



MAYOR'S FOREWORD

Welcome to this celebration of Wellington's amazing businesses – their successes, their contribution to New Zealand's economy and their BIG plans for the future.

Our city is home to some of the stars of New Zealand business such as Weta Workshop, Infratil and Fronde. It is the base of many other international and domestic success stories, like GreenButton, Matakina, Gibson Group, Sidhe, Click Suite, The Formary and Im-able and we continue to nurture innovative start-ups.

We're proud to be the nation's capital, but there's so much more to the city than that.

The private sector accounts for nearly 80 percent of Wellington's economy and just over 70 percent of our jobs. The region's big three industries are finance and insurance, communications services and business services. Central government administration and defence is ranked fourth.

We have a flourishing creative sector and a growing knowledge-based economy.

Our greatest asset is our people – we have New Zealand's most highly educated population.

These skilled and talented people love living in our compact, cosmopolitan city with its strong arts focus and considerable natural beauty. This is an exciting place to live, work and play.

They love our strong eco-city performance. Wellington has a low carbon footprint and a high public transport use. We're a smart, green

capital with exceptional access to renewable energy. Our creative and knowledge-based economy weighs a little less heavily on the earth.

Wellington is built around a stunning harbour and surrounded by natural beauty including the award-winning eco-attraction Zealandia.

As New Zealand's capital city we are the seat of government and home to embassies and consulates. These are all valuable sources of international connections and knowledge. We are committed to strengthening business and cultural international connections.

Wellington City Council is committed to building on the strengths of this city so that we continue to attract, retain and grow dynamic and innovative businesses.

Most importantly, we're telling a selection of our business success stories so that the Coolest Little Capital in the World is known as a great place to do business.

Celia Wade-Brown
MAYOR



CR JO COUGHLAN

ECONOMY PORTFOLIO

Many people may be surprised at how important business is to Wellington and how business-friendly Wellington is.

We are focused on retaining, attracting and growing businesses and jobs so that our children can have a future in Wellington and enjoy one of the best standards of living in the world.

I'm confident that our business people understand this and are responding to the challenge.

Over the last decade Wellington's economy has been growing at a relatively fast rate. Our gross domestic product has risen on average 3% a year for the last 10 years, compared with the national average of 2.2%. The number of businesses is also up 22% since 2000.

We have a world class and talented public sector. But 79% of our gross domestic product actually comes from a diverse private sector.

Along with strong knowledge based industries and a growing creative sector we have finance, communications business services sectors, wholesale trade, transport hi-tech manufacturing and property industries. The weightless economy, web design, screen, gaming application development is alive and well. We're also home to the New Zealand Stock Exchange (NZX); regulators and banks. We have unique international connections as Wellington is home to the diplomatic corps.

Education, knowledge and research thrives, with five tertiary institutes; excellent schools; Crown Research Institutes and many private sector research entities. Wellington is the science and exploration centre of New Zealand.

Our businesses are fuelled by a highly skilled workforce. The region also has the highest average household income in the country and more than 40% of households earn more than \$89,000 a year.

We're a young, vibrant city – 56% of Wellingtonians are aged between 18 and 49, compared with 45% of the overall population.

With a relatively low carbon footprint (we produce greenhouse gas emissions of 6.2 tonnes per person, compared with a national average of 18 tonnes) we rank 5th globally on the Mercer eco-city index.

The City has earned its reputation as New Zealand's creative capital – being home to museums, theatres and arts festivals, including our National Museum Te Papa Tongarewa, the New Zealand Symphony Orchestra, the Royal New Zealand Ballet, the World of Wearable Arts and the biennial International Festival of the Arts.

Great access to sports venues; culture and the arts; night life and entertainment means Wellington is an excellent place to live, work and play for families.

We are a dynamic and culturally diverse society ready to pursue more partnerships, international opportunities and investment.

Wellington is open for business!

Jo Coughlan
COUNCILLOR

WELLINGTON PROFILE

- 22%** Growth in the number of businesses since 2000
- 25,000** Number of Wellington-based businesses
- 20** of top 200 companies in Wellington
- 48%** City's share of regional businesses
- 9.9%** City percentage to national GDP (2010)
- 2.9%** GDP growth pa for 2010 year – national (1.5%)
- 79%** GDP comes from private sector
- 0.5%** Employment Growth (2010) – national (0.3%)
- 56%** Wellingtonians aged between 18–49
- 59%** City's share of region's employment
- 2.4%** Annual GDP Growth per employee – national (1.2%)
- 93,110** Total central city workers
- \$31.90** Wellington City's average hourly wage, the highest in the country (December 09)
- 5th** World ranking eco-city (Mercer 2010 Quality of Living Survey)
- \$127,000** Wellington CBD average labour productivity per FTE (highest in region)
- 49.7bn** Capital City value (QV rating as of 30 June 2011)
- 8kms** from CBD to airport (shortest distance of major New Zealand cities)

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Buon Natale
Thank you from red vespa

REDVESPA



INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS



8-INTERACTIVE



CLICK SUITE
BECK



TIMES-7
GREENBUTTON



3MONTHS

ESTABLISHED 2000

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

WEB APPLICATIONS

3months builds innovative, future-proof and attractive web and mobile-web applications. Using open source technology, smart developers and an agile process, 3months builds web software faster and cheaper than you might imagine.

HIGH PROFILE SITES

Over the last decade 3months has been quietly working with clients to build some of the most successful, innovative and high profile sites in New Zealand and around the world. Our mobile team has built smartphone applications for numerous clients including Deloitte and Consumer.

GROWING THE TEAM

We now have the opportunity to grow our Wellington-based team quickly and continue to help New Zealand businesses compete internationally in the web and mobile web space.

TAKE A LOOK AT OUR WORK

You can see our work at www.telme.org.nz (Consumer NZ), www.toyota.com/camryeffect (Toyota US), www.powerswitch.org.nz (Consumer NZ) and Nzsl.vuw.ac.nz (New Zealand Sign Language). Other recent projects include www.sponsafier.com (Toyota US), www.creativeNZ.govt.nz (Creative New Zealand), www.digitalNZ.org.nz (National Library) and www.savethechildren.org.nz (Save the Children).

WHY WELLINGTON

Based in NZ's creative hub

We are based in New Zealand's creative hub – Courtenay Place. We love the fact that within a 10 minute walk we can be collaborating face-to-face with some of the best people in the country to push the boundaries of what can be done in the web and smartphone space.

WWW.3MONTHS.COM

 **3MONTHS**
AGILE WEB SOLUTIONS

8INTERACTIVE

ESTABLISHED 2009

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

DIGITAL BOOKS DELIVERED EVERYDAY

8Interactive's Read Me Stories iPad/iPhone application delivers a new digital book to your child every day. The illustrations are gorgeous. Children are enthralled by the books, and parents love them too. It works everywhere – car, café, while mum is cooking, bedtime, you name it.

READ BY MORE THAN A MILLION CHILDREN AROUND THE WORLD

Read Me Stories is the top reading application for kids in the 'education' category in the US, UK, Australia, Canada, and Singapore. It's the top education application overall in New Zealand. We've published more than 100 books and 99% of our customers are overseas.

USING TECHNOLOGY TO GET KIDS HOOKED ON READING

Gorgeous digital art, rich sound tracks and touchable characters create an addictive reading experience for kids.

WHY WELLINGTON

Wellington is a fun, safe place to live and work

Wellington has a vibrant community of entrepreneurs running some pretty amazing businesses. It has a very active startup community. It's friendly, welcoming new comers with open arms. And it's a fun, safe place to live and work.

WWW.8INTERACTIVE.COM



8INTERACTIVE

ABLE TECHNOLOGY

ESTABLISHED 2006

**SECTOR: INFORMATION TECHNOLOGY
& TELECOMMUNICATIONS**

INNOVATIVE WEB AND MOBILE APPLICATION DEVELOPER

Able Technology is a specialist web and mobile application developer. We can revolutionise customer interactions for our clients, or improve business processes with our mobile phone applications, software-as-a-service developments, and data-visualisation and web applications.

OUR TEAM HAS QUADRUPLED IN THE LAST YEAR

Able Technology is one of New Zealand's leading proponents of Ruby-on-Rails, the technology behind high profile web applications such as twitter,groupon, hulu and basecamp. In the last year Able Technology's team has quadrupled in size through acquisition and natural growth.

WE'RE READY TO HELP BUSINESSES REALISE NEW OPPORTUNITIES

Our talented team, our experience and the technologies we use are in great demand to enable businesses to realise new opportunities!

OUR DEVELOPMENTS AND CUSTOMERS

You can see the results of our work at sharesight.co.nz, find.bnz.co.nz, journeyplanner.org.nz, landandwater.co.nz. Other developments include the iPhone application aedlocations.co.nz, and a web publishing system for Radio NZ.

