

Case Study

Auckland Council business delegation to Los Angeles June 2015



In June 2015 Mayor Brown, accompanied by Councillors Bill Cashmore and Denise Krum lead 43 Auckland businesses to participate in the inaugural Tripartite Economic Alliance Summit in Los Angeles.

The Tripartite Summit hosted by the Mayor of LA, Eric Garcetti, provided the platform for delegates to explore and develop business and investment opportunities with contacts from Los Angeles and Guangzhou, with the aim of enhancing trade and business outcomes.

The delegation included Auckland businesses from the sectors of education, clean/green technologies, transportation and entertainment (TV, screen and digital).

Success stories from the LA delegation include:

- Screen Auckland held discussions with Los Angeles and Guangzhou counterparts and identified potential production opportunities that could be worth up tens of millions to the Auckland economy in the long term. Screen Auckland will be working hard to secure these opportunities.
- An Auckland manufacturer of ventilation equipment, HRV, met a Chinese counterpart and they are now exploring expanding into the Chinese market.

- An Auckland high-tech business incubator, Astrolab, intends to partner with a business incubator in LA, providing a stepping stone for Auckland biotech companies to commercialise and expand in to LA.
- Auckland based IQ Commercial is so confident of deals that will result; it expects its sales to North America to grow by at least 20% in the coming year.
- Auckland's Flux Animation's engagements with LA-based studios have led to the launch of several projects supporting new jobs already created at the Auckland headquarters.

The Global Partnerships and Strategy (GPS) team worked with LA and Guangzhou counterparts, the Auckland Council family, in particular, Auckland Tourism, Events and Economic Development (ATEED), and also Auckland Transport and Waterfront Auckland, New Zealand Trade and Enterprise (NZTE) and the Ministry of Foreign Affairs and Trade (MFAT) to deliver this activity. These partnerships were critical to the success of the visit.

Survey feedback received from Auckland's delegates demonstrates the value of Auckland Council managed overseas visits – 100 per cent of respondents indicated that they would participate in a council-led delegation in the future.

For more information on the LA delegation or expressing interest in participating in a delegation please contact globalpartnerships@aucklandcouncil.govt.nz