



PACIFIC BUSINESS TRUST PRESENTS...

MIT PACIFIC BUSINESS AWARDS

2007 >>



Talofa, Malo e Lelei and Greetings,

The MIT Pacific Business Awards 2007 is the only premiere event in New Zealand that recognises business excellence within the Pacific Island business community. It is also one of the most important events on the Pacific calendar in New Zealand.

Established in 1993, the Awards aims to recognise the outstanding achievements of Pacific business people. It's also a great opportunity to profile outstanding Pacific entrepreneurs, innovators and business leaders across a wide range of sectors.

This year, we would like to acknowledge our major sponsor, Manukau Institute of Technology. In 2007 six awards will be presented:

- Pacific Business of the Year
- Pacific Business Person of the Year
- Pacific Enterprise Awards
- Pacific Executive of the Year
- Pacific Community Enterprise of the Year
- Pacific Exporter of the Year

The winners will be announced at the Awards dinner on Friday 15 June 2007 at the TelstraClear Pacific Events Centre in Manukau, Auckland.

If you would like more information or to be accredited to cover the event for your media organisation, please contact me on 09 270 1003.

Soifua

Region Salanoa-Moelasi
Communications Liason
Pacific Business Trust
Ph (09) 270 1003
regions@pacificbusiness.co.nz
www.pacificbusiness.co.nz



www.pacificbusiness.co.nz

PACIFIC ISLAND BUSINESS AWARDS 2007

Timeline

Award Nominations Open	Monday 5 February 2007
Award Nominations Close	Friday 13 April 2007
Finalists Announced	Tuesday 22 May 2007
Awards Event	Friday 15 June 2007

Event Programme

(NB: Speakers and entertainment to be announced early May 2007)

7.00 pm	Evening begins Official welcome
7.10 pm	Keynote speaker
7.25 pm	Multimedia Presentation
7.30pm	Guest speaker
7.45pm	Buffet is served
8.30 pm	Entertainment
8.45 pm	2005 Pacific Business Awards presentation Community Enterprise Award Exporter Award Entertainment Pacific Executive of the Year Pacific Enterprise of the Year Entertainment Pacific Business Leader of the Year Pacific Business of the Year Official closing of formal events
1015 pm	Farewell from MCs Entertainment from band
12.00 am	Conclusion



PACIFIC PEOPLE TRANSFORMING NEW ZEALAND

Pacific people in New Zealand are making an **impact** and **transforming the world** around them.

From business, films and the arts to music and sport, Pacific people are stamping their own unique brand of success on the world.

It's estimated that within the next 15 years, economic convergence between the Pacific population and the general population will benefit NZ's economy by up to \$5 billion.



The next wave of Pacific transformation will happen in business, according to the Pacific Business Trust's Chief Executive, Paul Muller. He is currently overseeing the 9th Pacific Business Awards event which will be held at the TelstraClear Pacific Events Centre in Manukau, Auckland on June 15th.

"NZ's economy is based on small to medium business enterprises and a lot of that is Pacific owned," says Mr Muller. "It's important that we're able to show we're contributing to this economy. The Pacific Business Trust works with a large number of Pacific businesses, and these awards are about telling people of the good work we've done and the large number of businesses participating in New Zealand's economy."

Dr Peter Brothers, the Chief Executive of Manukau Institute of Technology (MIT) – the major sponsor of this year's awards – agrees and says Pacific people bring diversity, innovation and a wealth of skills to New Zealand.

"At MIT we have students of Pacific Island descent succeeding in programmes ranging from the arts, trades, health care, sports and recreation through to business as they all work towards achieving relevant qualifications. These students will take what they have learnt at MIT and use their skills to significantly contribute to New Zealand's economy, creativity and overall productivity in years to come," says Dr Brothers.

"However, this is not limited to our shores. We have seen many global success stories as Pacific people have taken their creative talents and entrepreneurial spirit to the international stage."

BUSINESS AWARDS IN A CLASS OF ITS OWN

The Pacific Business Awards is THE Pacific business event on the NZ business calendar, and it comes around every two years.

Since 1993 the awards have attracted top Pacific business leaders and a wide range of sponsors.



But what sets this business awards event apart from others in New Zealand?

The Pacific Business Awards has always acknowledged the enormous contribution that Pacific people make to New Zealand's economy, however in many cases, this fact is only being acknowledged by the wider mainstream industry because of statistical reality.

It's estimated that by 2050 the Pacific population will be three times the size it is now in New Zealand. The Pacific contribution to New Zealand's economy will become even more important as this population shift occurs.

In 2007 more than 800 Pacific business and community leaders and emerging business people will attend the MIT Pacific Business Awards with many sponsors, supporters, media and overseas guests.

As well as being a high powered gathering, the awards event is a chance for people to hear talented Pacific singers, musicians and entertainers and taste sumptuous Pacific food.