WHY WELLINGTON

Wellington is a hotbed of skill and innovation in the web and mobile app sector. The nature of Wellington means we work, live and play in this community with our customers and with our competitors – there is great competition and co-operation. Wellington has a passion to see growth in this sector, and there is good interaction with the local universities to foster the skills we need in the future.

WWW.ABLETECH.CO.NZ

able
TECHNOLOGY

AURA INFORMATION SECURITY LIMITED

ESTABLISHED 2006

**SECTOR: INFORMATION TECHNOLOGY
& TELECOMMUNICATIONS**

CYBER SECURITY SERVICES THAT PROTECT AGAINST THE 'BAD GUYS'

Aura is leading the field in cyber-security in New Zealand. We help customers manage and resolve security issues with services that include penetration testing, security architecture and secure development training.

NZ'S FIRST PAYMENT CARD INDUSTRY APPROVED SCANNING VENDOR

In the last three years our revenue has grown 281%. We were the Electra Business of the Year 2010 and were in the Deloitte APAC Technology Fast 500. This year we're hoping for a Deloitte Fast 50 placing. Our biggest coup was becoming New Zealand's first PCI ASV (Payment Card Industry Approved Scanning Vendor). This globally recognised certification allows us to scan banks and companies for credit card security.

WE PLAN TO GROW INTERNATIONALLY

Our vision is to take our highly repeatable business model and grow it internationally.

WE ALREADY HAVE CUSTOMERS IN THE US, UK AND AUSTRALIA

Our customers include all New Zealand's high-street banks, several government agencies, insurance companies and corporates. We also have customers in the US, Australia and UK.

WHY WELLINGTON

Wellington is a great place for networking
Wellington is an awesome place to do business with many a business deal signed and sealed over a coffee. Its small village-like proximity to large companies makes it ideal for networking with customers and friends.

WWW.AURAREDEYE.COM



BEEK

ESTABLISHED 2009

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

ONLINE INTERACTIVE DESTINATION GUIDE HELPS TOURISM OPERATORS WOO CUSTOMERS

Beek provides a 3D interactive destination guide for websites that enables prospective travellers to explore destinations online and plan their visits. Our product is designed to inspire prospective travellers with a destination experience and to encourage them to book with our clients.

WE'RE NEW BUT WE'RE WINNING CUSTOMERS

We're incubating at Creative HQ but we already have more than 60 customers. Our product has helped many clients increase bookings and attract more customers. The next version is nearly complete, and will allow us to scale nationally and internationally.

WE AIM TO PROVIDE A MARKETING TOOL THAT'S USED AROUND THE WORLD

We plan a fast expansion into more New Zealand destinations, then to take our product overseas. We aim to have the most powerful marketing tool a group of operators can have to attract customers to their destination.

WELLINGTON'S TOURISM SECTOR ALREADY USES OUR PRODUCT

Our clients include Wellington Airport, Te Papa, Interislander, Cable Car, Carter Observatory, St James Theatre, Cruise Terminal, East By West and Department of Conservation.

WHY WELLINGTON

Wellington has given us a perfect environment to grow. We've grown with support from Creative HQ, and guidance and assistance from Grow Wellington and Positively Wellington Tourism. The start-up scene is very active, with great peers achieving wonderful things and providing incredible inspiration.

WWW.BEEK.CO



CENTRUFLOW LIMITED

ESTABLISHED 2006

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

VISUALISATION SOFTWARE

Centrurflow provides visualisation software and consulting services to government. Our solution enables people to make sense of complex environments by automatically generating pictures that both business and technical people can understand. We turn data from a variety of sources into graphs, activity monitors and real-time dashboards.

CURRENT PROJECTS

Current projects include the replacement of the health identity system at the Ministry of Health and assisting with the upgrade of the client management system at the Ministry of Social Development.

EXPANSION PLANS

After building a solid foundation of government references in Wellington we hope to work with our international partners to replicate our local successes overseas.

PUBLIC AND PRIVATE SECTOR CLIENTS

Other recent clients include New Zealand Transport Agency and Environment Science and Research. We've also done work for Telecom, Vector and New Zealand Racing Board.

WHY WELLINGTON

Wellington is our centre of innovation

We focus on Wellington-based government projects involving a major technological change, where our approach can make a real difference. We enjoy the challenge of connecting policy, people and technology.

WWW.CENTRUFLOW.COM



CITYLINK

ESTABLISHED 1995

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

FAST, FAIR AND LOCAL

CityLink's fibre optic network brings the economic, social and cultural benefits of high speed broadband to New Zealand. CityLink takes a central role in nearly every New Zealand Internet connection through the national Internet exchanges it operates. We pioneered multimedia streaming in New Zealand with the largest national television and radio distribution network, minimising international costs.

TRANSFORMING BROADBAND

CityLink delivers Wellington an open access fibre optic network at affordable rates. Our broadband has been the catalyst for multimedia services, forming the basis of much New Zealand audio, video and broadcast streaming. This year, we created the Wellington City Gigabit Network for civic services, one of the largest in the world.

BROADBAND IN THE HAND

CityLink operates the cdfree and CaféNET Wi-Fi networks which put public access wireless broadband into the hands of thousands of people every day. This is the largest network of its kind in New Zealand.

ENABLING INNOVATION

CityLink continues to enable innovations such as cloud computing and un-tethered access. We have the culture, innovation and flexibility to leverage new technology waves of the future. Many New Zealand companies are quick to credit CityLink's unique services for their success, including TradeMe, Weta Productions and FX Networks.

WHY WELLINGTON

One of the best connected cities

Wellington was one of the world's first connected cities and continues to be a world leader.

WWW.CITYLINK.CO.NZ



CLICK SUITE

ESTABLISHED 1994

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

INTERACTIVE MEDIA

We create custom-made interactive media that helps our clients connect with their audiences. We're best known for our innovation and rich media experiences; experiences that have the wow factor and create lasting impressions.

90 AWARDS AND FINALIST PLACINGS

Over 17 years we have won almost 90 awards and finalist placings. We've scooped some pretty fancy awards in the US and Europe, but nothing thrills us more than seeing someone interacting with our work and saying 'wow'.

WATCH THIS SPACE

We have a couple of exciting business ventures that are now up and running, under their own brands and companies, that will see us achieve some neat things internationally in the next 12 months or so.

FROM EXHIBITIONS, TO OIL, TO IPHONE RECIPES

Examples of our current work include creating a massive multi-touch table for a new exhibition at the National Library and New Zealand's first recipe application for the iPhone. We are also using video mapping projection technology to bring alive Maori carvings in a new tourism facility in Whakatane. And we are creating websites and digital media tools for Chevron Texaco in the US.

WHY WELLINGTON

Wellington is a town of quiet achievers

Wellington is a hotbed of innovative companies, most of which you may never have heard of. All quietly achieve incredible things on local and international stages. That means we're in great company.

WWW.CLICKSUITE.CO.NZ



CORE TECHNOLOGY LIMITED

ESTABLISHED 1993

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

BUILDING SOFTWARE THAT DOES WHAT YOU WANT

We are the fastest way to get a great idea out of your head and into a system that does exactly what you want. We put together the best technologies in the world to do this, making it faster and less expensive than other ways of creating systems.

EASY TO USE

Aviarc from Core Technology is internationally recognised as a simple to use, socially collaborative development tool that makes it simple for new ideas and innovations to be shared between people. It's so easy it's hard to believe you are building enterprise class software. Aviarc won the prestigious Consensus Award and we are a strategic partner in IBM's global cloud ecosystem.

MOVING INTO EXPORTS

Aviarc is entering the US and Asian markets, with excellent support from clients, IBM Corporation, NZTE and MSI. We make building serious software incredibly simple so people can do exciting things in a quick, friendly, economical way, freeing the world to be powerfully creative.

CLIENTS IN AUSTRALASIA

Aviarc has more than 30 clients in Australasia and New Zealand. Our other partners include Fujitsu and Equinox.

WHY WELLINGTON

It's cool to come
from Wellington

A great lifestyle in the coolest little capital in the world, which values entrepreneurship and the creation of international revenues from Kiwi innovations. Folk from all over the world think it's cool that we come from Wellington, New Zealand.

WWW.CORETECH.CO.NZ



CRICHQ

ESTABLISHED 2010

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

INNOVATIVE TECHNOLOGY TO IMPROVE CRICKET SCORING AND COACHING

CricHQ is a sports technology company that designs and develops innovative ways to improve how junior and amateur cricket is scored, analysed and coached. CricHQ has developed CricScore – designed to make scoring fun and easy, and to eliminate the need for manual data entry and the corresponding manual data upload.

