



Asia New Zealand  
Foundation

Te Whītau Tūhono |

# Te Apatono Māori Māori Delegation

Food and Beverage  
Singapore and Thailand  
2023



# Rārangi Take

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### Emergency contacts

|                 |                 |
|-----------------|-----------------|
| Ethan Jones     | +64 22 395 4410 |
| Ronnie Thompson | +64 22 123 4236 |
| Ned Wotherspoon | +64 27 415 8069 |

|  |                               |
|--|-------------------------------|
| New Zealand High Commission, Singapore | +65 6235 9966                 |
|  | +65 3105 1587 (after hours)   |
| New Zealand Embassy, Thailand          | +66 (0)2 254 2530             |
|  | +64 99 20 20 20 (after hours) |

# Mō Te Whītau Tūhono

## About the Foundation

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Asia New Zealand Foundation Te Whītau Tūhono equips New Zealanders to thrive in Asia.

Established in 1994, the Asia New Zealand Foundation Te Whītau Tūhono is New Zealand's pre-eminent non-profit, non-partisan organisation focused on equipping New Zealanders to be confident and engaged with Asia.

The Foundation provides experiences to enable deeper connections, awareness and knowledge in its core programme areas: arts, business, education, entrepreneurship, leadership, media, research, sport and Track II (informal) diplomacy.

The essence of the Foundation's Māori name, Te Whītau Tūhono, is the idea of an unbreakable bond and connection.

New Zealand's present and future — economically, culturally, socially — are firmly tied with Asia. The Foundation aims to build connections with Asia so New Zealanders are best prepared to meet the opportunities that presents.



# Mō te Hōtaka Pakihi

## About the Business programme

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Our business programme supports New Zealand business leaders and businesses to grow Asian networks and understanding through connecting to thought leaders in the region.

We also help to develop the next generation of Asia-savvy business leaders by facilitating internships in Asia for tertiary students and recent graduates.

In line with the work of the business programme, this delegation provides an opportunity for emerging Māori F&B business leaders and is the first of it's kind for the Foundation.

This delegation aims to provide participants with:

- Further understanding of the Southeast Asia business environment, current innovation and potential for collaboration within the food and beverage sector
- The opportunity to explore business ventures between New Zealand and Southeast Asia
- Time to meet with Singaporean/Thai business leaders within F&B to build relevant connections and networks and gain understanding of local culture



# Hōtaka Schedule

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## Thursday 18 May

- 2:10pm      **Flight departs: Auckland to Singapore**
- 9:00pm      **Flight arrives: Changi Airport, Singapore**
- Transport and check into hotel

## Friday 19 May

- 8:15am -      **Whakatau/ Welcome**  
9:15am      NZTE and MFAT colleagues
- 10:00am      **Singapore's Food Future**  
Singapore Food Agency
- 11:30am      **Lunch**
- 1:00pm -      **Shiok Meats**  
2:00pm      Overview of process, facilities innovation and  
connecting to Singapore.
- 2:30pm -      **Food Plant**  
4:00pm      Singapore's first shared facility for small-batch  
food production.
- 5:00pm -      **Networking Event, NZ Official Residence**  
7:00pm      Networking with contacts, business leaders  
in conjunction with the High Commission and  
NZTE Singapore

## Saturday 20 May

9:15am-  
12:00pm

**Singapore Supermarket Tour**  
Fairprice Finest - Bukit Timah Plaza  
Cold Storage (CS) Fresh - Tanglin  
Little Farms - Tanglin

**Lunch**

Newton Food Area - Hawker stalls

1:30pm -  
5:00pm

**Free time for business meetings**

6:00pm-  
8:00pm

**Dinner**

**Rempapa**

Followed by sharing session with one of Singapore most respected chef's, Damian D'Silva

