



## Breakfast Event "New Zealand: The Lucky Time Zone"

2<sup>nd</sup> July 2010

Much is made of the disadvantage New Zealand suffers as a result of its relative isolation. The 'tyranny of distance' is often cited as a factor adversely affecting our competitive advantage.

That isolation does, however, provide a competitive advantage. We live in a time zone opposite to that of many of our major export markets in Europe and the USA.

A number of New Zealand firms have leveraged this advantage to grow their business. Some have made it an important part of their business model. In this breakfast event, several diverse businesses will explain how this has enhanced their export drive.

The New Zealand Translation Centre, a recent finalist in the Export New Zealand sponsored Global Gold Services Category at the Wellington Gold Awards, is one such firm. Director Patrick King will provide insights into how they have made this an important aspect of NZTC's rapid international expansion in recent years.

The law firm Kensington Swan has recently set up an office in Abu Dhabi, UAE. Moving closer to its client base coupled with the ability to draw on advice from specialists in its New Zealand offices on overnight turnaround has provided the firm with a competitive edge which its European and US counterparts cannot match. Clayton Kimpton, Chairman and Partner, will discuss how the impact of operating in the Lucky Time Zone has helped shape his firm's export strategy.

This is a must attend event for firms engaged in the provision of online services, IT, and other services that can benefit from fast turnaround working in the Lucky Time Zone whilst their customers are asleep.

### **Please note the Revised Date of this Event**

#### **Breakfast Details:**

- When:** 7.15am to 9.00am, 2<sup>nd</sup> July 2010  
**Where:** WRCC, Level 28, The Majestic Centre, 100 Willis Street Wellington  
**Cost (inc GST):** \$35 (Export NZ, EMA Central and WRCC members)  
\$45 (non members)  
**Register by:** 30 June 2010

**To Register:** [Click here](#) or visit [www.wellingtonchamber.co.nz](http://www.wellingtonchamber.co.nz)