

New Zealand Trade and Enterprise

NZ Health IT Cluster Health Sector Engagement Forum

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Agenda

- About NZTE
- Our economic challenge
- How we work with the Health IT sector
- Health Strategic Initiative
 - What is it?
 - What's in it for the Health IT sector?
- Working with NZTE

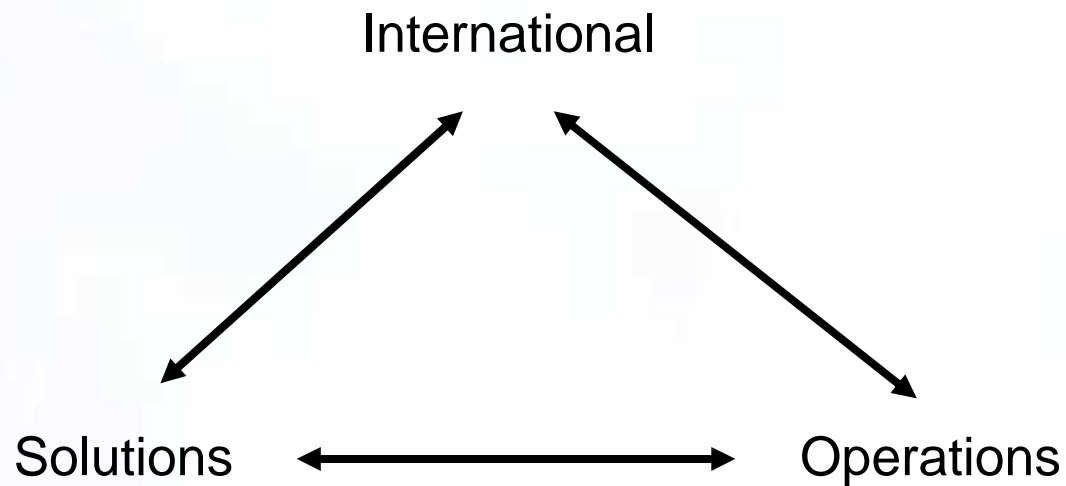
About NZTE – our role

- New Zealand Trade and Enterprise (NZTE) is the Government's national economic development and investment promotion agency
- Role is to lift New Zealand's economic performance by helping businesses to grow and compete internationally
- Network of offices around New Zealand and internationally
- Work with individual businesses and partners to support the growth and development of industries where New Zealand has a competitive advantage internationally

- Health is currently a key focus for NZTE

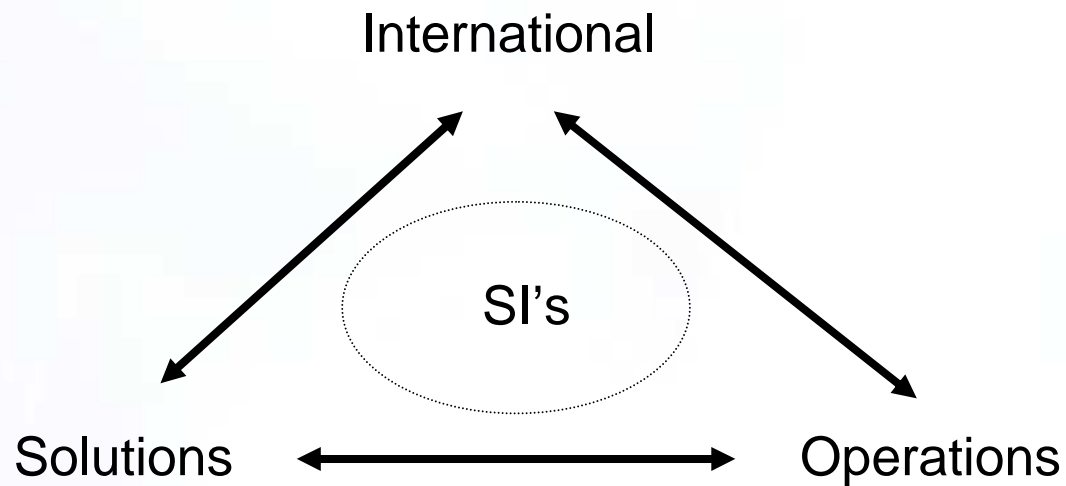
About NZTE – our structure

- Build business capability
- Improve the environment for enterprise & growth
- Increase international connections

