

Kea New Zealand

Kiwi helping Kiwi via Kea Connect

Insights from a year of global connections

A retrospective review of Kea Connect projects through 2022

February 2023

The background of the slide features silhouettes of several people in profile, facing each other as if in a group conversation. The silhouettes are dark against a lighter, gradient background that transitions from a dark blue at the top to a lighter greyish-blue at the bottom. The overall mood is professional and collaborative.

**691 Kea community members
from around the globe extended a helping hand in
support of 407 Kiwi entrepreneurs, founders and
business people**

“Kea is an incredible resource for growing business connections, supporting the growth of Kiwi businesses into international markets.”

Founder of a marine consumer goods startup and Kea Connect customer

CEO FOREWORD

Welcome to the Kea Connect 2022 retrospective

Kia ora tātou,

Welcome to the Kea Connect 2022 retrospective. As we reflect back on a year of Kiwi helping Kiwi via Kea Connect I want to take this opportunity to say a big thank you to our global community. Your ongoing support has meant that we have been able to make a meaningful impact on 407 Kiwi businesses in 2022.

Our community of global solvers - Kiwi who give up their time and expertise to share advice and insights with business owners, has grown to almost 700 people in the past 12 months and if each of those people gave just 30 minutes of their time, that equates to more than two months of invaluable help and support.

In 2022 we had an 84% success rate with connections and a third of projects came from businesses that had used Kea Connect in the past, highlighting the real value of the service. A quarter of our projects were in the technology sector and more than 30% were for help in the North American market.

We hope this report provides relevant and valuable insights and case studies for businesses and showcases the power of Kiwi connection and the benefit it can bring.

Before I go I would also like to acknowledge the tireless work from our Kea team around the world, especially from our Regional Directors in the UK, the USA and China.

Sincere thanks for your ongoing support,

Toni Truslove, CEO Kea New Zealand



About Kea

Kea was founded in 2001 at a time when many of our best and brightest Kiwi minds were heading overseas. Sir Stephen Tindall and Professor David Teece recognised that for a nation as small and geographically remote as Aotearoa, offshore Kiwi are crucial to our ongoing global connectedness. More than 20 years after its inception, Kea continues to focus on keeping our extraordinary offshore Kiwi part of Aotearoa.

Each month Kea supports 35+ Kiwi businesses to compete on the world stage by extending the helping hand of our offshore community via our Kea Connect service. We highlight inspiring Kiwi doing world changing mahi offshore, we profile the successes of Kiwi export businesses to educate future entrepreneurs and we showcase to broader New Zealand the significant opportunities in connecting with both offshore and returning Kiwi.

Within our Kea community we have our select group of World Class New Zealanders. These are Kiwi across a variety of locations and sectors who are changing and shaping industries and cultures and want to leverage their skills and experience for the good of New Zealand, they are also passionate about giving back to the communities where they live and work. They are strong advocates for both Kea and New Zealand.

Kea has a community of almost half a million Kiwi, across 185 countries. We are funded by government agencies including NZTE, MBIE, MFAT and selected corporate partners.

Acknowledgements

Our global Kea community

We would like to first and foremost acknowledge our **global Kea community**. This community spans 185 countries and consists of individuals who willingly offer up their time, advice, experience, and support to help grow and inspire Kiwi export businesses and entrepreneurs.

Our government partners

We gratefully acknowledge the support for the Kea Connect service from **Kea's government partners**: New Zealand Trade & Enterprise [NZTE], Ministry of Foreign Affairs and Trade [MFAT] and Ministry for Business, Innovation and Employment [MBIE]. Without the encouragement and support of our partners we would not be able to deliver this service.



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI



ANALYSIS AND INSIGHTS

1.0 Reviewing a year of outstanding connection success

Kea Connect is Kea's flagship service

Since 2013 Kea has been connecting businesses with our extensive, international community of Kiwi, helping to unlock export potential. In yet another year characterised by disruption on all fronts for businesses, making connections and having conversations with people on the ground and in the know was more important than ever before.

No matter where in the world Kiwis want to take their business, its industry or size, Kea connects businesses with experts who are ready to provide market intelligence, connection or guidance. Through Kea Connect, business people can unlock conversations with industry experts, thought leaders, and all-round amazing Kiwi who will help shape growth offshore. It doesn't matter where the business is in its export journey, Kea's connections can help.

34

Businesses connected
on average every month
in 2022

84%

Successful connection
rate

185

Countries with experts
ready to help

30%

Projects were from
repeat customers
[>1 project in 2022]

77.4

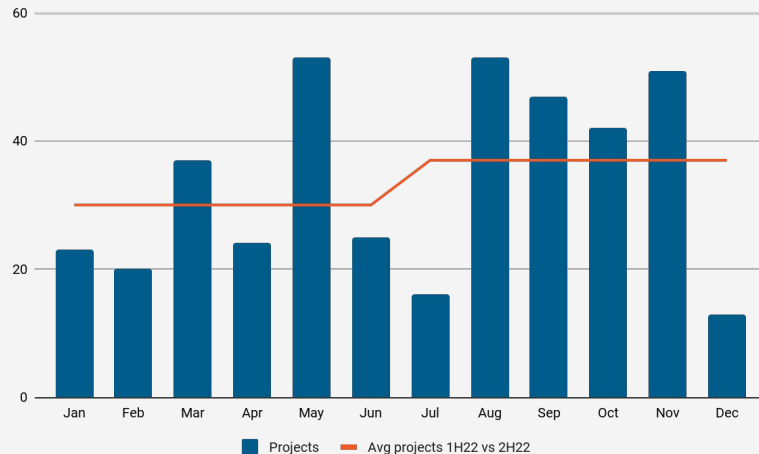
Net Promoter Score
[NPS]

Kiwi take to the air in the second half of 2022

Global lockdowns impacted the number of connection projects in the first half of 2022, with almost half of the total Kea Connect projects for the year taking place in the four months August to November. As New Zealand's business community remained in lockdown while the rest of the world slowly reopened in the first half of the year, businesses sought to build networks, relationships and channel partners remotely. When our borders reopened on 31 July, Kea saw an immediate impact on Kiwi business people travelling and seeking to network face to face.

Fig. 1.1 Kea Connect projects by month

n=407



The average number of projects of behalf of Kiwi companies jumped from 30 in the first half of 2022 to 37 in the second half of 2022.

The trend is also up in comparison with 2021, with a 10% lift in the average number of projects per month across the year in 2022 - moving from 31 in 2021 to 34 in 2022.

2022 - a year of outstanding connection success

Despite countries around the world being in ever-changing stages of lockdown throughout 2022, one thing that didn't change was the willingness of Kea's community to offer a helping hand to Kiwi businesses.

In 2022 Kea's Regional Directors in New York and London welcomed many Kiwi business people into market for the first time since early 2020, with conferences, tradeshows and visits to partners and customers top of the list for exporters. With China's borders also pending opening, Kea's Shanghai Regional Director is looking forward to extending a warm welcome from early 2023.

Illustrating the true power of a global network and the quality of the help offered by solvers, 30% of the projects in 2022 were from repeat Kea Connect customers. Kea Connect delivered an 84% successful connection rate and an outstanding [NPS](#) of 77.4.

"The two connections that Kea linked me up with were extremely relevant to the project I was trying to progress, resulting in some breakthrough insights."

Head of Marketing, fintech company seeking to validate a digital nomad persona

"Contacts provided by Kea have been invaluable for us entering the Dubai market. Kea's team were also very diligent, and easy to communicate with. Will recommend for anyone entering different markets, and will no doubt use it again myself as we expand further abroad."

Managing Director, luxury consumer goods manufacturer carrying out market validation in the UAE

Projects by connection region*



North America and Europe top regions of interest

In a shift from 2021, North America just beat out Europe as the top region Kiwi exporters were seeking connections to, boosted by the launch of Air New Zealand’s direct AKL:JFK route connecting Auckland and New York in September and the recommencement of the Auckland to Houston direct flight in July. Kiwi businesses exporting to Europe and the UK were encouraged by conclusion of both the [NZ EU Free Trade Agreement](#) and the [NZ UK Free Trade Agreement](#), providing clarity after the uncertainty of Brexit.