CRICSCORE TO BE USED IN ENGLAND

NatWest in England will bring CricScore, integrated with the competition management website PlayCricket, to the recreational cricket landscape free of charge with CricHQ receiving a per application download fee. 95% of all matches scored within England are PlayCricket fixtures.

BECOMING A GLOBAL HOME FOR CRICKET

Our goal is to become the global home for professional, recreational, amateur and junior cricket.

WHO'S ON THE TEAM

Our commercial partners include; RBS, Natwest, Puma, Fujitsu Heatpumps, and some major additional brands to be announced shortly. Our cricketing partners include the ICC, NZCPA, PCA, ECB, USACA, NZC, Interact Sports, and Cricket Ireland.

WHY WELLINGTON

Wellington is one of the most culturally diverse cities in New Zealand.

Wellington's council has vowed to invest heavily in the IT sector. The government agencies set up to help start-up enterprises have been fantastic to deal with. Wellington is a fantastic base for a global business.

WWW.CRICHQ.COM

CricHQ

CRITCHLOW LIMITED

ESTABLISHED 1991

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

SPATIAL SOLUTIONS

Critchlow specialises in spatial analysis services and solutions. Using our solutions and expertise to link otherwise disparate data – client locations, demographic data, socio-economic variables, asset location – in a spatial context, our clients gain insight into their operations. This helps improve productivity and profitability.

ROADING, MAPS AND NAVIGATION DATA

Critchlow introduced the first desktop geographic information system software to New Zealand. We provide the road network data used by the Ministry of Transport's Crash Analysis System. Additionally, Critchlow exports its New Zealand transport network dataset to NAVTEQ, a global map and navigation data provider.

USING SPATIAL INSIGHTS TO SOLVE BUSINESS AND COMMUNITY PROBLEMS

Our aspiration is to be a global pioneer in new techniques and solutions that deliver spatial insights into business and community problems in transport, health, waste and emergency management.

WE HAVE MORE THAN 500 CLIENTS

Critchlow has more than 500 clients in New Zealand, Australia, the US and the South Pacific. Our clients include the Australian Attorney-General's Department, Foodstuffs, Mitre10, Fonterra, NZTA, City of Melbourne, Western Australia Police and 60% of New Zealand territorial authorities.

Other household names like Vodafone, Meridian Energy, Plunket and the Ministry of Health rely on expertise and solutions from Critchlow to manage aspects of their operations.

WHY WELLINGTON

Truly a global village

Being located in Wellington over the last 20 years has provided us with ready access to the government, commercial, research and academic sectors, as well as talented, connected and creative people – truly a global village.

WWW.CRITCHLOW.CO.NZ



FRONDE

ESTABLISHED 1992

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

TRANSFORMING BUSINESS PERFORMANCE

Fronde delivers innovative software solutions to the government, utilities and finance sectors. Fronde was an early adopter of cloud computing, and is also seen as the innovator in mobile solutions.

WINNING AWARDS AND CUSTOMERS

Fronde made NZ Top 15 in CIO Magazine's Strategic 100, as one of the 15 most important New Zealand IT operators. We also won the Community Impact Solution of the Year with the Ministry of Education's Enrolment Management System at the 2009 Microsoft Partner of the Year Awards.

We built and continue to support the largest non-bank lending system in the country, and one of the security systems built by Fronde processes over 1 billion requests a day.

Fronde integrated the New Zealand wholesale electricity market system. Fronde is Google's preferred enterprise partner and has been supporting organisations, such as New Zealand Post, to transform its business with Google Enterprise products.

WE WORK WITH THE LIKES OF GOOGLE, MICROSOFT AND ORACLE

Our partners include Google, Microsoft, Salesforce.com and Oracle. Our clients include Ministry of Social Development, Ministry of Justice, Ministry of Agriculture and Forestry, Ministry of Defence, Ministry of Education and New Zealand Post.

WHY WELLINGTON

Wellington is a vibrant ecosystem of IT innovation. This ecosystem is made up of investors, business support services, commercialisation experts and innovators. Locating our head office in Wellington allows Fronde to tap into those resources and highly-trained professionals.

WWW.FRONDE.COM

FRONDE
collective genius

FX NETWORKS

ESTABLISHED 2003

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

WE OPERATE A FIBRE OPTIC NETWORK THROUGHOUT NZ

FX Networks supplies Wide Area Network (WAN), Internet, voice and private networking services to businesses, government agencies and the ISP industry. It owns and operates a fibre optic backbone network throughout New Zealand.

OUR FOOTPRINT COVERS THREE QUARTERS OF THE POPULATION

We have over 3,000kms of fibre optic cable laid in the ground throughout New Zealand. Our footprint covers 75% of the population.

DELIVERING FAST BROADBAND AROUND THE COUNTRY

We plan to extend the network, and bring high speed broadband to the far corners of New Zealand. FX is well positioned to ensure the government Ultra Fast Broadband Investment is connected between regions and to the world.

OUR CUSTOMERS ARE HOUSEHOLD NAMES

You might recognise some of our customers; Weta Digital, Transpower, one.govt, Television New Zealand, Vodafone, Kordia, NZ Police and Big Save.

WHY WELLINGTON

Talented people live in Wellington

A geographically central location for our business makes sense. It also puts us close to the government and the public sector. Our industry has a very small pool of outstanding talent. Experience demonstrates some of the best talent resides in Wellington.

WWW.FX.NET.NZ

FXnetworks

GREENBUTTON LIMITED

ESTABLISHED 2008

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

HELPING USERS ACCESS THE POWER OF CLOUD COMPUTING

GreenButton is setting the standard for how software vendors 'on ramp' to the cloud and how end-users access the power of cloud computing.

We have offices in Wellington, Palo Alto and Seattle. We are Microsoft's international Azure cloud partner for 2011 and the only company to offer a patented solution around the predicting price, time and delivery of on-demand cloud computing power.

MICROSOFT GLOBAL CLOUD SOFTWARE PARTNER OF THE YEAR

GreenButton has partnered with Pixar Animation Studios to globally enable cloud-based access to its famous RenderMan software. Today 60% of all digital media software vendors are partnering with GreenButton. We have also deployed cloud solutions for the oil and gas, and bio-tech industries, and are now attacking the global financial services sector.

We are Microsoft's global cloud software partner of the year. We were also named one of Microsoft's top three global start-ups for 2011.

WE HAVE USERS IN 70 COUNTRIES

We recently signed a global alliance with Microsoft, which included US\$1 million in funding. We have users in 70 countries and business relationships with more than 60 global software providers including Pixar, Microsoft, Cyberport China, Right Hemisphere and Biomatters.

WHY WELLINGTON

Wellington is recognised as an international creative hot spot – at Pixar everyone knows where Miramar is!

WWW.GREENBUTTON.COM



GreenButton™

HARMONIC AOTEAROA LIMITED

ESTABLISHED 2001

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

HELPING CLIENTS SOLVE BUSINESS CHALLENGES

Harmonic is a specialist consulting and software solutions provider. We provide analytical expertise and decision support tools to help customers understand their cost and productivity drivers. Our solutions deliver tangible value, typically reducing operating costs and improving return on investment.

DELIVERING VALUE FOR CLIENTS

Key Harmonic clients include Telecom, Transpower and NZ Beef and Lamb. Harmonic has delivered significant results for our clients including: Cost savings of \$40 million per year, improved asset management and operational efficiency gains of 20 to 30%. We won the TUANZ Innovation Award in the Rural Category 2010, and were a finalist in the Hi-Tech Awards 2010.

GOVERNMENT, UNIVERSITY AND INDUSTRY PARTNERS

We work with government agencies, universities and industry partners – particularly those in the telecommunications, energy/utility and agriculture sectors. We are a member of IBM PartnerWorld. Other channel partners include NEC and Alcatel-Lucent Technologies. We consulted with the government on initiatives including the ICT science agreement with South Korea, and the establishment of the Korea, Australia and NZ Broadband (KANZ) Summit.

WHY WELLINGTON

Wellington has a vibrant heart

The city's compact nature means it's easy to meet with clients, partners and government agencies when required.

With a creative and technology savvy culture, Wellington appeals to a variety of talented people to live and work in.

WWW.HARMONIC.CO.NZ



IPREDICT LIMITED

ESTABLISHED 2008

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

PREDICTION TECHNOLOGY

We provide real time, accurate, 24/7 forecasting of publicly-observable events covering political, economic and business issues. Prediction market technology is superior in accuracy terms to polling. It is not susceptible to the selection bias that affects polling, and it is a much cheaper means of gathering data.

ACCURATE PREDICTIONS

iPredict was the second-most accurate forecaster in the 2008 election, just beaten on the final poll by TNS. Our accuracy rate is 88%. We now have 5200 registered users providing a substantial user base to draw on when asking questions. iPredict was a finalist in the 2010 New Zealand Hi-Tech Awards.