## Sunday 21 May

10:15am

**Gardens by the Bay**

Culture Visit to Gardens by the Bay and connection to Kūwaha Tāne Te Waiora

12:00pm

**Lunch - Satay by the Bay**

2:00pm

**Depart for Changi Airport**

5:30pm -  
7:00pm

**Flight: Singapore to Thailand**

8:30pm

Check into hotel

9:00pm

**Dinner**

## Monday 22 May

- 9:00am - 11:45am **Thailand Supermarket Visit**  
Villa Market at Langsuan  
Tops Food Hall at Chidlom  
Gourmet Market at Siam Paragon
- 12:30pm **Lunch**  
with Royal Thai Embassy at Kinlenn Eatery &  
Play Ruamrudee
- 2:00pm **Whakatau / welcome**  
NZTE and MFAT colleagues, with invited  
speakers on Thai consumers and e-commerce
- 2:30pm - 4:00pm **Guest speakers:**  
**Food Gallery** - Thai leader in imported food
- Mobile Logistics** - logistics company that  
provides services for product registration,  
distribution and management
- GNS Professional** - recruitment agency  
that helps with contracting in-market and  
establishing offshore offices
- 4:15pm Delegate Product Exhibition
- 6:00pm **Dinner and River Cruise**

## Tuesday 23 May

9:00am - 12:00pm      **Food Innopolis**  
Thailand's food innovation hub focusing on research, development and innovation for food industry.

Lunch

1:00pm - 4:00pm      **THAIFEX Anuga Asia**  
Asia's largest food and beverage trade show, showcasing the latest F&B trends, innovations and products from around the region.

6:00pm - 8:00pm      **Networking Event, NZ Official Residence**  
Networking with contacts, business leaders in conjunction with the High Commission and NZTE Thailand

## Wednesday 24 May

9:00am - 12:00pm      **THAIFEX Anuga Asia**  
Lunch

2:00pm      **Return to hotel**  
Joining the YBLI Summit for the remainder of the programme



# Hōtaka

## Schedule (YBLI Summit)

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### Wednesday 24 May

|        |  |
|--------|--|
| 2:00pm | Participants check-in upon arrival             |
| 5:30pm | Welcome desk opens<br>Arrival and registration |
| 6:00pm | Welcome from the Foundation                    |
| 6:30pm | Dinner at CM Suite Room, 4th Floor             |

### Thursday 25 May

Morning programme will take place at the Bangkok Novotel.

After lunch, all the participants will travel to Centara Grand Beach Resort & Villas Hua Hin by chartered bus.

|         |   |
|---------|---|
| 6:30am  | Breakfast & check outs                        |
| 8:30am  | Participants arrive for Summit Opening        |
| 9:00am  | Summit Opening                                |
| 9:30am  | Keynote Speakers                              |
| 11:40am | Lunch   |
| 1:00pm  | Bus departs Hotel Novotel to Hua Hin          |
| 6:30pm  | Dinner at Centara Grand Beach Resort, Hua Hin |

## Friday 26 May

|         |   |
|---------|---|
| 9:00am  | Plenary Session 1   |
| 9:30am  | <b>Keynote:</b><br>Case Study - Raf Dionisio and MAD Travel |
| 10:00am | Breakout session  |
| 11:00am | <b>Presentations</b>  |
| 12:00pm | <i>Lunch</i>  |
| 1:30pm  | <b>Team Building</b>  |
| 6:15pm  | <b>Bus departs to Ban Itsara</b>                            |
| 6:30pm  | <i>Dinner</i>   |

## Saturday 27 May

|         |   |
|---------|---|
| 9:00am  | Plenary Session 2   |
| 9:10am  | <b>Breakout sessions</b><br>Group 1 : Resilience<br>Group 2: Developing & retaining talent<br>Group 3: How to connect more with New Zealand |
| 11:30am | <b>Presentation &amp; key thoughts</b>  |
| 12:00pm | <i>Lunch</i>  |
| 1:30pm  | <b>Trip to Old Town</b>   |
| 6:00pm  | <i>Dinner at Air Space</i>  |