Fig. 1.2a Projects by region %

n=407 Some projects sought help in more than one region

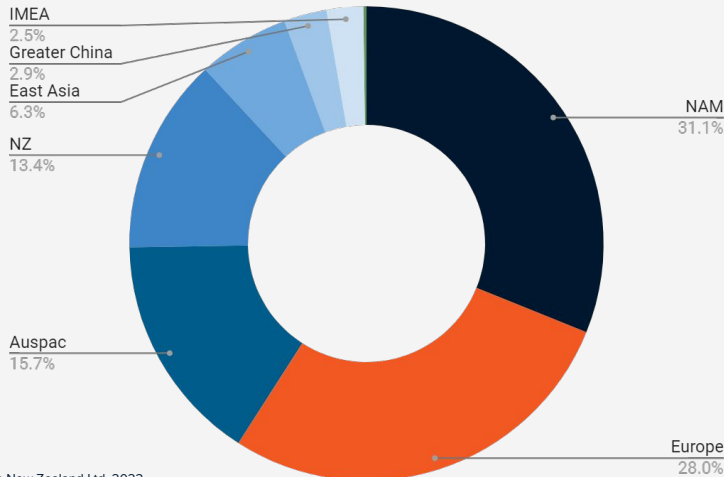
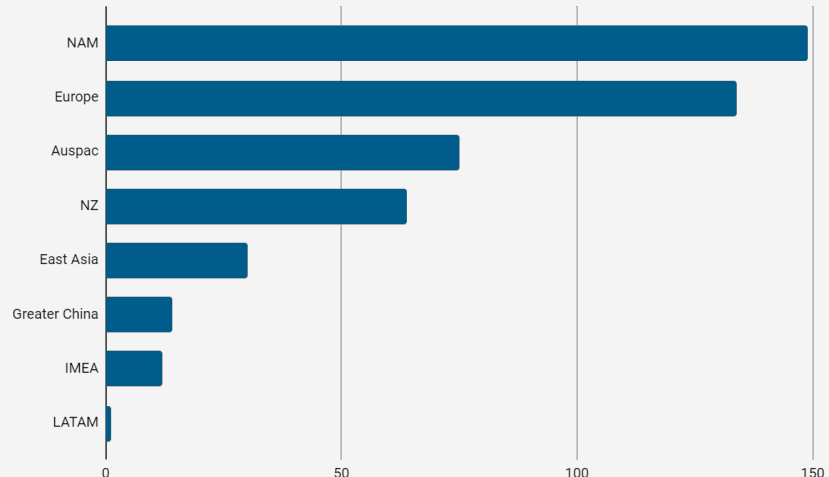


Fig. 1.2b Projects by region total

n=407 Some projects sought help in more than one region



Around the world - Kea Connect by country

There is strong alignment between the countries with the highest number of connection requests and New Zealand's largest trading partners, with 8 of the top 10 trading partners ranking in the top 10 Kea Connect. Not featured were South Korea and Thailand, our 5th and 10th largest trading partners.**

	Kea Connect total projects 2022*	Kea Connect rank 2022	Kea Connect rank 2021	Export partner rank**	Export value**
United States	151	1	2	3	\$7.89B
United Kingdom	121	2	1	6	\$1.67B
Australia	75	3	5	2	\$9.39B
New Zealand	64	4	3	NA	NA
Singapore	15	5	9=	8	\$1.44B
Canada	12	6	9=	16	\$0.88B
Japan	9	7	Not in top 10	4	\$4.07B
Netherlands	8	8=	6	15	\$0.89B
China	8	8=	4	1	\$22.83B
Germany	6	9=	7	13	\$0.96B
Malaysia	6	9=	Not in top 10	11	\$1.22B
France	5	10=	Not in top 10	20	\$0.54B
Hong Kong	5	10=	Not in top 10	9	\$1.39B
Indonesia	5	10=	Not in top 10	7	\$1.57B

The US, UK and Australia top countries of interest

Kiwi companies seeking connections into China saw a large drop, sliding from fourth in Kea Connect project ranking in 2021 to eighth equal in 2022, with the ability to visit China curtailed for a third consecutive year. Excitingly, 2022 saw five new countries enter Kea's top 10: Japan; Hong Kong; France; Malaysia and Indonesia. The well documented relationship between market focus and business success is also visible in Kea Connect, with 82% honing in on a single country. A mere 4.4% engage Kea Connect to explore 4 or more countries concurrently.

Fig. 1.3a Kea Connect top 10 countries

n=407 74 projects sought help in more than one country

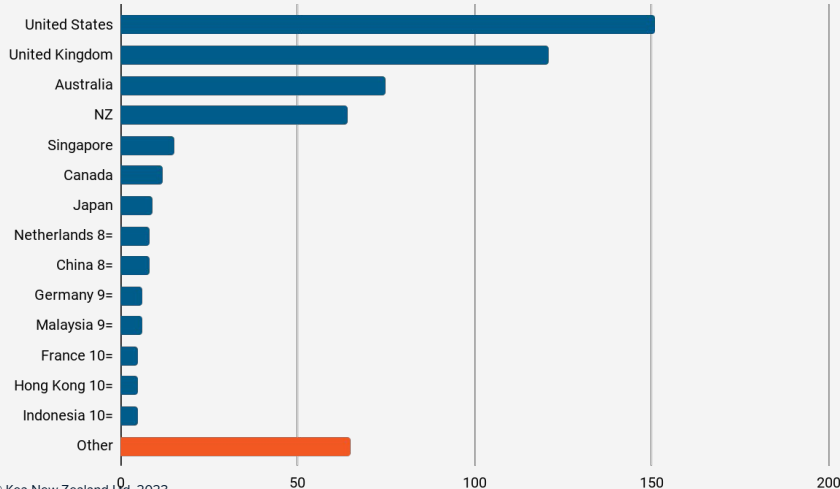
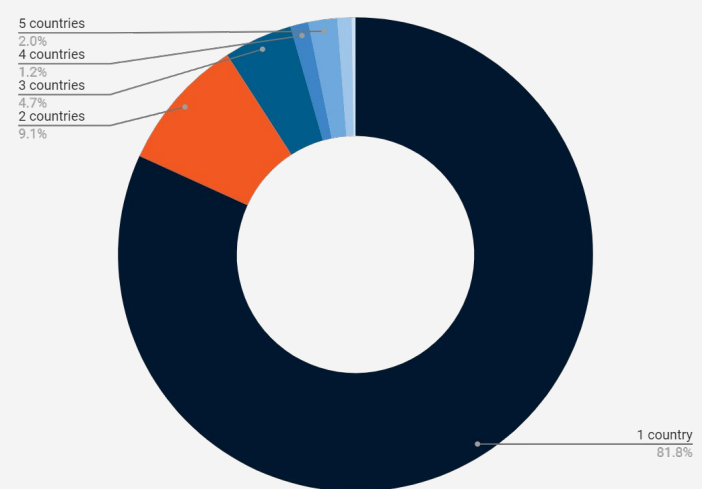


Fig. 1.3b Projects seeking help: by number of countries

n=407



Tech sector one quarter of all Kea Connect projects

Tech, Services, Food & Beverage and Consumer Goods businesses dominate Kea Connect with 71% of projects originating from these top four sectors. In 2022 the Kea team continued an active outreach programme spanning all sectors, reaching out to over 100 companies that had been spotted in the media, or who had recently received investment, offering to help with connections to power up their growth.

