

New Zealand Trade & Enterprise: *Putting trade together*



- **New Zealand Trade and Enterprise (NZTE) is the governmental business development agency, focusing on growing NZ business internationally.**
- **NZTE approached GSF with a view to arranging a trade fair between NZ-based companies and French buyers.**
- **With the help of our sister company, Cap & Cime PR, GSF managed to secure a host of prestigious attendees for the event, from both the public relations and retail sectors:**
 - 11 representatives from French retailers (*Picard, Ladurée, Naturalia, La Grande de Paris, etc.*)
 - 15 journalists from some of France's biggest publications (*Le Figaro, Régál, etc.*)
 - 9 New Zealand companies represented from a diverse selection of food retail categories.

www.nzte.govt.nz

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GSF's role in growing NZTE's business:

• **Before the event:**

- Using our in-depth knowledge of the French food market, we identified and invited the best trade targets according to the NZ companies' profiles.
- We put together a presentation of each NZ company, adapted to their distribution targets.
- We distributed key elements about the event and reminders to ensure the buyers' attendance.

• **During the event:**

- We provided hospitality & guided buyers to facilitate trade discussions.

• **After the event:**

- We carried out a comprehensive follow-up operation with buyers.
- We made appropriate contact details to all parties to encourage further business between buyers & NZ companies.