

CONSULATE FACT FILE - CROSS AGENCY FORUM

Consulate-General Chengdu

<p>Contact details</p>	<p>Alistair Crozier Consul-General, Chengdu Email: alistair.crozier@mfat.govt.nz Telephone: +86 28 61326672 / +86 13709028696 Address: NZ Consulate-General, 33/02 Yanlord Landmark Office Building, No.1 Section 2 Renmin South Road, Chengdu</p>
<p>Staff</p>	<p><u>Number of staff:</u> 6 MFAT + 1 NZTE BDM <u>Key roles and responsibilities (MFAT):</u> Consul-General – leadership of post; Deputy Consul-General (particular focus on science and innovation, education, public affairs); Policy Adviser (assists with liaison with local government in most sectors, two-way visits management); Public Affairs Manager (media and social media, alumni network management, event management); Office Manager; Driver-Admin. <u>Key roles and responsibilities (NZTE):</u> Business Development Manager assisting NZTE customers in SW China market.</p>
<p>Main focus of operations</p>	<p>Advancing New Zealand interests in Southwest China, including through trade, investment, tourism, education, science and innovation, migration and people-to-people/cultural engagement.</p>
<p>Key facts about the jurisdiction</p>	<p>Our Southwest China consular district comprises Sichuan Province, Yunnan Province, Guizhou Province and Chongqing Municipality (combined population c.200 million). We are New Zealand’s newest (Nov 2014) diplomatic post in China. SW China provinces are less developed than Eastern Chinese regions, but economic growth rates are faster. Chengdu City is now commonly seen as ‘almost Tier 1’ with a strong high-tech and innovation economy, with Chongqing more focused on manufacturing. Local tier 3-4 cities have a growing middle class which follows consumer trends. The region is included as a key component of China’s One Belt One Road initiative. The national government also continues to prioritise Western China development in other ways. Transport connectivity is</p>

	<p>increasing quickly.</p>
Key words	<p><u>Language</u>: Chinese (both Mandarin and local dialects) plus a range of ethnic minority languages</p> <p><u>Cuisine</u>: Sichuanese (spicy), and a range of other regional + ethnic minority cuisines</p> <p><u>Region</u>: Southwest China</p> <p><u>Culture</u>: Predominantly Han Chinese, but large ethnic minority communities in Yunnan, Guizhou and western/southern Sichuan.</p>
Value proposition for New Zealand	<p><u>Opportunities for NZ</u>: In most sectors NZ businesses face less international competition in SW China than in Eastern China. We have fundamentally strong local brand recognition focused on our safe and quality agricultural products, ‘friend of China’ credentials and scenery. Direct flights from Chongqing and Chengdu to Auckland will commence in 2016-17. New Zealand has good visibility as one of only 14 foreign consulates in Chengdu. These factors create a solid platform for future growth.</p> <p><u>NZ services and products promoted</u>: NZ’s ‘traditional’ F&B commodities comprise the core of our trade and business relationship with SW China: dairy, fruit, meat and seafood, wine, honey. New product categories such as craft beer are being market-tested. We are also keen to expand awareness of NZ’s value proposition beyond traditional areas: target sectors include healthcare technologies, aviation and airport sector goods and services, and environmental consulting. Outbound tourism interest is strong. Education services should be grown.</p> <p><u>NZ agencies active in area</u>: MFAT and NZTE are present in the Consulate. A NZ Visa Application Centre outsourced by Immigration NZ and separate from the Consulate is also in operation in Chengdu. We also work closely but remotely with Education NZ, Tourism NZ, MPI, and other China-based NZ agency colleagues in Beijing, Shanghai and Guangzhou.</p> <p><u>NZ businesses active in area</u>: NZ companies with an on-ground presence in SW China include ANZ Bank, Fonterra, Zespri, Mainfreight and NZ Milk Bar / Biopure Health Ltd. Many more NZ businesses export product to the SW China market or pursue services opportunities here but do not have a permanent presence.</p>
Government networks	<p><u>Key government relationships</u>: Provincial and municipal-level governments in all four province-level parts of our consular region.</p> <p><u>Key Chinese officials</u>: Provincial and municipal party secretaries, provincial governors and municipal mayors are important local officials. We also</p>

	<p>engage with a wide variety of local government departments, government-authorised business chambers, research institutes, education institutions etc. Other core constituencies include local media, private business etc.</p> <p><u>Sectors:</u> Foreign Affairs, Commerce, Health, Education, Science and Technology, Agriculture, Reform and Development, Finance</p>
<p>Current/topical activity networks</p>	<p>Direct flights to NZ commencing late Dec 2016 and mid 2017; 'Kiwi Week' F&B promotions held in SW China for the first time in Nov 2016; NZ alumni network in SW China under development; NZTE assisting wider range of customers in market; NZ-SW China sister city links supported; innovation and start-up cooperation under development.</p>
<p>Links and resources</p>	<p>The Consulate has a WeChat official account focused on our local constituencies (Chinese language only): ID is nzconsulatechengdu, or scan</p>  <p>We also maintain a simple website, www.mfat.govt.nz/china-chengdu</p> <p>Sichuan Government website: www.sc.gov.cn (English tab available)</p> <p>Chongqing Government website: http://en.cq.gov.cn/</p> <p>Yunnan Government website: www.yn.gov.cn (Chinese language only)</p> <p>Guizhou Government website: www.eguizhou.gov.cn</p>