SCALING UP FOR OVERSEAS EXPANSION

We have recently moved to a new revenue model and aim to use the 2011 election to demonstrate we are capable of massive scaling overseas. We have invested in developing an Australian legal compliance entry strategy. The US presidential election in 2012 offers a strong entry opportunity.

WHY WELLINGTON

Entrepreneur friendly

Wellington is very entrepreneur and start-up friendly. There is an active community of entrepreneurs.

The population density and ease of movement within the city is conducive to regular meeting and information exchange.

WWW.IPREDICT.CO.NZ



NORTHSOUTH GIS NZ

ESTABLISHED 1987

**SECTOR: INFORMATION TECHNOLOGY
& TELECOMMUNICATIONS**

INNOVATIVE GEOGRAPHICAL INFORMATION SYSTEMS

NorthSouth GIS Group provides innovative geographic information system (GIS) solutions. We deliver solutions to customers around the world, from Homeland Security in the US to Canterbury Earthquake Recovery Authority in New Zealand. These customers use GIS across a broad range of disciplines.

RECOGNISED BY THE WORLD'S LEADING GIS SOFTWARE PRODUCT COMPANY

The NorthSouth GIS Group is one of the first organisations in the world to be selected for 'Gold Tier' status by the Esri Partner Network. Esri is the world's leading GIS software product company.

We helped the Port of Los Angeles win a prestigious American Association of Port Authorities IT award and Taranaki Regional Council win an International Excellence Award at the Geospatial World Forum in Hyderabad, India.

OUR CUSTOMERS INCLUDE CLIENTS IN NEW ZEALAND AND WORLDWIDE

Our customers include; City of Los Angeles, LINZ, CERA, Auckland Policy Office, Taranaki Regional Council and we are even mapping the Kuwait/Saudi border!

WHY WELLINGTON

Wellington is ideally suited to businesses competing in the global market
NSG NZ has recruited skilled migrants who are attracted to the Wellington lifestyle, allowing NSG NZ to establish itself as a centre of excellence for export opportunities.

WWW.EGL.CO.NZ



OPENCLOUD

ESTABLISHED 2000

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

HELPING CLIENTS MAXIMISE THE POTENTIAL OF THEIR CORE TELCO NETWORK

OpenCloud technology opens up the mobile, fixed and broadband telephone networks (the cloud) to Internet style application development. This enables efficient management of communications services across current and next generation networks. OpenCloud lowers operational costs and enables faster service development with its horizontal service layer platform.

OUR LARGEST JOB INVOLVES 80 MILLION SUBSCRIBERS

OpenCloud has more than 30 deployments in some of the world's largest and most critical telecommunication networks, enabling more than 200 million subscribers to communicate.

Our first deployment was in Vodafone Spain and our largest is in Telkomsel in Indonesia, where we handle all the data charging traffic for 80 million subscribers across 20 different IN networks.

WE HAVE CUSTOMERS AROUND THE WORLD

Our customers include Vodafone Group (Spain, Portugal, Italy, Qatar, India), Telkomsel, British Telecom, T-Mobile, Wind, Orange, Softbank, China Unicom, Telefonica, Smart, Sprint, and PCCW.

Our OEM and system integration partners include Nokia Siemens Networks, ATOS Origin, Ericsson, and Tata. Companies we're building services with include NetDev, Altran, AlmiraLabs, EricPol, and Evolved Intelligence.

WHY WELLINGTON

Wellington has a good supply of high quality graduates. Among our staff we have 25 people with degrees, 15 with honours, seven with masters, and two with PhDs – most of them in computer science and engineering.

WWW.OPENCLOUD.COM



REDVESPA

ESTABLISHED 2003

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

BUSINESS ANALYSIS

Redvespa is an information technology company specialising in business analysis. We offer a full 'enterprise package', including practice management (Redvespa Pulse), business analysis consulting (Redvespa Consultants) and a software as a service product (The BA Kit).

AWARD WINNING

We won the Best Small Workplace in the 2010 JRA Workplaces Awards and Employer of Choice in the 2011 NZ Hi-Tech Awards. It is our team of brand ambassadors that generates repeat business, new leads and helps us to maintain our position as the 'go to place' for business analysis.

TAKING IT TO THE WORLD

Our vision is to help organisations improve the maturity of their business analysis capability and therefore have more successful IT projects. Our aim is to remain New Zealand's leading independent business analysis consultancy and to showcase our expertise to the business analysis world.

RANGE OF CLIENTS

Redvespa's clients range from large businesses, government departments and councils, through to medium sized businesses. We also have a partnership with US-based KH and Associates, that offers to improve organisations' business analysis capabilities.

WHY WELLINGTON

We love Wellington

Wellington's reputation as a great place to live helps us attract and retain amazing talent. We can do business without difficulty in Wellington – its compactness enables us to visit and support our consultants and clients easily. This has helped us retain our boutique consultancy culture.

WWW.REDVESPA.COM



RUN THE RED

ESTABLISHED 2001

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

MOBILE SERVICES TO BUSINESSES

Run The Red provides mobile services to businesses in New Zealand and overseas. Our mobile CRM (mCRM) platform enables two-way conversations with customers.

Web-based analytics tools provide clients with real, measurable insights that make informed decision-making easy – and build great relationships with their customers.

MULTI-AWARD WINNING

Our awards include Best Mobile Application TUANZ Innovation Awards 2010, two Gold Axis Awards and two Webby Awards in 2009, finalist TUANZ ICT Innovator of the Year 2009, and finalist Australian Mobile Marketing and Advertising Awards 2008. We were the fastest growing technology company and 5th fastest growing company in the 2007 Deloitte Fast 50.

SERVICE OF CHOICE

With more than 150 campaigns and services running live across New Zealand, Australia and the US, our aim is to become the enterprise mobile platform of choice.

TIER-1 PARTNERS

We're a Tier-1 partner with Telecom, Vodafone and 2 Degrees. Our messaging Gateway manages 100 plus million SMS per year for brands including Facebook, Twitter, Bebo, PSIS and comm. Our clients include PSIS, Kiwibank, Department of Internal Affairs, RNZAF, NZ Police, Microsoft, BP, Shell and Pepsi.

WHY WELLINGTON

Inspiring place

Wellington's an inspiring place to do business. People talk about the vibrant arts scene in Wellington, but the business ecosphere is just as exciting for us!

WWW.RUNTHERED.COM



SEEKOM

ESTABLISHED 2002

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

INTERNET BOOKING

Seekom's iBex (Internet Booking Exchange) is a web-based system that offers online bookings, sales channel management and distribution, a property management system and content managed websites. It is used by more than 620 clients and their authorised resellers based in New Zealand, Australia, South Pacific and the UK.

COMBINING MARKET AND BOOKING

Seekom is the first company to provide a truly cloud-based booking system for the accommodation industry. Built around the Internet, it operates as a marketing tool as well as a booking system. Accommodation operators can outsource their entire booking technology to us – lowering costs and enabling them to concentrate more on their core business.

PLANS FOR A MULTI-LANGUAGE SYSTEM

The new version of iBex enables customers to set themselves up using online help and videos without the need to have us directly involved. This will improve our growth significantly as it will remove any scalability limitations. Our intention is create a multi-language system and enjoy high international growth.

ALLIANCES WITH SALES CHANNELS

We have alliances with more than 40 national and international sales channels in the accommodation industry, including Wotif, booking.com, bookit, AA, Jasons, Expedia, Travelocity, Orbitz, PhoneControl, LateRooms and LastMinute.

WHY WELLINGTON

Good place to network

We have become involved in networking with other like-minded Wellington businesses through our involvement with Grow Wellington and our membership of the Wellington Employer's Chamber of Commerce.

WWW.SEEKOM.COM



SILVERSTRIPE LTD

ESTABLISHED 2000

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

WEB CONTENT MANAGEMENT SYSTEM

SilverStripe builds websites and solutions based on the SilverStripe open source web content management system (CMS). The system is used by government organisations around the world, and is easy to customise and use.

USED BY BARACK OBAMA

SilverStripe CMS won the New Zealand Open Source Award in 2010 and 2008. They also gained traction overseas after building the US Democratic National Convention website that supported Barack Obama's 2008 presidential campaign. They developed a data driven site for metlink.co.nz, and built several geospatial platforms based on open data standards for LINZ and NIWA.

SUSTAINABLE GROWTH

SilverStripe is working on improving the CMS with the release of version 3.0 early next year. Their goal is to achieve sustainable growth by building reliable and innovative web solutions for government.

VISIT OUR WORK

SilverStripe has developed and built a number of high profile websites including; plunket.co.nz, metlink.co.nz, aa.co.nz, the website for local government elections in 2010, and geospatial websites for LINZ (geodata.govt.nz) and NIWA (os2020.org.nz).