## Sunday 28 May

- 8:00am      **Wrap up**  
Farewell and reflections
- 9:30am      **Buses depart hotel to Bangkok**  
Buses departing to BKK Suvarnabhumi Airport  
and Bangkok Novotel Hotel Siam Square

## Wāhi Noho Accommodation

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### Singapore

**M Social Singapore**  
90 Robertson Quay  
Singapore 238879  
+65 6206 1888

### Thailand

**Bangkok Novotel Siam Square**  
392/44 Siam Square Soi 6  
Rama I Road  
10330 Pathumwan  
+66 2 209 8888

**Centara Grand Beach Resort & Villas Hua Hin**  
1 ถนน Damnoen Kasam Alley, Hua Hin, Hua Hin District,  
Prachuap Khiri Khan 77110, Thailand  
Ph: +66 32 512 021

# Ngā Whanonga Pono me ngā Whāinga Values and Goals

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Māori worldview holds principles and values at the core of important Kaupapa (purposeful initiatives). Participants have helped to identify key values they aim to work to in order to meet the goals of the trip.

Three goals are:

- Gain an understanding of the Southeast Asia business environment, current innovation and potential for collaboration within the food and beverage sector
- Explore opportunities for business ventures between New Zealand and Southeast Asia
- Meet with Singaporean/Thai business leaders within F&B to build relevant connections and networks and gain understanding of local culture

Our core values are:

- **Tikanga** – carrying Māori custom and protocols appropriately
- **Rangatiratanga** – leading and being accountable to each other
- **Kotahitanga** – working together
- **Kaitiakitanga** – protecting our taonga
- **Whakaiti** – respecting others with humility

# Participants



## Grant Kitchen

Director, Kauta Ltd

Tuwharetoa, Ngāti Hikairo, Ngāti Kahungunu ki Heretaunga

Award-winning Chef Grant Kitchen hails from Feilding in the Manawatu. Grant has worked with the New Zealand Defence Force, Accor Hotels and Tertiary Training Establishments, judges at Culinary Events around the world and is the president of the NZ Chefs Association. He has received a number of hospitality awards including Manawatu Chef of the Year, Hospitality Supreme Awards, and NZ Beef and Lamb awards. Grant is currently the director for Kāuta Ltd, KaihauoraFX, Eatery 1487 and Apiti Tavern. Kāuta is a newly established company formed by Rewi Spraggon and Grant Kitchen. Their vision is to encourage a strong and sustainable Māori supply chain where the customs and heritage of Aotearoa stand proudly on the world stage and where Māori youth are inspired to follow this path that our ancestors have carved.



## Helen Paul-Smith Co-founder, ŌKU New Zealand

Ngaiterangi, Tapuika

Helen worked as a Yoga Teacher and studied Ayurvedic medicine before co-founding ŌKU New Zealand with her husband Scott Smith 12 years ago. Her interest in natural therapies and herbal medicine led her on a journey to discover more about the healing properties of the incredible plants found in Aotearoa, New Zealand. Her interest has taken her on a journey of discovering what her (Tipuna) ancestors used for medicine for centuries. Combining her skills in herbal medicine Helen and Scott created ŌKU NZ, an artisanal business specialising in New Zealand native herbal teas, wellness tonics and healing balms. Helen is excited about being part of a group that will be showcasing the best of Māori business in the Food & Beverage industry and sharing indigenous Māori culture.



### **Jackie Stephens**

Ngāti Rārua, Ngāti Toa,  
Ngāi te Rangi

Project assistant, AuOra,  
Wakatū Incorporation

Jackie was born and lives with her three children in Motueka and has worked in the food and beverage sector for most of her adult career. She spent several years managing a pip fruit and kiwifruit packing facility before taking up the opportunity to work for Wakatū Incorporation (Wakatū) and their new start-up business, AuOra. Wakatū is a Māori family business that has approximately 4,000 owners, including Jackie and her family, who descend from the customary Māori landowners in Te Taihū. AuOra is a consumer-focused, functional food and ingredient business with a focus on exporting to Japan, Thailand, Vietnam, South Korea and Singapore. Jackie says being part of the Singapore and Thailand food and beverage visit is a great opportunity to further her knowledge of the markets and build understanding of branding, consumer consumption, NPD, investment, supply chain innovation. She is looking forward to being part of the Singapore and Thailand F&B delegation, to share experiences, explore potential collaboration and showcase Māori culture, values and business.