Fig. 1.4a Projects by sector %

n=407

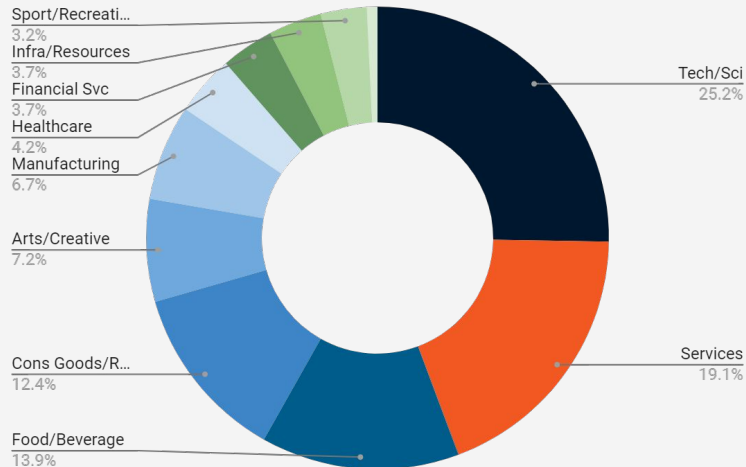
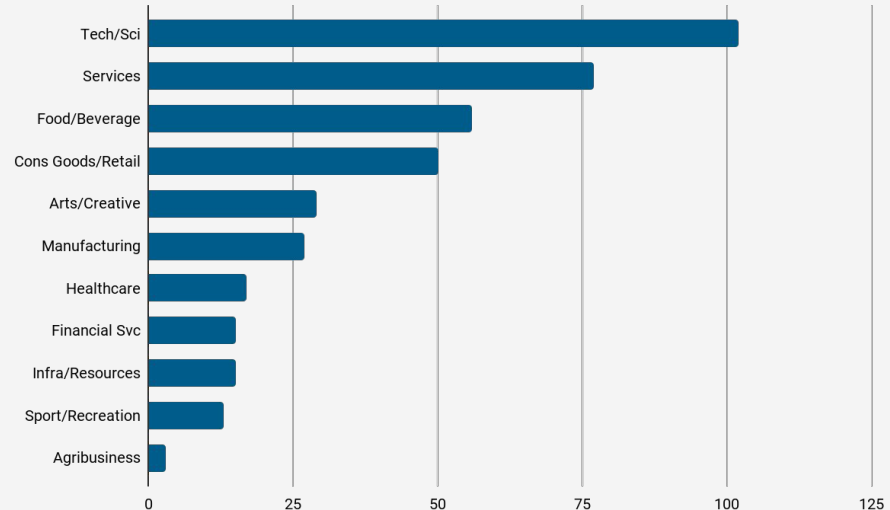


Fig. 1.4b Projects by sector total

n=407



Breaking down projects by region and sector

The relative volume of the top four sectors seeking help and connections is clear when viewed with a regional lens. Outside of the top four, Kea was able to support an encouraging breadth of sectors right across the regions, LATAM’s single enquiry being the exception. Surprisingly, Food & Beverage and Consumer Goods connections focused much more on Europe and NAM than on East Asia and China.

Fig. 1.5a Regional breakdown: % projects by sector

n=407

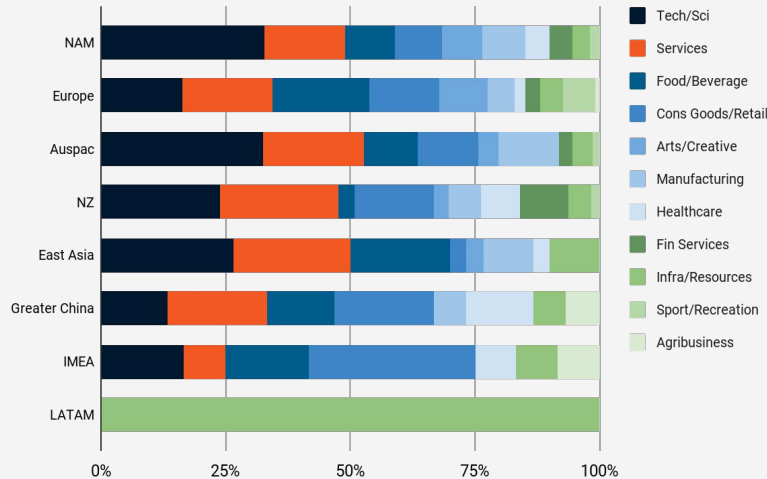
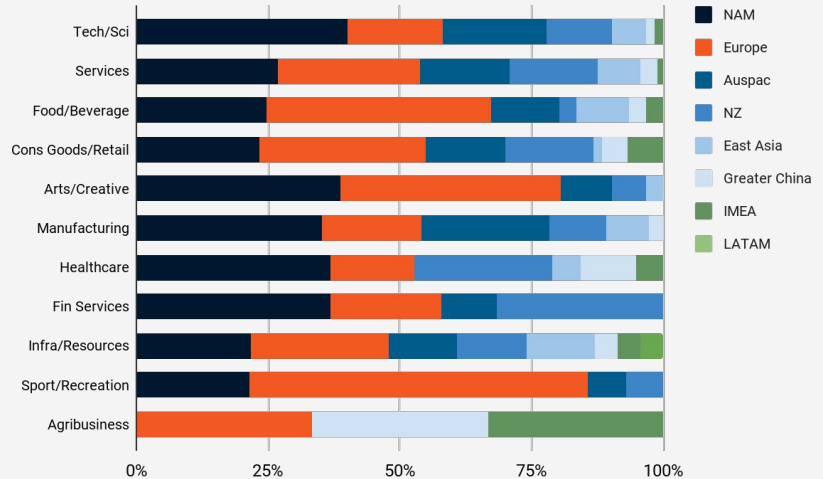


Fig. 1.5b Sector breakdown: % projects by region

n=407



Primary connection purpose

Building and rebuilding industry networks was the number one reason for businesses to seek help from Kea in 2022, with almost 30% keen for these connections. Businesses are coming to Kea for help and connections most frequently prior to, or in the early stages of being active in a market. In these early stages conversations with those having deep in-market experience can make a meaningful difference to business strategy and can help businesses understand if it's the right time to make the leap into a new market, what's changed post-COVID and what it would take to be successful.

Fig. 1.6a Primary connection purpose, number of projects

n=407

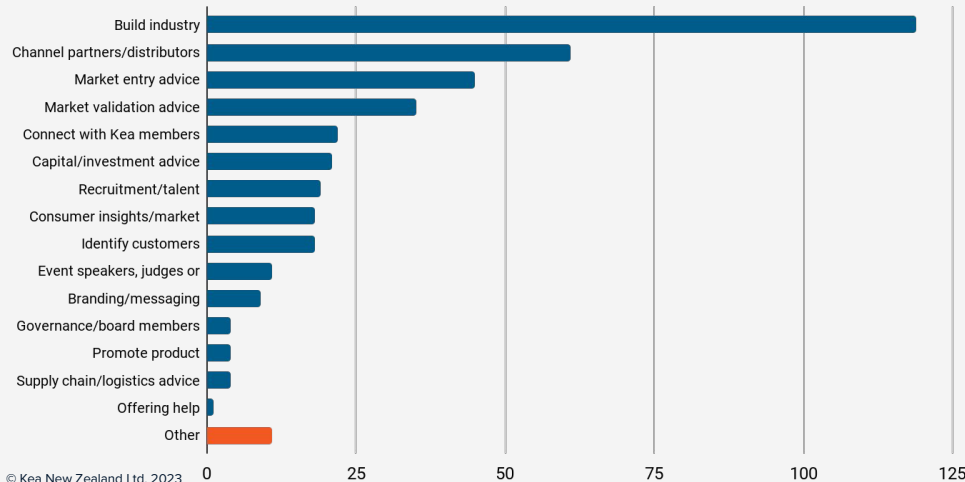
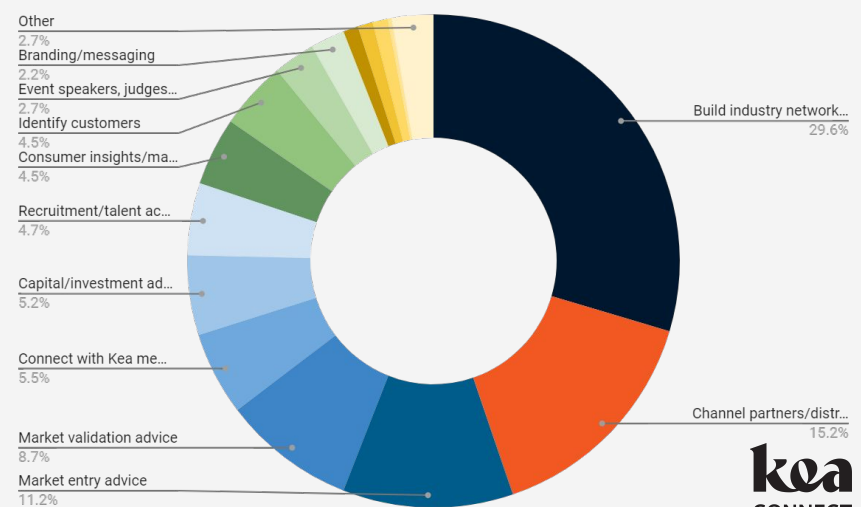


Fig. 1.6b Primary connection purpose, %

n=407



Kea community supporting with market entry

Service sector

Kea introduced the CEO of a service company expanding into the US to a Strategic Advisor who works with founding teams of early stage HR and recruiting technologies to drive results and rapidly scale valuable innovations. This solver opened his network further making three further impactful connections.