WHY WELLINGTON

Capital of IT

'We see Wellington as the capital of IT and web innovation, making it a great fit for our company'.
Sigurd Magnusson,
Co-Founder.

WWW.SILVERSTRIPE.COM



SPLICE GROUP

ESTABLISHED 2010

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

MAKING THE MOST OF PHYSICAL ASSETS

Splice helps clients optimise the use of their physical assets and resources through consultancy, project management, development services and implementation of information systems. Our knowledge of geospatial systems can be applied to almost any system that contains location-based information.

FIRST OF ITS KIND

Splice Group is working with the Wairarapa District Councils to provide a single GIS shared service platform. Once completed this will be the first true GIS shared service platform of its type in the local government sector in New Zealand.

READY FOR GROWTH

The future is exciting for Splice Group as we continue to grow both the company and our client base. Through working collaboratively with our business partners we provide geospatial solutions that continue to meet clients' needs.

BUILDING A STRONG CLIENT BASE

Our government clients include NZ Transport Agency, Ministry for the Environment and NZ Fire Service. Local government clients include Hutt City Council, Masterton District Council, Carterton District Council and Porirua City Council. Other clients include BRANZ, Eagle Technology and BureauCo.

WHY WELLINGTON

Close to our clients
Locating in Wellington puts us close to our central government clients, while still being able to service other clients throughout the country. We're long term Wellington residents and like being able to provide employment in the region.

WWW.SPLICEGROUP.CO.NZ



SYL RESEARCH LIMITED

ESTABLISHED 2008

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

SOFTWARE THAT HELPS CUSTOMERS FIND THE INFORMATION THEY NEED

SYL Semantics is a new-generation search and access management tool. With the proliferation of data within large organisations there is a growing problem with finding information – especially across disparate systems.

SYL Semantics goes beyond regular search functions, finding all information on any given topic, regardless of the technology and system on which it is stored.

WINNING LARGE CUSTOMERS

SYL Semantics is fairly new to market, yet our search tool technology has just been chosen by a large national organisation over other well-known global brands.

GLOBAL ASPIRATIONS

Our vision is to become the search tool of choice within large organisations, and to replace the search tools currently shipped with many information management products.

We aim to target the large and lucrative US market late 2011/ early 2012, with a view to being acquired by a larger company that can better exploit our technology on a global scale.

WHY WELLINGTON

Wellington has a large and supportive start-up community. Wellington is simply the best place in New Zealand to have a new-enterprise/ early stage company. The start-up community is large and mutually supportive; we have access to sound business and technical skills. There are plenty of clients prepared to give new ventures and products a go.

WWW.SYLSEMANTICS.COM



TIMES-7

ESTABLISHED 2006

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

RFID SOLUTIONS

Times-7 provides automated identification solutions using Radio Frequency Identification (RFID). Our RFID solutions help customers implement real-time inventory and asset management, and gain dramatic improvements in the accuracy of track and trace, e.g. airport baggage handling. Times-7's patented UHF antenna designs are used in diverse industries from aviation to horticulture to sports timing.

MEMBER OF THE DELOITTE FAST 50

Times-7 won the 2009 Hutt Valley Business Innovation award and the 2010 Wellington Regional Gold Award for innovation. In 2010 we debuted at 20th in the Deloitte Fast 50, and 85th in the Asia Pacific Deloitte 500 Technology Index.

YOU MIGHT EXPERIENCE OUR PRODUCTS NEXT TIME YOU FLY

Times-7 supplies global sensor technologies company SICK, and New Zealand-based airport systems integrators Glidepath and BCS Group. Our products are installed in 12 international airports across Europe and Australasia, providing reliable and accurate luggage check-in and tracking.

WHY WELLINGTON

Easy access to suppliers and the science community
We have important suppliers based in our own backyard and easy access to all the necessary utilities and services to get our products to market. We also value the close proximity and access to both the scientific community and the relevant government agencies.

WWW.TIMES-7.COM

TIMES-7 

YONIX

ESTABLISHED 2008

SECTOR: INFORMATION TECHNOLOGY & TELECOMMUNICATIONS

ONLINE SOFTWARE FOR BUSINESS ANALYSTS

Yonix builds online software for business analysts. Business analysts lack tools dedicated to their needs; over 70% use Microsoft Word as their predominant tool. This is detrimental to productivity, effective business analysis, stakeholder communication and overall project outcomes.

FINALIST AT THE 2011 HIGH-TECH AWARDS

Yonix is the culmination of many years development effort and customer collaboration, working with business analysts from organisations such as Capital and Coast DHB, Mercury Energy, Ministry of Education, KiwiRail and Intergen.

Yonix was the only Wellington-based company to be named a finalist at the 2011 NZ High-Tech Awards in the Best Start-up category.

TARGETING EXPORT EARNINGS

Our vision is to establish Yonix as an essential tool for business analysts globally.

CUSTOMERS INCLUDE WELLINGTON'S HOSPITAL AND COUNCIL

Our customers include Capital and Coast DHB, Wellington City Council and Atlas Technology. Our active pipeline includes KiwiRail, FMG, Fijitsu, Datacom, Starfish, Intergen, and Tenderlink. Yonix is working with Volere, a business analyst methodology used by tens of thousands worldwide.

WHY WELLINGTON

Wellington is a great place to do business. It's a place to connect with like-minded business entrepreneurs. Its business incubator, Creative HQ, has been instrumental in our successes to date.

WWW.YONIX.COM

The Yonix logo features the word "Yonix" in a lowercase, rounded, sans-serif font. The letter "o" is highlighted with a yellow dot above it.



SCIENCE & RESEARCH



MESYNTHES LTD



IM-ABLE



INDUSTRIAL RESEARCH LTD



GNS SCIENCE

ESTABLISHED 1992

SECTOR: SCIENCE & RESEARCH

GNS PROVIDES EARTH SCIENCE RESEARCH AND SERVICES

GNS Science, Te Pū Ao, provides Earth, geosciences and isotope research and consultancy services. We work to understand natural Earth system processes and resources, and translate these into economic, environmental and social benefits.

OUR REVENUES ARE RISING DESPITE THE RECESSION

Despite the recent global recession, GNS Science's revenue has been growing and we now employ 400 highly skilled employees. We've won several business awards, including Export NZ Services Exporter of the year 2008, Wellington Regional Gold Awards Discovery Gold 2009, Wellington Regional Gold Award Global Gold for Export Service 2010.

OUR WORK HELPS KEEP NZ SAFE AND DRIVE ITS ECONOMIC GROWTH

Our research helps drive growth in New Zealand's energy and minerals industries. It helps develop industrial and environmental uses for isotope science, and increases New Zealand's resilience to natural hazards.

WE HAVE CLIENTS AROUND THE WORLD

Our clients include New Zealand and overseas governments, the World Bank, the United Nations Development Programme, the Asian Development Bank, oil and gas exploration companies, electricity operators, the exploration industry, processing industries, the insurance industry and other research organisations.

WHY WELLINGTON

We work in the world's finest earth sciences laboratory. New Zealand has a unique geological setting, being located on the boundary of two tectonic plates. That means we're based in one of the world's finest natural laboratories to study earth sciences.

WWW.GNS.CRI.NZ



INDUSTRIAL RESEARCH LIMITED

ESTABLISHED 1992

SECTOR: SCIENCE & RESEARCH

INDUSTRY FOCUSED RESEARCH

As the only Crown Research Institute mandated to support New Zealand industry, IRL is firmly industry focused. We strive to make a difference to individual companies, which in turn supports economic transformation for the country as a whole.

AWARD WINNING

Awards and recognition for our staff and their work in 2010 included New Zealand Association of Scientists Research Medal (Dr Shaun Hendy), Fellow of the Institute of Professional Engineers New Zealand (Dr Owen Catchpole) and Massey University Distinguished Young Alumni Award (Dr Shaun Hendy).

SUPPORTING MANUFACTURING

Our vision is to increase the contribution of the industrial manufacturing and associating sectors to the New Zealand economy. We work to increase economic growth and the diversity of New Zealand's manufacturing base, and to increase human capital and research management expertise.

DIVERSE RANGE OF CLIENTS

IRL's clients range from New Zealand's largest companies to niche players in highly specialised markets. IRL also collaborates with universities and research institutes in New Zealand and around the world.

WHY WELLINGTON

Providing a point of access

With hubs in Christchurch, Auckland, and a base in Wellington, IRL provides a point of access for industry engagement across New Zealand regardless of where firms are located.

WWW.IRL.CRI.NZ



MATAKINA TECHNOLOGY LIMITED

ESTABLISHED 2009

SECTOR: SCIENCE & RESEARCH

REVOLUTIONISING BREAST CANCER SCREENING

Matakina is an FDA-cleared software company that's revolutionising breast cancer detection and diagnosis. Our software, Volpara, helps radiologists decide if further imaging should be recommended. (Eg ultrasound can detect many more cancers than x-ray.) Unlike our competitors' products, our software works on x-ray images from any vendor and at any site.