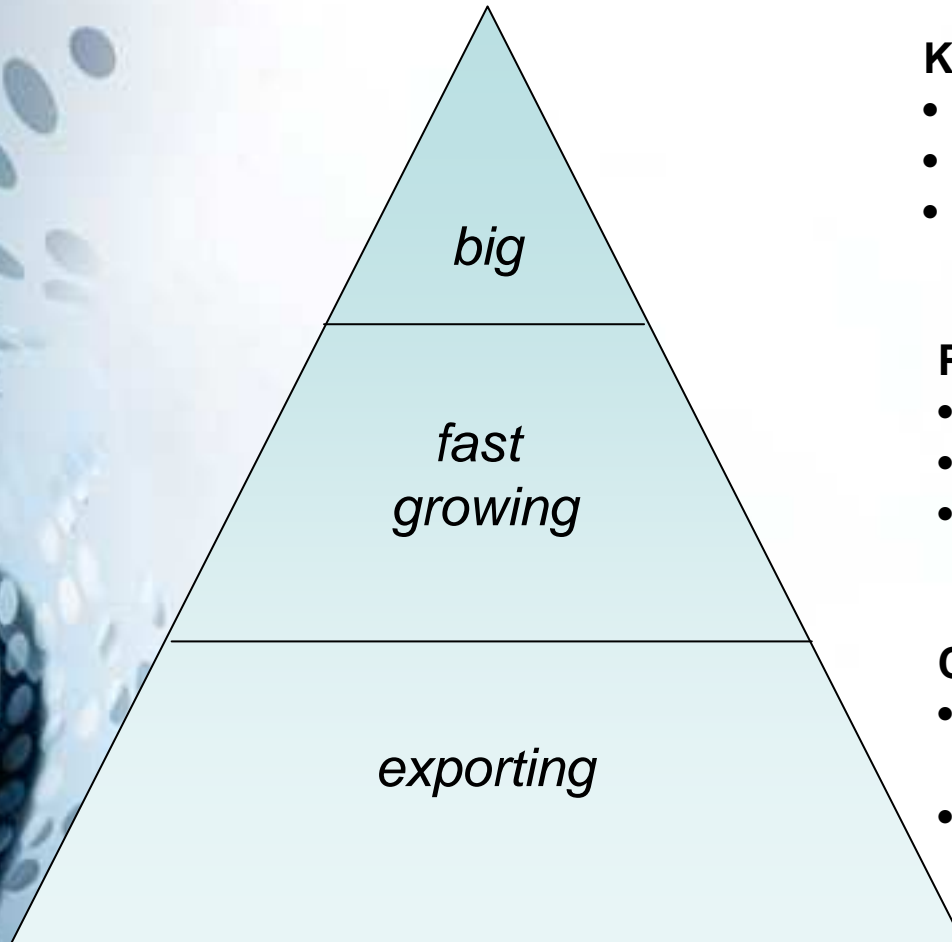


About NZTE – our Strategic Initiatives (SI's)

- Each SI is an integrated programme of work designed to help position NZ industry to capitalize on a medium - long term global growth opportunity (looking out 5 yrs plus)



About NZTE – who we work with



Key Accounts – up to 100 firms

- Large firms (>\$30m sales; >\$5m exports)
- Already in international markets
- Work with them to expand and deliver more wealth for New Zealand

Pipeline – 450 firms

- Fast growing
- Already in international markets
- Work with them to help them realise their growth potential

Clients – 2,000 firms

- Focused on exporting, but lower growth potential
- Help them enter or grow in international markets

Our Economic Challenge – are we moving out of recession ?