- Lead at a VC organisation looking to make resilience coaching solutions mandatory for the founders and C-suite of all companies they invest in, to help prevent founder burnout
- US P&C expert consultant who lent her expertise and feedback on positioning, marketing and materials a new product concept
- Connection which resulted in a speaking spot on the innovation stage at an HR conference in 2023.

“I just wanted you to see the magic that your introductions have led to. A huge boost, so thank you. There’s nothing like knowing you can call on someone who will carefully look through their networks with the only purpose of helping your business.” CEO, service company

Kea community supporting with navigating channels and distribution

Manufacturing sector

The GM of an international school in Singapore; an educator with extensive experience at international schools across East Asia and IMEA and the Head of Campus at a South East Asia international school all shared their knowledge of distribution and channels into the education sector with a Kiwi CEO expanding into the East Asia region. One of these Kea members opened further doors introducing the company to a channel partner already selling and with strong relationships to the target schools. The CEO has entered into positive conversations with this potential partner.

Food and Beverage sector

The GM of a snack health food company successful in the NZ and US grocery channels and growing strongly on Amazon.com advised this emerging F&B co-founder on grocery channel ranging strategies. An Australian F&B grocery ranging specialist also shared insights and is in discussions about assisting with distribution and access into Australia for this young company.

Kea community supporting with market entry

Consumer Goods sector

The Head of HR at a luxury retail chain in Dubai and the owner of a boutique recruitment consulting company in Dubai offered to help the CEO of a Kiwi luxury apparel and homeware company. The company contacted Kea in the early stages of investigating a retail location in Dubai, seeking contacts in the region that might be able to assist with the expansion.

Technology sector

A regional sales lead at a workplace mental health platform; the Founder of a pre and post-natal maternity services provider and the associate director of strategy and transformation at one of the largest telecommunication companies in Australia offered to share their subject matter expertise in person with a Kiwi healthtech founder. The founder was keen to learn more about trends and watchouts in healthcare and aged care during his in-market visit in advance of expansion into Australia.

SUPPORTING NEW ZEALAND'S TECH STORY

2.0 Kea Connect and the New Zealand business support ecosystem



Connecting our second largest export industry - tech

With many Kiwi tech businesses being global or having global potential from day one, it's no surprise that this sector makes up one quarter of all Kea Connect enquiries. The tech sector is New Zealand's second largest export industry, earning 76 percent of its revenue overseas and generating \$11.5b in exports, or 14 percent of New Zealand's total, second only to the dairy sector. Following three years of disrupted supply chain for traditional goods businesses, the nimble weightless economy has become more important than ever for New Zealand's economy. The Technology Investment Network's 2022 annual report on the top 200 tech companies indicates the sector grew a stunning nine times faster than the rest of economy.*

Fig. 2.1a Tech projects by region seeking connections to

n=102

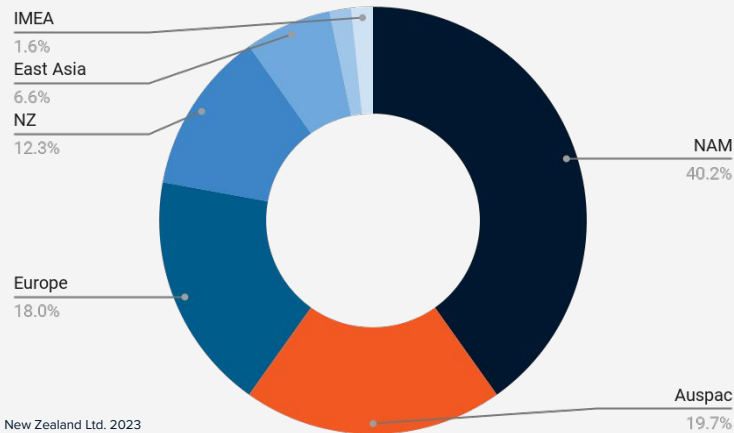
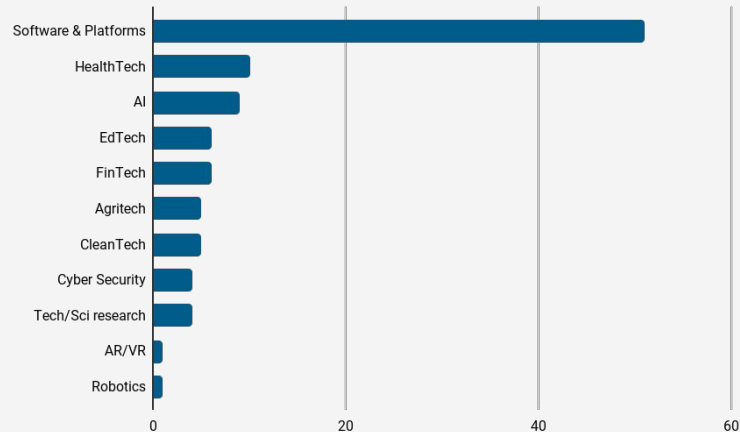


Fig. 2.1b Tech projects by subsector, number of projects

n=102

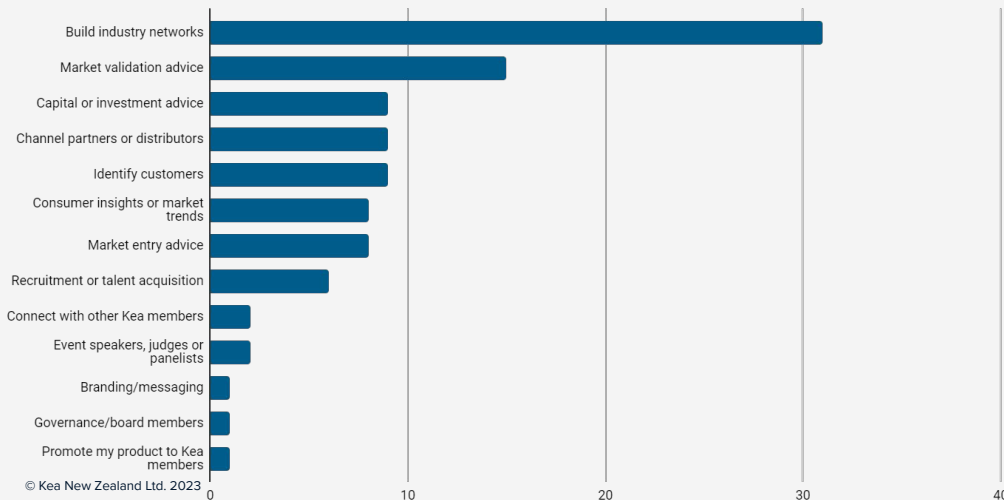


Tech sector exporters are keen networkers

Tech sector businesses understand the value of connections and how critical product/market fit is for export success. They research potential markets early and are hungry for connections, market validation advice, learning about capital raising and hunting out partnerships. In 2022 Kea connected 130 solvers to 102 tech businesses to help further their international growth ambitions.

Fig. 2.2 Primary connection purpose, Tech sector businesses

n=102



“It’s bonkers! We’ve managed to grow something like 400% in the last year which is great but managing all of the things that come from it is challenging. Thanks so much for the introductions. You’re the best!”

SaaS Head of Sales seeking industry connections and network opportunities in London for CEO in-market visit

“Solver is great and our conversation with her was one of the most helpful that I’ve had. She knows the space thoroughly and gave us some very practical advice as well as introducing us to her former business partner, who we can also turn to for guidance.”