### **Joe Harawira**

Ngāti Awa, Ngāi Te Rangi

Co-founder and managing  
director, Wai Mānuka

Joe has 12 years' experience in business and project management, having worked for NZ Rugby, the NRL and his own business ventures. He previously served in the New Zealand military and completed operational tours of Bosnia (NATO) and East Timor (NZDF). Joe holds an Executive MBA from Massey University and a Bachelor of Sport and Exercise Science. Wai Mānuka is a sparkling drink crafted by infusing Mānuka Honey with a touch of lemon juice and sparkling water. Joe's role within Wai Mānuka is to grow the brand and lead the business through an initial capital raise to accelerate growth in New Zealand, Tokyo and elsewhere in Asia. Wai Mānuka is currently exporting to Tokyo through an e-comm store and experienced 67 percent growth in sales revenue in 2022. Joe wants to build on this trial to establish new networks with a view to unlocking market opportunities for Wai Mānuka beyond Japan.



## **Kieran Hema**

**Logistics manager, Miraka**

Ngāti Kahungunu and Tūhoe

Kieran has been with Miraka for seven years. He began his food industry career as a chef at Taupō's reknowned Manuels Millennium Hotel. Miraka is Aotearoa New Zealand's first Māori-owned dairy processor and is powered by renewable geothermal energy, giving it one of the world's lowest manufacturing carbon emission footprints. Vietnamese dairy company VinaMilk is a cornerstone investor in Miraka and several Asian countries are part of the company's global export market. Kieran is highly regarded as a leader at Miraka, where he leads the company's kapa haka group. He is looking forward to contributing to the delegation's efforts to strengthen Māori-Asia relations.



## **Oren Dalton**

**Founder, Lone Bee**

Ngāpuhi, Ngāti Kahu ki Whangaroa, Ngāti Porou

Lone Bee Sparkling Clover & Manuka Honey Mead is an alcoholic beverage made from the fermentation of New Zealand's finest clover and manuka Honey. Lone Bee is already exported to Singapore and Hong Kong, and Oren says being part of the delegation provides an amazing opportunity to further grow the business in the region. Oren believes the Southeast Asia has significant potential given New Zealand's free trade agreement with ASEAN nations (Association of Southeast Asian Nations), combined with the region being one of the fastest-growing markets in the world. Oren is also passionate about sharing his experiences and learnings gained from the Singapore and Thailand visit with other New Zealand food and beverage businesses that are thinking of expanding into the region.





## **Ross Manning**

**General Manager,  
Treasure Pot Innovations**

Ngāi Tahu - Ngāti Huirapa (Te Rūnanga o Arowhenua)

Ross's background is in seafood processing. He spent 19 years with Pacific Canneries and Pauaco developing an understanding of processing and compliance as the companies extended their market reach into Southeast Asia. His last seven years have been spent with Treasure Pot Innovations – a small private cannery specialising in paua and fish maw for the Asian market. Ross has played a key role working with customers and manufacturing partners in developing new seafood products and getting them to market. Ross is looking to develop a broader understanding of the opportunities that exist beyond seafood for resource owners within the Ngāti Huirapa takiwā and wider Te Waipounamu.



## **Sara Smeath**

**CEO and co-founder of CiRCLR**

Ngāpuhi

Sara's background is in fashion and technology. Based in China, Sara was a global innovation team leader for H&M, where she developed new innovations for fashion through a global supply chain with a focus on sustainability and circular economies. Having spent the majority of her career designing and increasing capabilities throughout supply chains in Asia, Sara returned to New Zealand during the pandemic. She realised the problems she had faced in the global fashion industry were problems that were arising in the agri-food sector, so developed a software solution to reduce waste, eliminate greenwashing and optimise resources in the food supply chain.