"This isn't an event where we roll out the Cook Island drums or Tongan dancers for the sake of introducing a Pacific feel. This is who we are, who we've always been, and who we'll continue to be – proud people of Pacific ancestry who are determined to be successful in business and whatever field we aspire to," says Project Manager Essendon Tuitupou.

The 2007 event will carry on the Pacific tradition but introduce new elements, including a new theme aptly phrased as "Pacific Impact: Transforming the World".

The concept will also be taken on a traveling roadshow around New Zealand by the Pacific Business Trust business advisors to connect with more Pacific people.



This year's MCs will be ONE News Pacific Affairs Reporter, Barbara Dreaver (above left), and senior Pacific business consultant, Fa'amatuainu Tino Pereira (above right). Both have been transforming the world in their fields of media and business.



www.pacificbusiness.co.nz

THE THEME: PACIFIC IMPACT- TRANSFORMING THE WORLD

Impact – Noun (n): The force of impression of one thing on another.

Transforming – Adverb (adv): Changing the size, shape, location or orientation of a figure.

The Pacific Business Trust's aim is to create an event which focuses not just on the business success of Pacific peoples in New Zealand but the success of Pacific peoples globally in all areas. Their aim is to inspire Pacific people to succeed in business by asking a simple question – if we can succeed in sports, music and the arts, why can't we use that same formula in business?

The Trust believes some of the keys to Pacific success are:

- Creativity
- Risk taking
- Ingenuity
- Global thinking
- Determination
- Commitment
- Family support
- Self belief
- Education
- Discipline
- Positivity
- Sense of adventure
- Leadership
- Uniqueness of our culture



“We want to encourage New Zealanders of Pacific descent to undertake entrepreneurial activities and replicate the successes of other Pacific achievers such as former Deputy Governor of the Reserve Bank, Adrian Orr; Professor of English Albert Wendt; Judge Ida Malosi, Barrister Satiu Simativa Perese and successful business leaders Mike Pero and Ulu Aiono” says Pacific Business Trust Chief Executive Paul Muller.

“The Pacific ‘story’ is a unique brand and it’s receiving critical acclaim particularly in the film and arts sector. You only need to look at the success of Bro’Town, Sione’s Wedding, No2 and the successes of Mike Pero and Adrian Orr to see how the Pacific story is transforming the world,” he adds.



In the future, the Pacific Business Awards could be celebrated in other parts of the world and thus empower Pacific people globally through formal appreciation and recognition. This could make the Pacific Business Awards a source of encouragement, motivation and inspiration for Pacific people globally.

The 2007 theme will lay the foundation for this platform and introduce plans to expand the Pacific Business

Awards to include an external international element to it. Watch this space!



MIT PACIFIC BUSINESS AWARDS 2007 – THE REGIONAL CONTEXT

The MIT Pacific Business Awards 2007 will be held during the lead-up to NZ's 2008 general elections and will attract people of all political persuasions. In the past it has always been well patroned by MPs, politicians, renowned entertainers and personalities and 2007 will be no different.



2007 will also see the coronation of the Maori King and the first year of reign for both King Tuheitia and the King of Tonga Siaosi V. Also in August 2007 the Oceania South Pacific Games will be held in Samoa.

2007 is an interesting transition year. In 2008, the Festival of Pacific Arts will be held in American Samoa. Held once every four years, the festival has been going since 1972 when it was first held in Suva, Fiji.

In New Zealand, other major events in 2008 include the International Indigenous Broadcasters Conference in Auckland.



Pacific Business Awards Background

Since 1993, the Pacific Business Awards have celebrated and recognised the achievements of Pacific Island business entrepreneurs, innovators and leaders.

The Awards reflects the ethnic and business diversity of NZ's Pacific communities.

At the 2005 Awards, the range of finalists included a quantity surveyor, a senior manager within the Ministry of Social Development, a restaurateur, a cleaning company, several Pacific Island community trusts, two import/exporters and an a market garden business.



Past judges have included Nevil Gibson, Editor in Chief of the National Business Review; Dianne Ludwig, Partner with Gosling Chapman Chartered Accountants,; Mike Pero, Managing Director of Mike Pero Mortgages and former Awards winner; and George Niuuhulu from Panorama Painters and Decorators Ltd.

Previous Awards events have been held at the Auckland Maritime Museum, Regent Hotel, Sky City and Auckland Town Hall.

The 2007 Awards is the ninth event to be held. The six award categories this year are:

- Pacific Business Person of the Year
- Pacific Business of the Year
- Business Enterprise Award
- Pacific Executive of the Year
- Pacific Community Enterprise Award
- Pacific Exporter of the Year

The MIT Pacific Business Awards 2007 winners will be announced at a black tie awards evening on Friday 15 June at the TelstraClear Pacific Events Centre in Manukau.