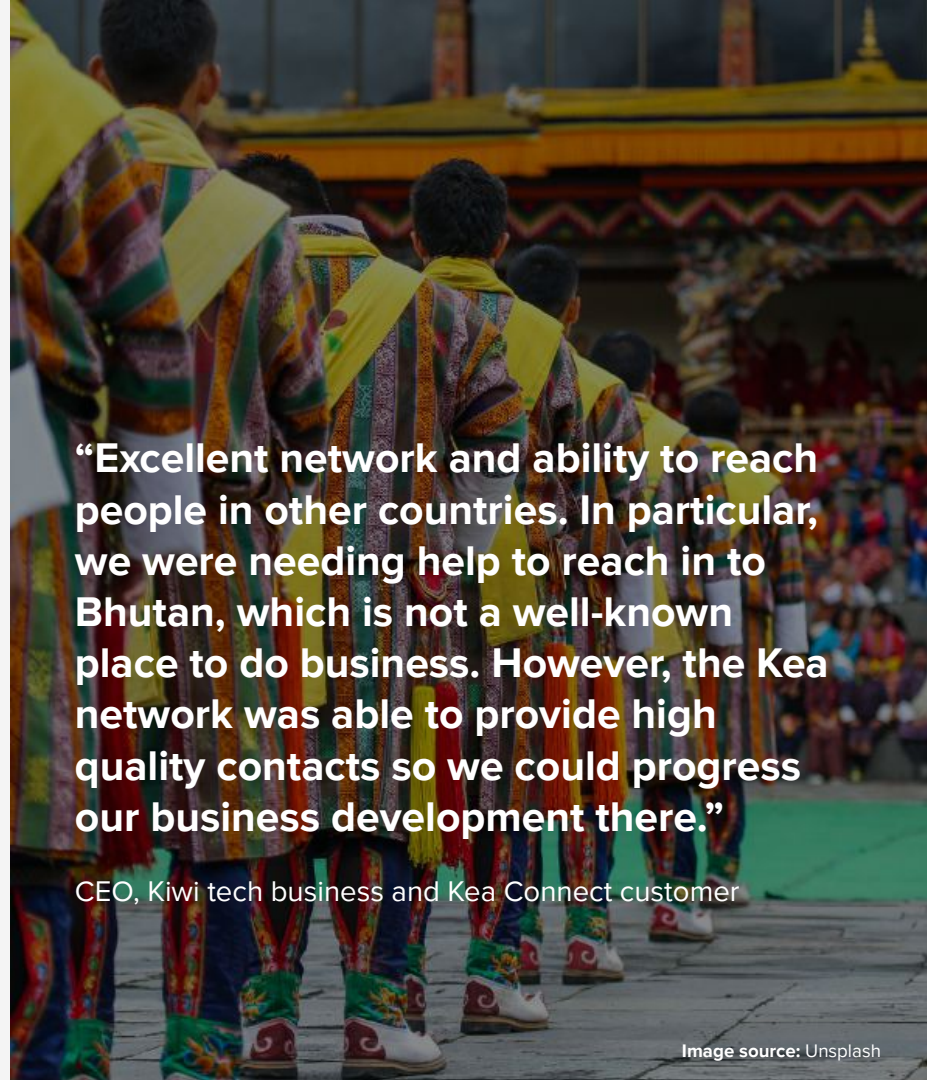
CEO of AI tech company investigating channel partners

Hunting for connections in Bhutan

With a population just shy of 780,000 and an economy based on hydropower, agriculture and forestry, a Kiwi tech company CEO thought contacting Kea to find connections into Bhutan was a long shot.

The Kiwi company had an opportunity to work with a development bank on a project to implement their emerging technology into Bhutan and help inform smarter future infrastructure development. They were particularly looking for Kea members with contacts into Bhutan in the government or mobile telecommunications sectors.

The Kea team was delighted [and surprised!] to find two solvers able to help, both based in Bhutan and able to share their local knowledge. One, a Board Director with local governance and research expertise, and the other an ICT domain lead and technology consultant with experience in leading digital transformation initiatives.



“Excellent network and ability to reach people in other countries. In particular, we were needing help to reach in to Bhutan, which is not a well-known place to do business. However, the Kea network was able to provide high quality contacts so we could progress our business development there.”

CEO, Kiwi tech business and Kea Connect customer

KEA CONNECT TECH SECTOR CASE STUDY

London Tech Week success for CarbonClick

Kea kicked off work with the UK Foreign & Commonwealth Office early in 2022 on a London Tech Week (LTW) trade mission for New Zealand and Australian tech scale-up companies. In welcome news for Kiwi tech companies, this was the first physical trade mission to LTW since 2019, and it included a curated programme of tailored events, networking opportunities and site visits across London.

Kea reached out to scale-up stage Kea Connect tech customers that had sought help in the UK during 2020 and 2021 to let them know about the opportunity to apply. One successful Kea Connect applicant was [CarbonClick](#), a certified B Corporation and fast growing green-tech company that helps individuals and businesses access the tools and resources to measure, reduce and offset their carbon footprint. CarbonClick not only joined the trade mission, but also secured a coveted speaking spot at the Leadership Roundtable discussion on 'What role can technology play in building a greener future?' at the Global Leaders Innovation Summit. An unexpected bonus off the back of LTW was the inclusion of CarbonClick in a live broadcast panel at NZ Tech Week.

“Kea’s involvement was pivotal to securing CarbonClick these opportunities at London Tech Week and NZ Tech Week,” said CarbonClick CEO Dave Rouse.

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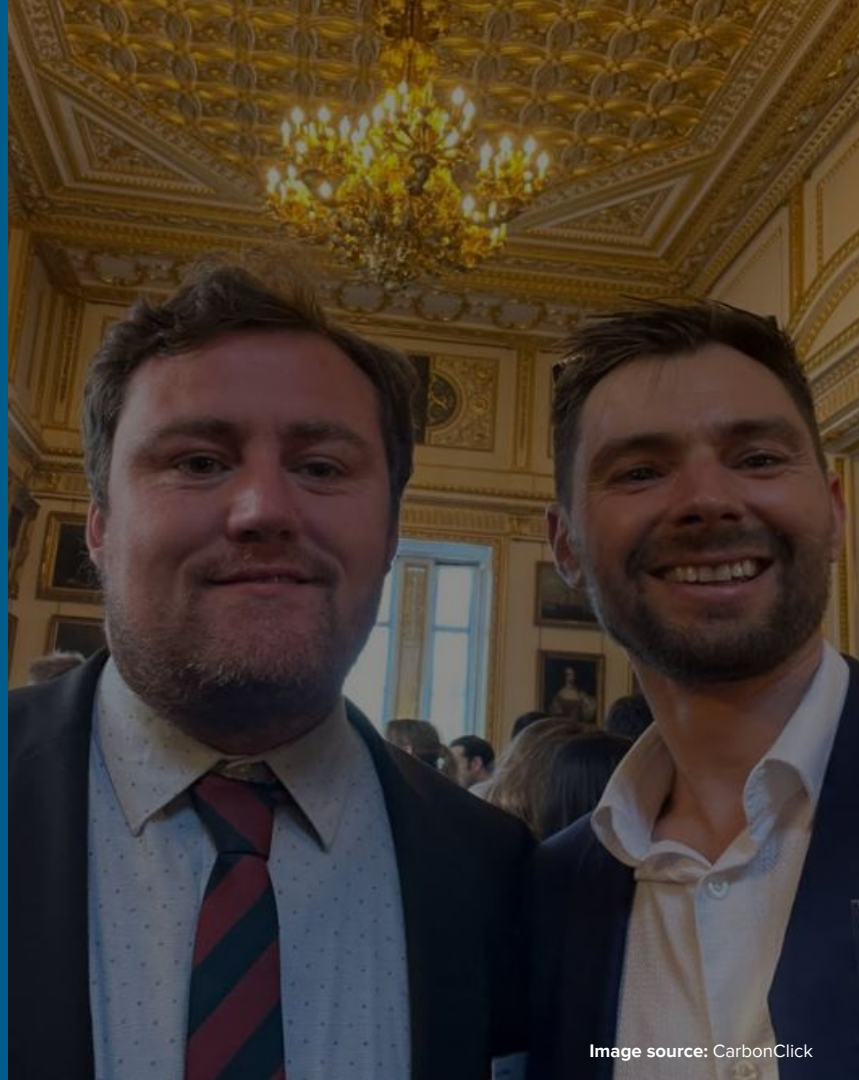