## **Sera Grubb** Managing director, Mana Kai Honey

Ngāti Kuri, Te Aupouri, Te Rarawa, Ngāpuhi, Ngāti Maru  
and Ngāti Paoa

Sera began beekeeping in 2013, after graduating from the Kaitaia based Telford course with a diploma in apiculture. Mana Kai Honey is a 100% New Zealand owned bee-keeping company located in Awanui, Northland. The company has also developed a manuka honey animal wound care product, manuka ointment, as well as a natural Skin care range called Bee Sensual. Sara oversees the daily management of the business including the extraction factory, the beekeeping operation, research and development and retail and export sales. Sera has a background as a registered architect and has worked in residential and commercial architecture both overseas and in New Zealand. She says the success of her business relies on the strength of relationships with all Partners across our business; our bees, our landowners, employees and customers.



## **Francis Davy** Customer Manager, NZTE

Ngāti Whakaue, Ngāti Tuwharetoa

He uri ahau nō Te Arawa waka  
Ko Ngāti Whakaue me Ngāti Tuwharetoa ōku iwi  
Ko Morrison tōku whānau  
Nō Rotorua ahau  
Ko Francis Davy ahau

Francis works as a customer manager in NZTE's Māori Business team, where he provides services and funding across Northland, Auckland, and Central North Island for a portfolio of Māori exporters working in the dairy, honey and seafood sectors. He has studied Te Reo Māori through Te Wānanga o Aotearoa and AUT for the past four years and is currently working towards an MBA at The University of Auckland. He is also a chartered member of the Institute of Directors and a director of Childfund Aotearoa.

# Foundation staff

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## **Veronica Thompson (Ronnie)**

Morehu, Ngāti Kahungunu ki Wairoa, Ngāti Kahungunu  
ki Wairarapa, Gua Leng

### ***Chief Adviser Māori***

Veronica brings a broad range of skills and public, private and community experience to the Foundation's Chief Adviser, Māori role. Māori empowerment and development initiatives in youth, health, sport, social services, community development, education and training disciplines have been a life-long focus. Growing up in a family of Māori-Chinese business owners Ronnie draws from a balance of western evidence-based practice, lived Māori experience and grass-roots networks in her work. A degree in psychology underpins her practical interest in cultures, equity and safety. Ronnie deems developing and maintaining whanaungatanga | positive relationships as a critical pillar to success in all realms of life and fundamental to all forms of business. Being a mother of three and recent grandmother to two, grounds her to the importance of family/whānau and the necessity to always consider how contributions of today should benefit our future generations.



## **Ethan Jones**

Ngāi Takoto, Te Aupōuri

### ***Senior Adviser (Business)***

Ethan's background is in China, beer & tourism. He spent five years living, studying, and later working in China for ABI - a global fortune 500 beer company - helping them develop their portfolio and presence in the Shanghai craft beer sector. He moved back to New Zealand mid-2019, and with his partner started a tourism company to bring in inbound Chinese tourists to the Far North of New Zealand. Since covid, his scope has grown to fostering connections between Asia and Aotearoa through his role at the business programme in the Asia New Zealand Foundation.



## **Ned Wotherspoon**

### ***Website Manager***

Ned Wotherspoon joined the Foundation in 2015 after working for a number of years creating website content for the government agency Careers New Zealand. He has previously worked as a journalist, and has lived and worked in Taiwan and China. Ned has a BA in English Literature from Victoria University of Wellington and a Graduate Diploma in Journalism from Massey University.