SIX TIMES MORE LIKELY TO OPT FOR POTENTIALLY LIFE-SAVING ULTRASOUND

At Santa Rosa, California, we have shown a woman is six times more likely to opt for ultrasound if Volpara is used – significantly raising the number of cancers detected, while preventing unnecessary imaging.

PLANS TO PROVIDE EVEN BETTER CANCER DETECTION

Volpara is on the way to being standard care in the USA. We're working on software that goes further than this – and that helps radiologists detect earlier and smaller breast cancers.

TEAM OF RESPECTED INTERNATIONAL SCIENTISTS

The science team behind Matakina is Prof Sir Mike Brady (Oxford), Prof Karssemeijer (Nijmegen), Prof Yaffe (Toronto) and Ralph Highnam (Wellington). The medical advisors include Prof Harvey (Virginia), Prof Skane (Oslo), Prof Destounis (Rochester) and the company's board is chaired by Dr John Hood (Ex Vice-Chancellor Oxford, Auckland universities).

WHY WELLINGTON

**Global business, with
a Wellington heart**

Matakina is a global business. But we're based in Wellington because this is a compact, 'walking' city with beautiful views, skilled engineers (especially in image processing), and great facilities that promote a healthy lifestyle.

WWW.MATAKINA.COM



MESYNTHES LIMITED

ESTABLISHED 2008

SECTOR: SCIENCE & RESEARCH

CREATING NEW WOUND CARE PRODUCTS

Mesyntes develops and commercialises wound care and tissue repair products. Our lead wound care product, Endoform Dermal Template™ (EDT) has been approved by the FDA and we expect to launch this product in the US this year. We're also developing tissue substitutes suitable for a wide range of soft tissue reinforcement and repair applications.

STUDIES SHOW OUR PRODUCT OUTSHINES THE COMPETITION

Studies show Endoform's superior performance, compared with the US market leaders' products. We've developed a novel low-cost, highly-scalable production process, and have filed international patents to protect our technology and our production process.

OUR LONG TERM PLAN IS TO TRANSFORM THE WOUND CARE MARKET

We intend to introduce new technologies that encourage tissue to regenerate after it's been damaged. These second generation products could transform the soft tissue reconstruction market by reducing the number of post-operation infections.

MARKETING AND DEVELOPMENT DEALS IN THE US AND EUROPE

We've secured an agreement with multinational wound care companies to market Endoform Dermal Template in the US. We've also secured an agreement with a European-based wound care multinational to develop a new wound care.

WHY WELLINGTON

Wellington is a great city in which to live and work

Wellington provides a vibrant environment, talented people and great business infrastructure.

Being a small city it avoids many of the bottlenecks associated with larger cities.

WWW.MESYNTHES.COM



ESTABLISHED 1992

SECTOR: SCIENCE & RESEARCH

RESEARCH EXPERTISE

NIWA is a crown owned research and consultancy company, focusing on water and atmospheric research and applied science services.

MAKING THE MOST OF OUR ADVANTAGES

We look at issues such as how much water can we use, how much rain will fall and how severe will a storm be. We also look at how much sea level rise a business might need to factor in, and how big a tsunami wave might be. Our work covers forecasting our environment – what resources do our oceans hold, and how we can produce the best fish in the world.

FORECASTING IN OUR ECONOMIC ZONE

Forecasting down to 1.5 square kilometres, we can tell you what the weather will be like on your farm, in your suburb, in your port, at that time. New Zealand has the 4th largest economic zone in the world; we can tell you what is there right now.

KEY PARTNERS

Our partners include Ministry of Science and Innovation, Ministry of Fisheries, MAF Biosecurity, hydropower companies, central and local government and the fishing and aquaculture sector.

WHY WELLINGTON

Located near key clients

Many of our key clients are here. It's the capital city, a central location for our 15 sites throughout New Zealand, the seat of government and its departments, the nucleus of industry organisations and key businesses, the core of crown research institutes, the base of Victoria University and the home port of our four largest research vessels.

WWW.NIWA.CO.NZ



TRINITY BIOACTIVES LIMITED

ESTABLISHED 2008

SECTOR: SCIENCE & RESEARCH

TESTING SYSTEMS FOR HEALTH PRODUCTS

Trinity Bioactives provides a comprehensive range of testing systems for the development of health-related products. We help clients develop products, support quality control and provide a credible independent scientific basis for marketing claims.

80 CLIENTS IN 14 COUNTRIES

We have more than 80 clients. Many are in Australia and New Zealand but we've also done work for clients in 12 other countries. We work collaboratively with eight other organisations that provide complementary services.

AGENTS IN AUSTRALIA, US AND CHILE

Trinity Bioactives is constantly adding new products and we're expanding our collaborative projects in other countries. We have agents in Australia, the US and Chile.

14 PATENTS

We have filed 14 patents, five of which have been commercialised and licensed. We've also developed two disposable home use diagnostic devices.

WHY WELLINGTON

Staff are established
in Wellington

Our staff are key to our operations. Their experience and expertise are important, and they are well-established in Wellington as their home. Collaborators who can offer synergistic services are also located in Wellington.

WWW.TRINITYBIOACTIVES.COM





TUATAHI RACING SAWS & AXES

HAKES MARINE



CALIBRE EQUIPMENT LTD



MANUFACTURING



CALIBRE EQUIPMENT LTD
PHIL&TEDS



CALVERT PLASTICS LTD



CALVERT PLASTICS LTD

ANTIPODES NZ LIMITED

ESTABLISHED 2005

SECTOR: MANUFACTURING

ORGANIC BEAUTY BRAND

Antipodes® is a scientifically validated organic beauty brand. Our natural skincare range is shown to promote the production of elastin and Type I and III collagen. Our green beauty ethos is based on full traceability of ingredients from sustainably cultivated plants, local production, recyclable packaging and the lightest of carbon footprints. We're certified organic, certified carbon zero, and officially approved for vegetarians.

SCIENTIFICALLY VALIDATED

We've introduced new ingredients to skincare, such as our Vinanza Grape® and Vinanza Performance Plus®. These anti-ageing and antioxidant-rich ingredients are naturally extracted from award-winning sauvignon blanc grape seeds from Marlborough, and help us in achieving scientific validation for our products.

WHERE TO FROM HERE?

We've just won another one-year research grant to support us in developing new products with a strong science focus. This will provide us with access to the wealth of knowledge of New Zealand's top experts, the funding of clinical trials, and support in the science community.

WHY WELLINGTON

Wellington provides a dynamic, yet simple and focused environment for operating a business. We are inspired by the incredible artist talent in this city, and this is reflected in our packaging and brand imagery. We don't have time for long lunches, so this is the perfect city for Antipodes HQ!

WWW.ANTIPODES.NATURE.COM

ANTIPODES®
SCIENTIFIC ORGANIC BEAUTY®

CALIBRE EQUIPMENT LIMITED

ESTABLISHED 2005

SECTOR: MANUFACTURING

TECHNOLOGY THAT REVEALS THE QUALITY OF WOOD

Calibre Equipment designs and manufactures equipment that determines the structural quality of wood. Our Ecooustic™ Sensory Perception (ESP™) system uses innovative sensory technology to assess the woods' structural characteristics. By providing a more efficient grading technique, our technology makes production more efficient, reduces wastage and maximises profits for our clients.

WE ARE THE INDUSTRY LEADER FOR GRADING AND TESTING EQUIPMENT

Our equipment has been very successful throughout Australasia and we are the industry leader for structural timber grading and testing equipment.

NEW PRODUCTS AND NEW MARKETS

We are heavily focussed on research and development, and plan to develop and improve existing equipment, while developing new complementary products. We're putting a big emphasis on integrating our individual products into a comprehensive system that optimises structural timber processing.

OUR CUSTOMERS INCLUDE BIG PRODUCERS LIKE CARTER HOLT HARVEY

Our customers include Carter Holt Harvey, Gunns Australia, and Tasmania University. We are currently negotiating a license to manufacture and sell some of GNS Science's wood processing equipment.

WHY WELLINGTON

Based in a city
of innovation

Wellington is a great place to do business because of the culture of innovation fostered in the city.

We also have great access to government agencies that have been very helpful in our businesses development.

WWW.CALIBRE-EQUIPMENT.COM



CALVERT PLASTICS LIMITED

ESTABLISHED 1959

SECTOR: MANUFACTURING

SPECIALIST PLASTICS MANUFACTURER

Calvert Plastics Ltd is a plastics manufacturing company specialising in thermoforming plastic sheet into products or components using moulds and processing equipment. We also fabricate display stands, retail fixtures, eftpos stands, and a range of acoustic wall and ceiling tiles.