Image source: CarbonClick

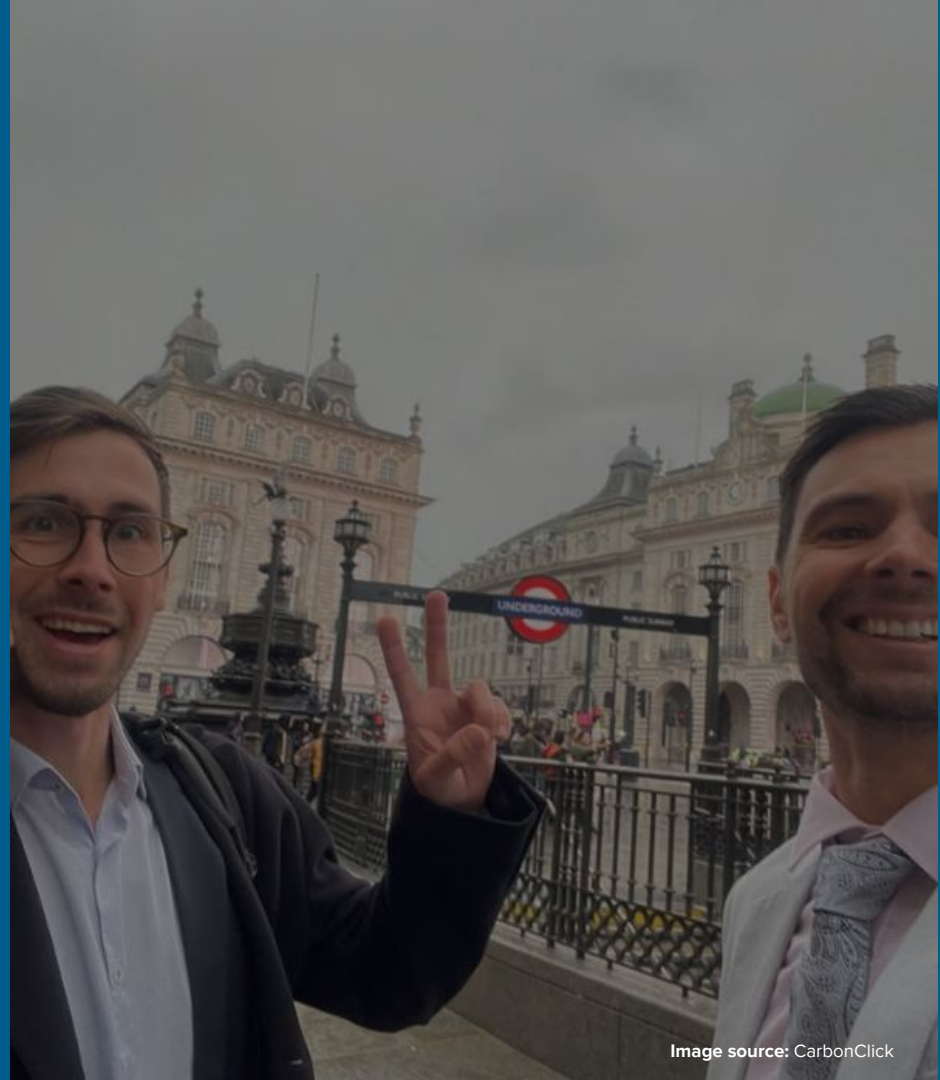
CarbonClick *continued...*

“The trade mission was a great way to see the lay of the land, who’s who, who is doing what. The progress on our business plan we made in one week would have taken a year otherwise.”

After two years without travel the CarbonClick team were determined to make the most of the time away, and took big strides forward in actioning their UK business plan, including fast-tracking their legal knowledge and learning about the UK’s eligible investor scheme, which resulted in them registering a UK entity whilst there.

Dave’s advice for fellow Kiwi heading offshore to conferences is to make as many connections as possible.

“Kea’s network is so strong in the UK. Reach out to them early, and ask for help to make the right connections. Don’t underestimate the value of networking outside of the conference you’re there to attend. Fill your diary in advance with breakfast meetings, coffees, lunches and drinks. Don’t waste a second of your time on the ground. On the periphery of London Tech Week were a melting pot of tech companies and investors and we were able to advance connections, relationships and deals.”



Kea community supporting tech businesses

Technology sector

A well connected sustainability expert; a consultant and founder in the energy sector and a digital product manager at a Tier 1 energy company responsible for analytics, design and research shared their feedback on product-market fit for a Kiwi data analytics company. Seeking to expand into Australia, the feedback clarified for the VP Sales that Tier 2 energy companies rather than Tier 1 were the optimal target customer for this new-to-market solution.

Technology sector

The US-based founder of an analytics platform which allows educators to see and evaluate data about learner engagement and the US-based founder of the world's largest online library of subtitled educational video for use in the classroom shared their experiences of buyer behaviour in the US education sector with the CEO of a financial literacy software company.



SUPPORTING FERNMARK LICENSEES

3.0 Kea Connect and the New Zealand business support ecosystem

SUPPORTING FERNMARK LICENSEES

FernMark - promoting provenance to grow export success

New Zealand depends on its global reputation to thrive in key export markets. So being able to authenticate and promote a trusted country of origin gives Kiwi businesses a real competitive advantage, often in markets where provenance is a key driver in purchasing behaviour.

The [FernMark Licence Programme](#) allows New Zealand businesses exporting products and/or services made, grown or designed in New Zealand to leverage their connection to New Zealand with one of the nation's most recognised symbols, the Silver Fern. The FernMark as a trademark officially recognised and endorsed by the New Zealand Government is a mark of trust. In its latest perceptions tracker research, 46% of consumers recognise the FernMark across key international markets, and importantly, 44% of consumers revealed they were 'more likely' or 'a lot more likely' to purchase because of it*.

As consumer demand for trusted products increases, so too do the efforts of New Zealand businesses to capitalise on FernMark's global reputation and brand value. To protect our national symbol, the FernMark now has trademark filings in 34 jurisdictions around the world across various key classes of goods and services (including all 45 classes in New Zealand) and offers a high level of IP protection in key export markets including Australia, Europe, China, Japan, US and the UK.

Kea worked with a number of FernMark licence holders through 2022, such as Wisewool and Hybrid Bikes, further supporting their international growth ambitions and connecting them with expert solvers from Kea's global community.