Past Judges Pacific Business Awards

1997 Pacific Business Awards Judges

CEO Maori Development Corporation
Acting GM NZ Institute of Management
Director of Business Television
PIBDT Board Member and
Co. Director of Hamilton Electro Platers
Director Emjay International Limited

Mr Waari Ward-Homes
Elizabeth Wotherspoon
Peter Verschaffelt

Grace Mitchell
Mr Maurice Payne

1999 Pacific Business Awards Judges

Editor-in-Chief NBR
Chief Executive Sky City
KT Footwear
Panorama Painters and Decorators Ltd
PIBDT Board Member

Nevil Gibson
Evan Davies
Karroll Brent-Edmondson
George Nihulu
Grace Mitchell

2001 Pacific Business Awards Judges

Editor-in-Chief NBR
PIBDT Board Member
CEO Employers & Manufacturers Assn.
Managing Director Mike Pero Mortgages
Partner Gosling Chapman Chartered
Accountants

Nevil Gibson
Grace Mitchell
Alasdair Thompson
Mike Pero

Dianne Ludwig

2003 Pacific Business Awards Judges

Editor-in-Chief NBR
CEO Employers & Manufacturers Assn.
Partner Gosling Chapman Chartered
Accountants
2001 Pacific Business Person of the Year

Nevil Gibson
Alasdair Thompson

Dianne Ludwig
Adrian Orr

2005 Pacific Business Awards Judges

Editor-in-Chief NBR
CEO Employers & Manufacturers Assn.
Partner Gosling Chapman Chartered
Accountants
New Lynn Building Centre
Executive Director JR McKenzie Trust
Chief Executive New Zealand Trade
and Enterprise
Managing Director Niu Vision Group
Cogita New Zealand

Nevil Gibson
Alasdair Thompson

Dianne Ludwig
Isaac Tuhega
Ian Hines

Tim Gibson
Fa'amatuinu Tino Pereira
Uluomato'otua Aiono



FEEDBACK FROM PREVIOUS PACIFIC BUSINESS AWARDS WINNERS

“Before I entered the awards, I wasn’t really sure how I measured up against some of my bigger competitors. When I won, the recognition was enough to say that I did measure up. There are lots of Pacific people in business now. The awards are a good way for Pacific Business people to be recognised but you can’t be shy about entering.”

George Niuhulu - 1997 Business of the Year Winner – Panorama Painters

“We gained a lot of recognition from winning the award and benefited from all the publicity that went with it. As a result we were voted in the Top 50 fastest growing businesses in New Zealand that year. The award itself gave us recognition in Christchurch and brought in a lot of business and it’s going on today.”

Uaita Fui - 2001 Pacific Business of the Year Winner – E&I Engineering

“Winning the Pacific Business Trust award was a very proud and uplifting event for me. The award not only allowed me to celebrate my family and career, it also opened doors for me into the Pacific community. This has allowed me to give something back to the community and hopefully help lift some peoples’ sights when it comes to thinking business and career. I would encourage everyone to enter the Pacific Business Trust awards event for no other reason than ‘raising the bar’. If you don’t set challenges you will not succeed. “

Adrian Orr - 2001 Pacific Business Person of the Year

“I found it very encouraging to be a part of the awards: meeting so many other professional business people made me realize I wasn’t on my own! It was also a good opportunity to take a close look at the business and the wider context we’re operating in, and in what I could do to make the business even better. “It was a very positive experience.”

Isaac Tuhega - 2003 Pacific Business of the Year – New Lynn Building Centre

“It was a great opportunity to speak to different forums about leadership and to give real examples from my own leadership experiences within Carter Holt Harvey.”

Panu Raea - 2003 Pacific Business Leader – Carter Holt Harvey

“New initiatives have been formed as a result of the Business Awards in terms of new relationships and opportunities to promote our organisation. This has been fantastic because new audiences means greater exposure to some of the challenges and issues Pacific people face in improving their lives. On the whole, feedback since the PBT Business Awards has been positive and supportive.”

Gerardine Clifford, CEO Taeaomanino Trust – Winner 2005 Community Enterprise Award





MIT PACIFIC BUSINESS AWARDS 2007 Event Management Team

Chief Executive Pacific Business Trust	Paul Muller
Project Manager	Essendon Tuitupou
Communications Liason	Region Salanoa-Moelasi
Committee Members	Viliani Tiseli Ron Viviani Angelina Weir
Project Leader	Iulia Leilua/Silk Associates

For more information about the MIT Pacific Business Awards 2007 or to be accredited to cover the event for your media organisation, please contact:

Region Salanoa-Moelasi
Communications Liason
(09) 270 1003
regions@pacificbusiness.co.nz
www.pacificbusiness.co.nz

