

## UPCOMING FEATURE NOTIFICATION

### Doing Business with China

#### Feature description:

For years to come, China will be New Zealand's largest single market and one that underpins the agricultural sector, as well as an emerging trade in services. Successive New Zealand governments want more businesses to go global and become export-ready. That requires a range of skills from understanding markets, grasping biosecurity and transport issues, forming business relationships and understanding the political, social and cultural environment. The free trade agreement now includes the Hong Kong autonomous region and Taiwan, both mature and sophisticated that offer opportunities for specialty products and services.

This NBR special feature will explore all facets of doing business with China and may cover such topics as the economic and trade prospects; shipping, aviation and insurance developments; and immigration requirements for doing business in the region as well as offering practical advice on:

- Going to market in China – How to identify the best locations and consumers in Asia's widespread geography and populations.
- Meeting consumer demands – Rising incomes are increasing the size of the middle class and their aspirations for goods and services. A wide range of New Zealand-based companies are looking for these opportunities.
- Protecting your interests – How to understand the business environment, control intellectual property, handle finances and maintain business contracts.
- Building relationships and dealing with authority – Essential detail whether it's finding partners for joint ventures, avoiding the pitfalls that foreign companies can face or working in an unfamiliar regulated and licensed environment.

## The Stats

### NBR: The Readers

- *Are intelligent and ambitious*
- *45% of NBR readers are expected to choose/help/ suggest brands for the company they work for*
- *31% of NBR readers have participated in decisions to purchase goods or services of \$100,000 or more on behalf of their company in the last 12 months*
- *Come from businesses of all sizes*
  - *21% work in companies with 100+ employees*
  - *5% work in companies with 50 – 100 employees*
  - *56% work in companies with less than 50 employees*
- *28% of NBR readers are business managers or executives*
- *20% of NBR readers are proprietors or owners of businesses*

*Nielsen Consumer and Media Insights Survey readers 18+*

### NBR: The Stats

- *42,000 business leaders read the NBR print edition every week*
- *55,000 unique browsers and 250,000+ page impressions on the NBR website per week*
- *Over 330 Corporate IP subscriptions*

<b>Publication Date:</b>	25 July 2014
<b>*Confirmation deadline:</b>	15 July 2014
<b>Material deadline date:</b>	18 July 2014
<b>Minimum order:</b>	Quarter page
<b>Rates:</b>	Rate card

\* NBR endeavours to contact all advertisers in its features for editorial content which remains at the editor's discretion for publication. There will be no guarantee of the NBR contacting advertisers who have booked beyond the Confirmation deadline.

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