OUTSTANDING ACHIEVEMENTS

In 2010 our acoustic wall tile CODE won a prestigious Red Dot award from Design Zentrum Nordrhein Westfalen in Germany. Our CODE tile is now sold as a flat wall tile and a 3D wall tile. We recently worked with architects Custance and Associates to create a ceiling tile option for an office fit-out at law firm Minter Ellison Rudd Watt in Wellington.

WORKING TO SECURE LONG-TERM EXPORTS

Our goal is to secure long term distribution partnerships so we can expand export of our growing portfolio of products, including acoustic wall and ceiling tiles, riot shields, cardboard pallets and Snap-it garden edging.

YOU'D SEE OUR PRODUCTS AT GOVERNMENT HOUSE

Our customers include Fisher and Paykel Healthcare, Autex Industries, RPS Switchgear, Government House, IRD, Aviation Securities, Sulo Australia, NZ Police, NZ Defence Force and Foodstuffs.

WHY WELLINGTON

50 years of experience shows us Wellington's the place to be

Having been part of Wellington business for over 50 years, we think there's nowhere better to be located than right here in Wellington. As the capital and home of government Wellington is always throwing up new opportunities.

WWW.CALVERT-PLASTICS.COM

Calvert
PLASTICS LTD

HAKES MARINE LIMITED

ESTABLISHED 2001

SECTOR: MANUFACTURING

QUALITY RACE YACHTS

We build custom race yachts of exceptional precision and quality, working to the specifications of the worlds' foremost yacht designers. Always built to a deadline, always built to a budget, never compromising on quality; we endeavour to make every client our biggest fan.

BUILDING YACHTS THAT LAST THE DISTANCE

We built Dee Caffari's yacht Aviva for the ultimate race – the Vendee Globe solo and non-stop race around the world. Of the 30 yachts that started the race in 2009 only 10 finished – with Dee achieved 6th place. She is still the only woman to sail non-stop solo in both directions around the world.

WORLD LEADER IN HIGH-TECH BOAT BUILDING

We plan to become a world leader in high technology composite boat building, and play a principle role in New Zealand's marine export industry.

OUR STAFF ARE SOUGHT

Notable clients include Richard Matthews, founder of Oyster Yachts UK and Emirates Team New Zealand. Our skilled staff have travelled to the US, UK, Hong Kong, and Australia to carry out maintenance and modifications to our yachts and those built by others.

WHY WELLINGTON

Wellington is a great location

Wellington is the perfect halfway point for ocean races that circumnavigate the world. This keeps us at the coal face of the technology we represent. Wellington has a wealth of innovative industry that we use to better our service and product.

WWW.HAKESMARINE.CO.NZ



SAFE-EYES

ESTABLISHED 2005

SECTOR: MANUFACTURING

SAFETY GLASSES

Safety glasses made with plastic lenses have fogging, scratching and durability issues. SAFE-EYES® patented mesh screen is made from a chemically etched stainless steel sheet and then etched in a black finish. They do not fog-up or scratch, are highly flexible, and are comfortable to wear. They have very high durability and longevity.

RECOGNISED ACHIEVEMENTS

We were finalists in the 2010 Unlimited Magazine Challenge, won the Industrial Category for Wellington Bright Ideas Challenge 2010 and won the Supreme Award at the ANZ Flying Start business plan competition.

READY FOR GROWTH

We're positioning ourselves to enter the worldwide market and are in talks with two potential distribution partners. We plan to provide a range of mesh goggles to suit as many industry applications as possible. Forty million goggles are sold worldwide each year and we aim to gain a good percentage of that market over the next three years.

HELP ALONG THE WAY

Grow Wellington has supported our business with funding and contacts. Business.govt provided the opportunity for us to win the ANZ flying start competition.

WHY WELLINGTON

Just the right size

Wellington is small enough for easy access to many specialists, but large enough to have the specialist needed to perform our business. The support we have received from Grow Wellington both in advice and financial has been much appreciated.

WWW.SAFE-EYES.CO.NZ



TUATAHI RACING AXES & SAWS

ESTABLISHED 40+ YEARS AGO

SECTOR: MANUFACTURING

QUALITY WORK AXES EXPORTED TO 28 COUNTRIES

Tuatahi manufactures racing axes and saws for competitive wood chopping, plus a range of work axes, saws and accessories. We export to 28 countries.

OUR RACING SAWS WIN MORE WORLD CHAMPS THAN ANY OTHER BRAND

For years world championship and major wood chopping events have been won by individuals using Tuatahi. Our racing saws have won more world championship events than any other brand. All world championship winning axe men have used Tuatahi, including New Zealanders David Bolstad and Jason Wynyard.

This success also carries through to our working line of equipment, and the US Forest Service now uses our axes and saws to clear trails in heritage areas. We even have a plastic surgeon in the US who owns a Tuatahi work axe (scary thought!).

WE'VE GOT PLANS FOR THE US AND EUROPEAN MARKETS

We aim to develop our working range further into the US market, and have had enquiries from the US Air Force. We're also researching the development of axes suitable for fire fighting. Europe is a growing market for our racing line, and we've had positive feedback about new products introduced there this year.

WHY WELLINGTON

Easy access for
our exports

For us the main advantage in living close to Wellington is the easy access to the port, plus being close to trade seminars etc.

WWW.TUATAHIAXES.COM





PARK ROAD POST PRODUCTION
SIDHE

LUMEN DIGITAL



SCREEN & DIGITAL



STORY INC

GIBSON GROUP



GIBSON GROUP

ESTABLISHED 1977

SECTOR: SCREEN & EXHIBITIONS

SCREEN AND VISITOR ATTRACTION PROJECTS WORLDWIDE

Gibson Group produces high-end television programmes, films and public exhibitions. Our programmes have sold in more than 80 countries, and we have created interactive visitor experiences for museums and tourist attractions worldwide.

WINNER OF THE 2011 UN WORLD SUMMIT AWARD

We won the 2011 UN World Summit Award for our ground breaking exhibition for the Museum of Copenhagen. We also won the award in 2009 for the 'Our Space' exhibition at Te Papa.

EXTENDING OUR GLOBAL REACH

Our goal is to extend our global reach, explore non-traditional platforms for telling stories and develop projects that excite and challenge us and our clients. We are working in China, and continue to explore other emerging markets.

CLIENTS INCLUDE BROADCASTERS AND MUSEUMS WORLDWIDE

Te Papa, Museum of Copenhagen, Paléosite (Centre for Pre-history) and Oyster City in France, Auckland War Memorial Museum and Tjibaou Cultural Centre in New Caledonia. Our broadcasting clients include TV1, TV2, TVNZ7, TV3, Prime, BBC, ITV, TV5Monde (France), CBBC and Tianjin TV (China).

WHY WELLINGTON

Wellington has skilled creatives and an environment for innovation.

The region has the creative expertise that allows us to deliver high quality experiences to our clients. We value Wellington's vibrant ecosystem of skilled creatives and businesses that support each other and together create an environment for innovation.

WWW.GIBSON.CO.NZ



LUMEN DIGITAL

ESTABLISHED 2004

SECTOR: SCREEN & DIGITAL

INTERACTIVE EXHIBITIONS

Lumen Digital creates interactive systems for public spaces. Our projects are a combination of great ideas, elegant design and amazing technology. We have punctuated many of Australasia's major exhibitions with high quality interactive experiences.

WORLD SUMMIT AWARD WINNER

In 2007 the interactive exhibits created for Rotorua's Te Puia experience beat off 24,000 projects to win the World Summit Award 'e-Culture' category. We were also finalists in the World Summit Awards in 2008 and 2010. The Pukaha Mount Bruce interpretive galleries earned silver in the exhibition category of the New Zealand 2009 Best Design Awards.

ATTRACTING INTEREST OVERSEAS

Our projects have gained considerable international interest and we hope to significantly grow our offshore client base. We also have plans to begin developing games and educational activities using 'natural user interaction' technology.

FROM AUSSIE MUSEUMS TO KIWIBANK

Our diverse range of clients includes Tourism Australia, Tourism New Zealand, Te Papa, Museum Victoria, Australian manufacturing group GWA and Kiwibank.

WHY WELLINGTON

Centre for technical excellence

Wellington is a condensed, creative and open environment where smaller businesses can share information and inspire one another. It is recognised as a centre for technical excellence, which helps negate uncertainty due to our country's remote location.

WWW.LUMENDIGITAL.CO.NZ



PARK ROAD POST PRODUCTION / WETA DIGITAL

ESTABLISHED 1999

SECTOR: SCREEN & DIGITAL

VISUAL EFFECTS AND POST PRODUCTION

Weta Digital offers full visual effects and animation services including creature development, performance capture and virtual production capabilities. Park Road can supply all post services for a feature film, from the processing of film rushes to the final completion of the film.