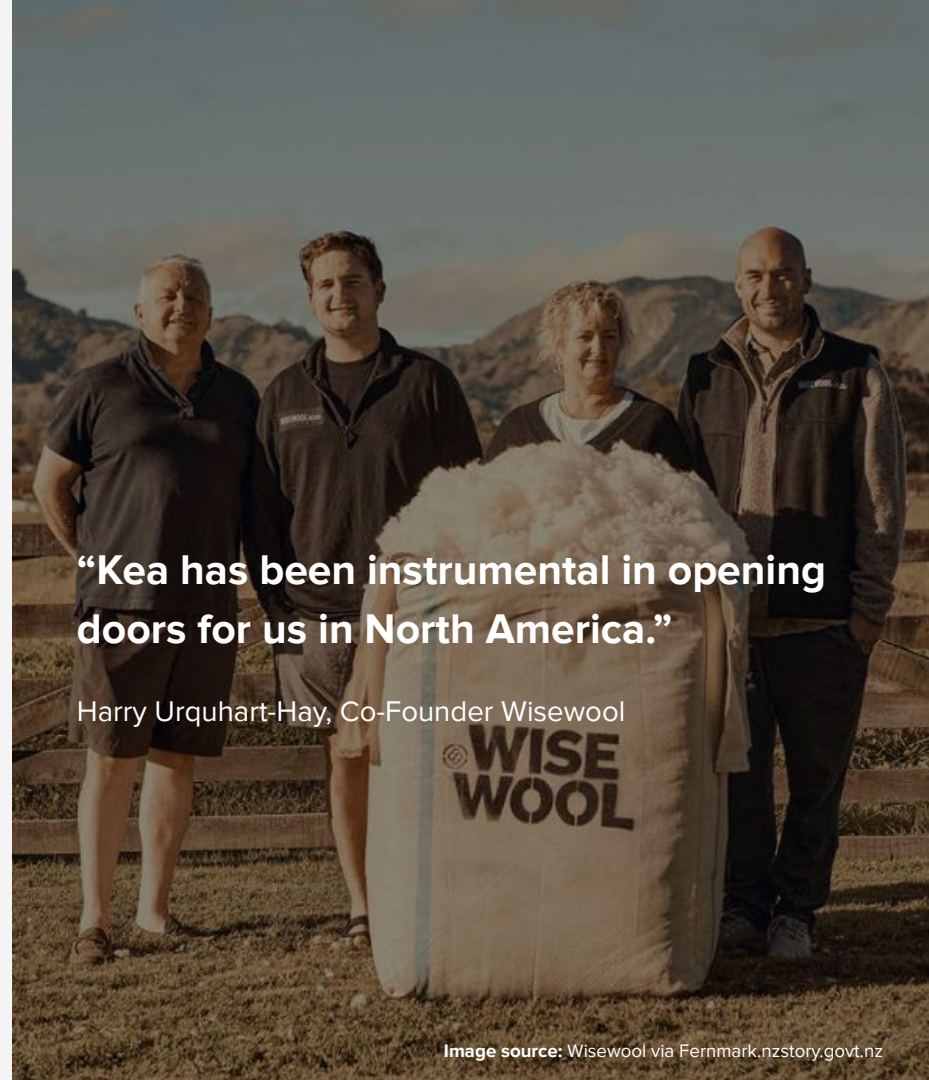
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SUPPORTING FERNMARK LICENSEES

Wisewool

Wool has long been a cornerstone of New Zealand's industry and identity. But when a sharp shift in consumerism saw manufacturers side-tracked by synthetics, our famed natural super fibre fell from favour. With five generations of wool handling in the Wisewool family, they felt a responsibility to do something. So, they created a super wool - a Wisewool - to revolutionise the soft upholstery industry and replace polyester, feathers, and foam within upholstered furniture, bedding and quilting. All their products are natural, sustainable, renewable and can be traced back to the farm.

Wisewool became **FernMark licenced in 2022**. Kea worked with Wisewool in 2022 to connect them with USA-based solvers who could provide insights into furniture, bedding and interior design specification. Among the four experts from the community connected to Wisewool was the COO of a California-based furniture manufacturing company, the owner of a Tennessee luxury bedding company and the President of a leading luxury home furnishing retailer based in California.



“Kea has been instrumental in opening doors for us in North America.”

Harry Urquhart-Hay, Co-Founder Wisewool



“Kea has played a crucial role in connecting Hybrid Bikes to the global market.”

Frank Witowski, Founder of Hybrid Bikes

Image source: Hybrid Bikes

SUPPORTING FERNMARK LICENSEES

Hybrid Bikes

Hybrid Bikes is the only company in New Zealand to design carbon fibre e-bikes which are then custom built in Nelson. In 2021 the company was Supreme Winner at The David Awards, celebrating small businesses doing extraordinary things. In 2022, they made the index as the 47th fastest growing business in New Zealand, becoming New Zealand’s most preferred carbon e-bike brand. Hybrid Bikes is also recommended by Consumer Magazine.

Hybrid Bikes became **FernMark licenced in 2020**. Kea worked with Hybrid Bikes twice in 2022: first to make connections to help with market validation, consumer insights and identifying partners in the United Kingdom and United States. Among the four experts Kea introduced to Hybrid Bikes was a customer service specialist from a large bike manufacturer in Canada, the strategic implementation manager at a business consultancy in the US and a director of a famous sports equipment company in North America. In the second round of connections Kea linked Hybrid Bikes with an expert in the European cycling industry who shared knowledge of how the industry varied across Europe, plus leveraged their broad professional networks to make further connections for Hybrid Bikes.

A man with a beard, wearing a light blue button-down shirt, is sitting at a dark table in what appears to be a cafe or bar. He is smiling and looking towards the left. He is holding a white coffee cup with both hands. The background is blurred, showing other people and interior lights.

4.0 Celebrating Kea's global community of solvers

If each solver shared just 30 minutes of their time, Kea's global community donated over two months of time to New Zealand businesses in 2022.

CELEBRATING KEA'S COMMUNITY OF SOLVERS

What is a solver?

Solvers are members of the global Kea community who generously offer up time to support Kiwi businesses.

When a business reaches out to Kea for connections via the Kea Connect service, the team takes a brief to learn more about the business and the [type of help](#) it needs. The team then searches Kea's members to find people with the skills, background or subject matter expertise that might be a good fit. These people become solvers if they agree to be connected with the Kiwi business for a chat, email exchange or call.

Kea Connect has an 84% connection success rate and an NPS of 77.4 - this is only possible because of our generous community of solvers, Kiwis from all around the world who are happy to say yes to helping Kiwi export businesses grow. In 2022 a whopping 691 people from around the world said 'yes'.

Solvers are not only CEOs, World Class New Zealanders and tech founders. For the healthtech business looking to expand into the UAE, a nurse with experience in public health in Dubai made the perfect solver. For a manufacturing company in the education sector that was trying to identify which countries in South East Asia to target, an educator with experience in international schools in the region was the perfect fit.

If you are interested in being a solver - [get in touch](#), we'd love to hear from you.



CELEBRATING KEA'S COMMUNITY OF SOLVERS

Spotlight on a sport-loving solver

Our sport-loving solver is a customer service specialist for the Canadian market at a large Spanish bicycle company in the United States. She moved to Colorado from New Zealand in 2015 with a Kiwi business, as part of their offshore expansion. Since moving to the United States she's worked in management, administration and finance roles for companies in the retail and outdoor industries. Being an international and national level athlete (8 different sports!) for over 30 years, she also has a deep appreciation for all things sport.

Kea reached out to her on behalf of a Kiwi professional training equipment manufacturer that was looking for market entry advice in the United States. She responded immediately and was happy to share her experience and insights in the sports and sport training space with the business. Later in the year she generously offered her time to the founder of another [Kea Connect](#) business, this time in the e-bike market, offering insights that contributed to their global strategy.

"It's nice to know my experience can be useful to fellow Kiwis. It's certainly been quite a journey over the last 7-10 years and if there are nuggets of wisdom others can use, I'm happy to share."

"I'm a dedicated Kiwi ;-). Definitely there are some advantages to ebikes. I really like the concept, it gets so many more people on bikes (or increases the riding enjoyment!)...I'd be happy to speak with the founder for sure."

CELEBRATING KEA'S COMMUNITY OF SOLVERS

Happy to help - Kea's solver network

“More than happy to be connected and to assist where I can. Let me know next steps and we can go from there.”

Kea member response to request for assistance in F&B sector in Canada

“How exciting - I remember young enterprise from what was many years ago! Happy to have a chat with the founder :) Thanks.”

Kea member and skincare sector expert with knowledge of European and US skincare markets

Three solver conversations that helped shape a value proposition

When one of New Zealand's leading science organisations developed a specialist antifouling coating, they realised it had more than one application - and each application had its own complex value chain. As part of their market validation process, the research team got in touch with Kea to find experts in East Asia that might help them dig more deeply into each application, and provide insights to shape the value proposition.

The team had identified port infrastructure, offshore wind farming, shipping and aquaculture as the most likely applications for the non-toxic, environmentally friendly antifouling coating. Before the team could fully develop a value proposition, they needed to learn more about the specification processes, application processes and regulatory considerations for each of the four unique applications.

Kea identified three East Asia-based experts from the community able to help.

The first call was with the General Manager of an advanced marine company, with expertise in coatings and offshore projects. This experienced executive was able to offer insights into how coatings are specified in South East Asia.