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Our Economic Challenge - goals for growth

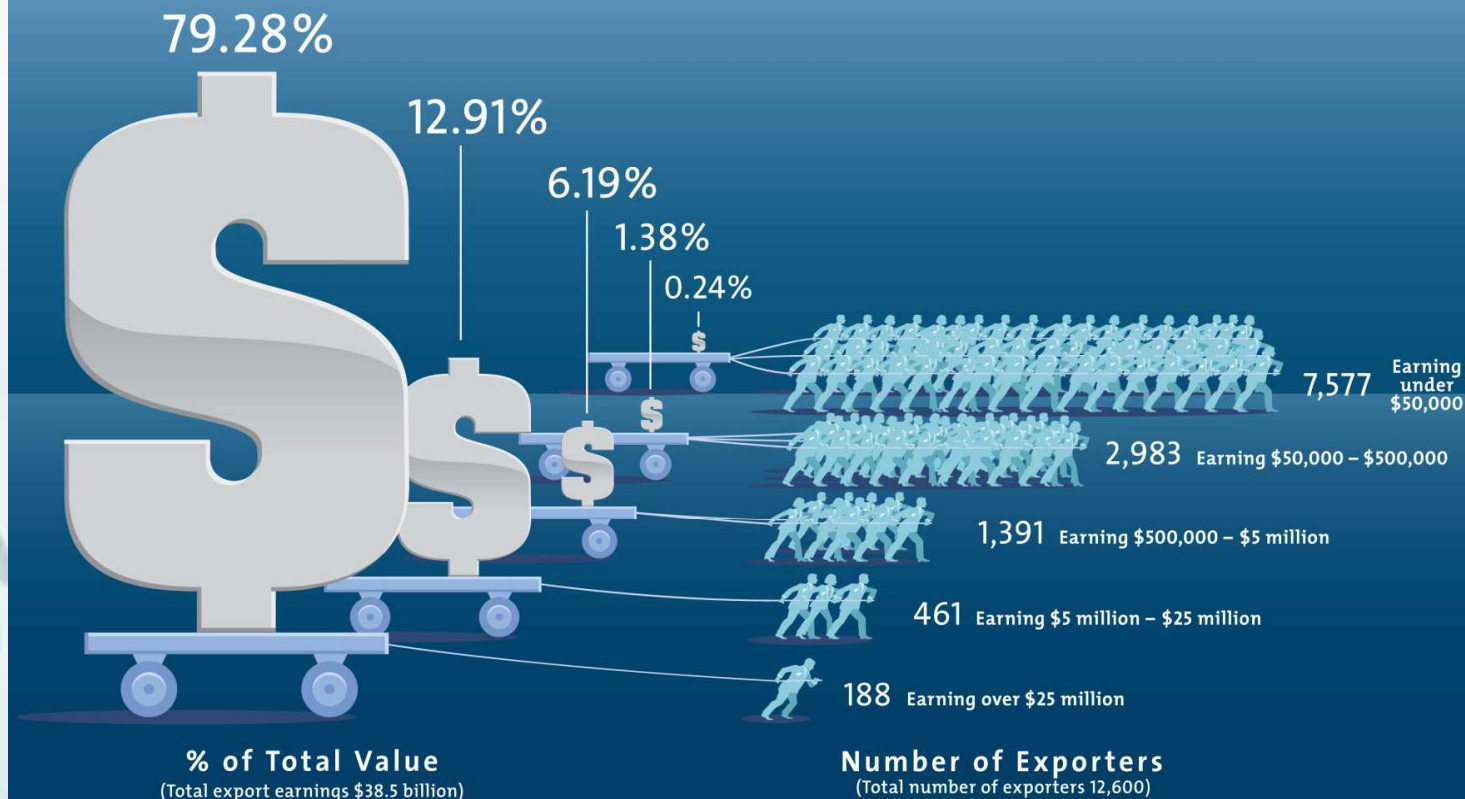
By 2025

- Increase exports to 40% GDP (currently around 30%)
- Close the income gap with Australia (currently around 30%)
- Translates to approx \$100bn in new export receipts pa

Our Economic Challenge – few firms generate most wealth

Earnings from exports of New Zealand goods, year to June 2008*

* Figures are for the export of goods. Exports of services to the end of December 2007 were worth \$12.7 billion.