# Waiata

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## Te Aroha

(Morvin Simon 1983 – Te Ātihaunui-a-Paparangi, Ngāti Apa, Tūwharetoa)

Te aroha  
Te Whakapono  
Me te Rangimārie  
Tātou, tatou e

*Love  
Faith  
And Peace  
To us all*

## Ēhara i te Mea

(Eru Timoko Ihaka 1876-1937 – Te Aupouri, Te Rarawa)

Ēhara I te mea  
Nō nāianeī te aroha  
Nō ngā tīpuna  
I tuku iho, I tuku iho

*Love is not only of now  
But handed down from  
ancestors  
Through the passages of time*

Te Whenua, Te whenua  
Te oranga o te iwi  
Nō ngā tīpuna  
I tuku iho, I tuku iho

*Land is a source of health  
Handed down from ancestors  
Through the passages of time*

Whakapono, Tumanako  
Te aroha, te aroha  
No ngā tipuna  
I tuku iho, i tuku iho

*Faith, hope and love (for people)  
Are handed down from  
ancestors  
Through the passages of time*

## Tūtira mai ngā iwi

(Wi Huata - Ngāti Kahungunu)

|                       |   |
|-----------------------|---|
| Tūtira mai ngā iwi    | <i>Stand together all people</i>        |
| Tātou, tatou e        | <i>All of us, together</i>              |
| Tūtira mai ngā iwi    | <i>Stand together all people</i>        |
| Tātou, tātou e        | <i>Stand as one</i>                     |
| Whaia te māramatanga  | <i>Seek after knowledge</i>             |
| Me te aroha e ngā iwi | <i>And love of others - all of them</i> |
| Kia tapatahi          | <i>Be virtuous</i>                      |
| Kia Kotahi rā         | <i>Be united</i>                        |
| Tātou, tatou e        | <i>All of us, together</i>              |
| Tātou, tatou eeeee.   |   |

## Tai aroha - Tides of love

(Anaru and Jay Kupenga (Ngāti Porou) 1981 me Prof Kereti Rautangata, 1995)

**Interpreted as:**

|                                  |   |
|----------------------------------|---|
| Ko te aroha anō he wai           | <i>Love is like water</i>                         |
| He pūpū ake ana                  | <i>continually bubbling up,</i>                   |
| He awa he māpuna mai ana         | <i>a river that will keep flowing</i>             |
| I roto i te whatumanawa          | <i>from within the very seat of the emotions.</i> |
| Ko tōna mātāpuna he hōhonu       | <i>From a very deep source</i>                    |
| A inā ia ka rere anō             | <i>it will keep on rising</i>                     |
| He taitimu, he taipari           | <i>an ebbing tide, an incoming tide</i>           |
| He taiope, he tairoa             | <i>a forceful tide, a long-lasting tide</i>       |
| He tainui i i i, he tainui i i i | <i>a full tide, a full tide</i>                   |
| He tainui                        | <i>a full tide</i>                                |

# He Aratohu Pae Pāpāho Pāpori

## Social Media Guidelines

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We'd really love you to share some of your experiences and insights from your time travelling offshore – to help highlight the opportunities in Asia for other New Zealanders.

We encourage you to take both photos and videos. You can send these to the Foundation Communications team, or post them directly to your social media accounts. We encourage you to **tag us for any social media posts** you will do related to the trip on your personal accounts. (We may choose to repost these)

Please consider the following questions before posting anything on your accounts (and tagging us):

- Could this lower or undermine the reputation of New Zealand? Or my own reputation?
- Would I be comfortable if my whānau or colleague saw this post?
- Is this consistent with how my organisation expects me to behave?
- Would other people who are also in the trip be comfortable with being depicted or mentioned in social media?
- Are you inadvertently sharing information that isn't intended to be public?
- If I am at all unsure, have I checked with Ned (Foundation Comms team member on the hui)?

A quick note about us – our organisation is called the **Asia New Zealand Foundation (or the Foundation for short)**. We would prefer for you to use this name, rather than shortening it to ANZF, Asia NZ, Asia NZ Foundation or any other versions.

**These are our social media channels you can tag us on:**



@asiannewzealandfoundation



Asia New Zealand Foundation



@asiannewzealandfoundation



@asiannewzealand

