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**Beachheads™**

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# Overview for LANZBC

Xymena Wasilewska

South America Beachheads Programme Manager



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# GLOBAL PUBLIC/PRIVATE PARTNERSHIP

**9 Advisory Boards  
South America, North America,  
Middle East, Southeast Asia,  
China, Japan, Europe, India and  
New Zealand**

**80 private sector mentors**

**101 participants**



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## OUR PURPOSE

To challenge exporters to create wealth for New Zealand by sharing global connections and experiences

## OUR FOCUS

Leveraging our knowledge and networks for export growth

# AREAS OF FOCUS

## Global Mindset

Is your business prepared?

## Market Feasibility

Is this the right market?

## Customer Acquisition & Retention

How do we generate revenue?

## Market Implementation

How do we deploy?

## Operations

How do we deliver?

## Finding Resources

How do I find the right team?

## Government and Regulatory

What are the rules?

# IS THE PROGRAMME RIGHT FOR YOU?

## BEACHHEADS WORKS BEST WHEN...

- You are targeting a priority market for your business
- You have a presence in that market
- You have commitment of management resources and capital
- You are open to ideas and taking advice
- You are a managed NZTE account
- You have an existing relationship with NZTE in-market

# Stephen O'Sullivan

## Chair

### SAO PAULO – BRAZIL



Lawyer - thorough knowledge of corporate, tax, finance, labour, regulatory, intellectual property issues in the Brazilian market



## **Jorge Forteza – Argentina**

Economist, advisor to leading multinational companies.

Expertise in corporate strategies, public sector, internationalization strategies.



## **Gustavo Richardson–Argentina**

Lawyer & Business Administrator

Expertise in commercial and financial law, credit risk, experience in retail and banking sector.



## **Antonio Bardella Caparelli – Brazil**

**Mechanical Engineer**

**Expertise in sales and marketing  
strategies in metal mechanic,  
energy, infrastructure industries,  
mining, wind energy, biofuels.**



## **Martin Cartwright – Chile**

2011 Lincoln University Alumni  
Involved with NZ agritech business for  
over 30 years, with main focus on  
horticulture. Expertise in business  
practices in Chile.



## **Sergio Silva – Chile**

**Sergio will be introducing himself.**

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# SOUTH AMERICA BEACHHEAD COMPANIES

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