Our Economic Challenge – lifting industry performance

- Improving productivity
 - Increasing the value of exports (not simply volume)
 - Stimulating the innovation to commercialisation pathway
 - Creating higher value jobs
 - Developing high value products and services
-
- The role of New Zealand's Health Industry sector ?

How do we work with the Health IT sector?

1. Work with companies one-on-one

- Intensive client engagement – NZTE global team
- International Growth Fund
- Enterprise Hotline

2. Companies access NZTE's products and services

- NZTE programmes e.g., Beachheads, Better by Design, Investment NZ
- Outsourced programmes e.g., Incubators, Escalator Programme, Enterprise Training, Mentoring
- Online resources: www.nzte.govt.nz

3. Work with groups of companies

- Health Strategic Initiative
- Sector Projects

Health Strategic Initiative - what is it?

Health IT, Medical Technologies, Bioactives

Long Term Objective

By 2025:

- **NZ health sector is a major driver of NZ's economic wealth and growth**
- **NZ internationally recognised for developing and implementing selected world-class health solutions**

Strategic Goals

1. Promoting internationalisation
2. Building Industry Capability
3. Strengthening the health innovation environment in NZ

Health IT - what we've already done

1. Promote Internationalisation

- Canada
 - business matching / Market Intelligence
 - relationship development: BC Minister of Health links
 - events: Canada e-Health, facilitated missions
- HIMSS – Asia Pacific (with Austrade) - Hong Kong, Malaysia
- HIMSS - US

2. Build Industry Capability

- Supporting NZHITC – financial, observer on Board
- Supporting collaborative projects

3. Strengthen Health Innovation Environment

- INNOV'08 – Health Innovation Summit
- Health Innovation CEO Forum

Health IT: what we're doing

Internationally focussed activity

- **Focus on Health Challenge** – www.nzfocusonhealth.com
 - US focus - workshops, mentoring, networks, mission in May 2010
 - Ten finalists selected from over 100 entries – includes Health IT companies (e.g., Emendo)
- **Arab Health** (25 – 28 Jan 2010, Dubai)
 - *The* event for the Middle East - over 2000 exhibitors, 55,000 attendees
 - New Zealand Healthcare Technologies Seminar (27 Jan) - Dr Shane Reti, Program Director of Clinical Informatics at Harvard Medical School facilitating
 - Gulf Cooperation Council (GCC) FTA leverage – April 2010
- **Canada e-Health** (30 May – 2 Jun 2010, Vancouver)
 - Networking dinner
- **Emerging Markets – Scoping work**
 - Thailand – Private hospital opportunities
 - Japan – Investment and trade opportunities

Health IT - what we're doing

Domestically focussed activity

- **Supporting the NZ Health IT Cluster**
 - Supporting specific forums and events e.g., market workshops
 - Helping the Cluster generally - Board observer
- **Improving the Environment for Health IT companies**
 - Input into policy development across Government
 - Health Innovation Hubs example – linking the health sector and health technology industry

Working with NZTE – how to contact us

- **General NZTE Enquiries**

- www.nzte.govt.nz
- Ph. 0800 555 888 (Enterprise Hotline)

- **General Health Enquiries**

- Duncan Catanach – duncan.catanach@nzte.govt.nz
- George Arnold – george.arnold@nzte.govt.nz
- Erika Kuoch – erika.kuoch@nzte.govt.nz
- Chris Boalch – chris.boalch@nzte.govt.nz

- **Arab Health Enquiries (Be quick 😊)**

- Hesham Salah – hesham.salah@nzte.govt.nz