"We had a great conversation that added many unique insights to our project. The solver shared specific facts about the shipping industry that have shaped our

proposition towards drag reduction being the key value add of the product for market entry."

The next conversation was with a Sustainability Associate Director at a B Corp which helps businesses including Fortune 500 create sustainability strategies and communications. This solver is a scientist with agriculture, energy, shipping, and supply chain experience in Asia Pacific.

"A truly valuable conversation was had that added many unique insights to our project. The solver also brought a colleague along who added a great deal of their own insight - they shared specific facts about the certification and regulation processes that will be valuable."

The final call was with a specialist in government projects who understood the work being done in Singapore in this space, and who could offer insights into the target markets and market size.

"This was a valuable conversation that woke us up to the challenges faced by New Zealand companies trying to enter Singapore, particularly with anything in relation to offshore structures. New Zealand is not a known entity in this space, which is a valuable consideration."

CELEBRATING KEA'S COMMUNITY OF SOLVERS

Happy to help - Kea's solver network

“Thanks for your email. Very happy to be connected with them. It has been a while since I had experience of the FinTech space in New Zealand, but I like to think I am fairly well-versed in those areas in Singapore and the wider ASEAN / APAC regions. I am free to meet over the next couple of weeks as their schedule allows.”

Kea member and Head of Market Intelligence, Financial at an East Asia Big 4 firm

“I'm very happy to help out where I can with New Zealand companies needing advice on Brazil or South America.”

Kea member and long term resident of Brazil

Capital-raise watchouts - solvers offer valuable peer:peer advice for tech CEO

The CEO of an award-winning Kiwi tech company reached out to Kea while in the process of entering into a sizeable capital raise.

The company had researched and identified the right partner to work with sell-side and had many conversations with people from within the investment field. However in the process, the CEO realised that he didn't know what he didn't know about what challenges to consider from the perspective of his company, brand, customers, stakeholders and staff.

His request was to speak with fellow CEOs who had been through a similar sized capital raise or exit process to learn as much from them as he could.

Kea identified **five peer Tech leaders** from around the world with exemplary experience and expertise who were willing to offer advice and feedback.

- Founder who had successfully exited a number of companies, including a treasury technology group that was acquired by Oracle and is now the Oracle Treasury Module in their ERP Financials suite of products. Most recent raise USD110M.
- World Class New Zealander experienced in restaurant and food business and in start-up companies who has founded and sold multiple businesses in the UK.
- Founder and CEO of a tech business which exited to Intuit in 2020.
- CEO who recently raised funds with an Australian pre-IPO fund manager in order to grow its international presence.
- World Class New Zealander and CEO of a business which was sold to Canadian NYSE-listed company, SMART Technologies. During that period the business grew from two employees and no revenue to in excess of 140 staff and US\$46m in sales.

"This would be a really valuable use of the Kea network for me as I'm new to this, and I can tell there are pros on the other [investment] side of the table. Thanks!"

CEO, Tech company undergoing capital raise

Happy to help - Kea's solver network

“This is super interesting. I was looking at launching a CBD for pets product range at one stage, and still considering it. I would be more than happy to talk to them, as I did a bit of research on the subject. In terms of my contacts, I'm more than happy to introduce them to my CBD supplier and food developer contacts. Cheers.”

Kea member response to request for information on entering the CBD pet supplement products market in Japan

“Yea sure, no problem. I have loads of insights for US expansion.”

Kea member TBC

Strong industry network built to consolidate the market entry for V-Unite

V-Unite helps businesses customise the way they digitally communicate with their audience with immersive environments that drive engagement, experience and efficiency. A platform that helps you deliver your content in a new, interactive and exciting way. The data driven insights the platform captures enables businesses to measure the performance across their onboarding, training, marketing and events.

Although V-Unite specialises in bringing large groups of people together for virtual networking and education events, the team were looking for ways to make their product stickier by identifying specific problems their target customers are having around their customer onboarding and sales processes.

They were also keen to speak with other Kiwi who have software solutions to learn from their success in scaling into the United States and other markets.

Kea identified a number of members with expertise in marketing, events and training who were happy to share their insights and connections in the sectors with the team, validating their market and clarifying customer pain points.

Sr Executive Producer, Special Events & Media at an events service company in the US.

"I had a great conversation with this solver who is in events. He has been extremely helpful giving me insights into the events industry."

VP of Partnerships from an insurance company in the US.

"We are still in discussions and the solver has given me some really great advice on use cases for the insurance industry. He loves our solution and is going to be introducing us to a number of his contacts in the insurance and finance industries."

Head of Consumer and Digital Marketing of a pharmaceutical company.

"As I have been working in the healthcare industry for 15 years, the solver and I were able to connect straight away. He introduced me to key stakeholders in his organisations where I was able to present our product and we are currently looking at use cases."

"I have found Kea Connect invaluable to get advice and connections from other successful Kiwis living abroad. I just wish I knew about it sooner!"

CEO, V-Unite

An aerial night view of a city skyline, likely New York City, featuring numerous skyscrapers illuminated with lights. The scene is dominated by dark tones with highlights from the city lights, creating a vibrant, futuristic atmosphere. The text '5.0 Appendices' is overlaid on the left side of the image.

5.0 Appendices

Appendices

METHODOLOGY

DEFINITIONS - SECTOR AND SUBSECTOR

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Methodology

Definition of regions

For this report Kea followed NZTE's definition of regions.

NAM [North America]; **LATAM** [South and Central America including Mexico]; **AusPac** [Australia and the Pacific]; **East Asia** [including Japan, Korea]; **Greater China** [China, Hong Kong, Taiwan]; **IMEA** [India, Middle East & Africa] and **Europe** [including UK].

Report methodology

For the purposes of this report analysis was carried out on completed connection projects from 1 January to 31 December 2022. Projects were extracted from CRM and each project was analysed relating to sector and subsector of business; countries and regions where help was sought; the business challenge[s] being addressed; the number and type of connections made; reason for project closing; NPS; feedback from seekers.

Definitions - sector and subsector

Agribusiness

Dairy
Farming/Agriculture
Fishing
Forestry
Horticulture
Mining
Viticulture

Arts/Creative

Architecture/Design
Art
Journalism
Marketing/Digital
Music
Professional Services
Radio
Television/Film
Other

Consumer Goods/Retail

Consumer Electronics
Cosmetics/Cosmetics Services/Health
E-Commerce
Fashion/Apparel
Food/FMCG
Furniture
Luxury Goods and Jewellery
Packaging and containers

Financial Services

Accounting
Banking
Capital and Investment
Insurance

Food/Beverage

Alcoholic Beverages
Alternative Foods including plant
based proteins
Dairy Products
Health Foods/Dietary
Supplements
Honey
Meat excluding seafood
Non-Alcoholic Beverages
Pet Food
Processed Foods
Produce
Seafood including Aquaculture

Healthcare

Dentistry
Dietitian
Health management or administration
Medical practice
Pharmaceuticals
Physiotherapy
Psychology
Residential /Aged Care services
Veterinarian

Infrastructure/Resources

Building/Construction
Electricity/Energy
Oil/Gas
Renewable Energies
Telecommunications
Transportation/Logistics
Water/Wastewater Systems

Definitions - sector and subsector

Manufacturing

Animal Care
Astrospace
Automotive
Aviation/Airlines
Consumer Products
Hardware/Electronics
Industrial Equipment
Marine
Metal/Plastic Manufacturing
Packaging
Pest Management
Pharmaceutical Manufacturing
Wood
Wool/Textiles

Services

Academia/Education/Training
Business Operations
Defence Forces
Emergency Services
Government/Trade/Relations
Hospitality
Legal
Not for Profit/Social Enterprise
Real Estate
Recruitment /HR
Tourism

Sport/Recreation

Coach/Management
Fitness
Professional Sports

Technology/Science

Agritech
AR/VR
Artificial Intelligence
Biotech
Cleantech
Creative Tech
Cyber Security
Edtech
FinTech
HealthTech
LegalTech
NanoTech
Robotics
Software/Platforms
Technology/Science research

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**To the global Kea community,
thank you for your support of
New Zealand business.**

Have questions about Kea Connect?
Please **contact us**

Keen to find out more about being a solver?
Please **get in touch**