Releases](#) - Circulated to all media by the NZMEA.
- [Upcoming Events](#).
- [NZMEA Survey of Business Conditions](#).

CEO COMMENT:

What happens when the (tea) party is over?

It is exasperating to watch gossip about what may or may not have been said distract from serious matters in an election process. Why is it that gossip and speculation warrants more media attention than pressing issues around policy and policy options? Once the distraction of the election has passed, whoever forms the new government must look to prudence and economic reform – prudence will be needed in the short-term to prevent a debt blowout and economic reform to stabilise the tradable sector and deliver the policy settings for export growth.

Problems in Greece and Italy have the potential to spread wider, so persistently weak international markets should be anticipated – it looks like we may have to wait until the second half of next year to see any real growth.



In New Zealand, the NZMEA survey has shown sales bouncing around the year on year zero mark for about a year now, and with international markets remaining fragile, any prediction on when we will see improvement is more based on wishful thinking than real data.

This makes a serious attempt to improve conditions for the tradable sector job number one for the incoming government. With market conditions already acting against exporters, further upwards pressure and volatility in the currency must be avoided.

Our position on this has not changed; we gave the same messages to the Clark / Cullen government and the Key / English government, and we will continue with whoever forms the next government:

- Monetary policy that deals with non-traded inflation without passing these costs on to exporters;
- Balanced tax including a capital gains or land tax;
- Research and development tax credits;
- Faster depreciation of plant and patents; and
- Investment incentives for skill development, productive investment and early stage firms.

These are policies that have worked elsewhere in the world and must be considered if large increases in export earnings are a serious goal.

The contributions on the www.changenz.co.nz site continue to reinforce the importance of these issues.

MEALERT

The Auckland University School of Engineering is offering a number of summer co-funded internships to their high performing students. They are seeking companies who would be willing to host students and co-fund the internships from mid-late November 2011 to mid-late February 2012. Ideally they are seeking engineering project/work in companies that can be 50% funded by the AUT Engineering Summer Internships Fund and 50% by participating companies. For more information contact Zhan Chen, Associate Professor, AUT School of Engineering via [email](mailto:zhan.chen@aut.ac.nz) or phone 09 921 9777 ext 8737.

MEDIA COVERAGE

Where the NZMEA was reported during October.

4 October	Radio NZ	Warning NZ Businesses Won't Escape Turmoil. <i>Radio.</i>
5 October	The Press	Dollar Better High Than Volatile - Manufacturer. <i>Newspaper.</i>
7 October	Scoop.co.nz	Sales Continue to Bounce Along the Bottom. <i>Internet.</i>
7 October	Voxy.co.nz	Sales Continue to Bounce Along the Bottom. <i>Internet.</i>
7 October	Gisbourne Herald	More Than Just Money. <i>Newspaper.</i>
7 October	TVNZ.co.nz	Export Fluctuations Reflect Market Uncertainty. <i>Internet.</i>
7 October	Stuff.co.nz	Export Fluctuations Reflect Market Uncertainty. <i>Internet.</i>
19 October	Newstalk ZB	John Walley on Labour's Jobs Policy. <i>Radio.</i>
27 October	Scoop.co.nz	Target Non-Traded Inflation. <i>Internet.</i>
27 October	Radio Live	Comments on the OCR Announcement. <i>Radio.</i>
27 October	Scoop.co.nz	Superannuation and Kiwisaver Measures Must be Applauded. <i>Internet.</i>
27 October	Voxy.co.nz	Superannuation and Kiwisaver Measures Must be Applauded. <i>Internet.</i>
27 October	Yahoonews	Superannuation and Kiwisaver Measures Must be Applauded. <i>Internet.</i>
29 October	NZ Herald	Tighter Times Take Toll in NZ. <i>Newspaper.</i>

MEDIA RELEASES

Media releases submitted by the NZMEA during October. [Click here](#) to read the latest media releases.

7 October	Sales Continue to Bounce Along the Bottom.
27 October	Target Non-Traded Inflation.
27 October	Superannuation and Kiwisaver Measures Must be Applauded.

UPCOMING EVENTS

[Click here](#) for information and to register for our upcoming events.

23 November	Workshop: Value Added Negotiation - Auckland.
7 December	Workshop: Key Account Selling/Strategic Development - Auckland.
7 December	Workshop: HSNO Approved Handler Training - Christchurch.
12 December	Workshop: Business Ethics - Christchurch.
27 January 2012	NZMEA Meeting with RBNZ Governor, Dr Alan Bollard - Christchurch
15 February 2012	NZMEA Meeting with RBNZ Governor, Dr Alan Bollard - Auckland

Have your say: By attending our regular meetings with officials, politicians and other leaders you can discuss issues with those who have influence in New Zealand.