ACADEMY AND BAFTA AWARD WINNERS

Weta Digital has won several Academy, BAFTA and Visual Effects Society Awards.

Park Road has worked on some of the world's largest films and has collected numerous awards including Academy Awards for sound mixing.

SERVING WORLD'S FINEST FILM-MAKERS

Weta Digital continues to push the boundaries of what is possible in film. Park Road aspires to be the post production facility of choice for the world's finest film-makers.

WORKING ON TOP FILMS

Weta Digital and Park Road work with top studios like 20th Century, Paramount and Universal. They are finishing work on The Adventures of Tintin and beginning work on The Hobbit – An Unexpected Journey. They have also worked on such notable films as The Lord of the Rings trilogy, Avatar, King Kong, Rise of the Planet of the Apes, District 9 and Lovely Bones.

WHY WELLINGTON

Stress free environment

We form part of a creative community that includes some of the finest film-making technology and talent in the world. The filmmakers that choose to work with the group find the ease with which they can work across the group, as well as the stress-free environment of Wellington, ideal.

WWW.PARKROAD.CO.NZ
WWW.WETAFOX.CO.NZ

PARK ROAD
POST PRODUCTION



SIDHE

ESTABLISHED 1997

SECTOR: SCREEN & DIGITAL

DEVELOPER OF CONSOLE, HANDHELD AND PC GAMES

The largest game production studio in New Zealand, Sidhe has a proven track record of creating high-quality, mass-market titles for a worldwide audience. We've produced more than 20 high-profile titles, including the award-winning GripShift® and Shatter®, Speed Racer The Videogame, as well as multiple games based on the NRL Rugby League franchise. Sidhe also creates and publishes Smartphone and tablet content under our PikPok label.

AWARD WINNING GAMES

Our awards include IGN Best PSN Game of All Time (2011), GDA Game Connect Asia Pacific Awards best downloadable title (2009), and we won four awards at the Australian Game Developers Conference (2005). We won TUANZ awards in 2007 and 2003, and two awards at the Dominion Post Wellington Region Gold Awards (2004).

WORLD LEADER IN ENTERTAINMENT

Digital distribution has unlocked new opportunities. We're already selling our content around the world and we hope to become a world-leading entertainment organisation.

WORKING WITH INDUSTRY LEADERS

Our partners include Warner Bros. Interactive, Disney Imagineering, Adult Swim, Activision, Dreamworks Animation, MGM, Electronic Arts, Massey University, Victoria University of Wellington, Media Design School (Auckland).

WHY WELLINGTON

Perfect home for gaming business

Wellington people are highly networked, creative and collaborative, encouraging the emergence of new and innovative ideas. For a business such as ours, it represents the perfect environment in which to operate.

WWW.SIDHE.CO.NZ



STORY INC LIMITED

ESTABLISHED 1997

SECTOR: SCREEN & DIGITAL

ORIGINAL EXPERIENCES FOR VISITORS

Story Inc creates intelligent visitor experiences, such as museum exhibitions, visitor interpretation centres, theme park attractions, and public art installations. We also create expo pavilions.

A FRESH PERSPECTIVE

We've won large-scale projects in Asia against international competition. We do that because we bring a fresh perspective to the client's material. We fuse intelligent content and innovative design. As Kiwis, we're culturally aware – and that gives us an advantage over many competitors. Our New Zealand pavilions at the world expos in Japan (2005) and China (2010) both won awards.

INTERNATIONAL CLIENTS

Our international clients include the National Museums Institute of Thailand, the People's Committee of Hanoi, Vietnam and the science and history museums of Singapore. We worked with NZTE to deliver the New Zealand pavilions for the world expos. We've worked with Te Papa on several successful exhibitions. Other local clients include the Wellington and Kaitaia city councils.

WHY WELLINGTON

A great place for collaboration and knowledge sharing
Wellington has the best selection of animators, graphic artists, historians and archives, designers and fabricators, filmmakers and model makers in the country – and possibly the world!

WWW.STORYINC.CO.NZ



UNLIMITED REALITIES

ESTABLISHED 1996

SECTOR: SCREEN & DIGITAL

TOUCH SCREEN SOFTWARE

Unlimited Realities is a leader in touch screen software. Our Fingertapps multi-touch software enables people to interact with their Windows-based devices in a natural way. Fingertapps was the first commercially available multi-touch software on the market and we took the software into international markets in 2008.

SUCCESS WITH DELL

PC manufacturer Dell signed up to put the software on its touch-enabled devices, and that led to us collaborating with Dell to create the Dell Stage and MusicStage. These software applications are installed on Dell's touch and non-touch systems. The reputation we built from working with Dell enabled us to form relationships with other large PC and device manufacturers.

AIMING TO BE A WORLD LEADER

Unlimited Realities has the goal of being the world's leading developer of multi-touch casual software apps and user experience software.

NEW PARTNERS

Along with Dell, our other partners include Auckland-based NextWindow, a global supplier of touch screen hardware and AMD, a multi-billion dollar US-based chip supplier.

WHY WELLINGTON

Credibility and talent

Being in Wellington alongside global digital companies such as Weta and Sidhe provides our business with a wider pool of talent, more opportunities for collaboration and a level of credibility with our clients that Wellington is indeed a global hub for digital technologies.

WWW.UNLIMITEDREALITIES.COM

UNLIMITED
REALITIES



PROFESSIONAL SERVICES

PHOTO HIGHER



ENGINEERING

PHOTO HIGHER



200 SQUARE

ESTABLISHED 2010

SECTOR: PROFESSIONAL SERVICES

ONLINE REAL ESTATE AGENT CUTS COSTS TO CLIENTS

200 Square is a fully licensed online real estate agent. We cover everything from listing, to marketing, negotiations and contracts. It is free to list and we do the online marketing for you (using trademe, realestate.co.nz etc). All this, and we only charge \$1299 commission on the sale. We use technology and a call centre to remove the costly middleman and expensive manual aspects of traditional real estate agencies.

OUR CUSTOMERS LOVE US

They love the process, the transparency and being involved.

WE PLAN TO GROW AND SAVE CLIENTS MONEY

We have a simple focus – to dominate the residential real estate market in New Zealand. We'll do this through great service, support and technology which can save our clients almost \$20,000 in fees when they sell an average property in New Zealand.

WE ALSO HAVE CORPORATE CLIENTS

In addition to individuals selling their homes, we have several corporate clients selling residential properties. These include Universal Homes (New Zealand's second largest home builder) and residential home building subsidiaries of Fletcher Building. Alliances include the major New Zealand real estate buyer websites www.realestate.co.nz, www.trademe.co.nz and www.sella.co.nz.

WHY WELLINGTON

It's a vibrant city with access to technical talent.

WWW.200SQUARE.CO.NZ



FIRST STAR

ESTABLISHED 1996

SECTOR: PROFESSIONAL SERVICES

HELPING RETAILERS COMMUNICATE AND BUILD SALES

First Star is a retail specialist communications agency with expertise in sales promotion and loyalty programme design. We have clients in New Zealand, Los Angeles, Chicago and London.

AWARD WINNING PROJECTS

As well as traditional agency services we've been involved in projects as diverse as franchisee conferences, developing an iPad sales application and market segmentation profiling. Awards include BP Oil NZ Excellence in Promotional Design and BP Oil International Design Agency of the Year.

WE'RE EXPANDING INTO THE US

In the last three years our Wellington office has more than doubled in size – both floor space and head count. We are about to expand into the US, and anticipate a further expansion into the UK before the end of 2012.

WE'RE BUILDING A CLIENT BASE AT HOME AND OVERSEAS

At home our clients include BP Oil New Zealand, the Royal New Zealand Coastguard, New Zealand Automobile Association and Sony Music NZ. Our international clients include ampm – a 1200 site convenience retail network owned by BP Oil US, BP Oil America, BP Oil UK and Coca-Cola US.

WHY WELLINGTON

As Lonely Planet says
Wellington is the
Coolest Little Capital
in the World

We've always felt that Wellington is the creative hub of the South Pacific. We're extremely proud to call Wellington home and take great pride in hosting our international clients when they visit.

WWW.FIRSTSTAR.CO.NZ



first star communications

I-LIGN SOFTWARE

ESTABLISHED 1999

SECTOR: PROFESSIONAL SERVICES

BUSINESS MANAGEMENT SOFTWARE FOR THE PUBLIC SECTOR

i-lign is the only enterprise business management software of its type in the New Zealand public sector. It is a low-cost, web-based, cloud-enabled, fully integrated EPM solution.

ENABLES AGENCIES TO DELIVER SHARES SERVICES

i-lign CONNECT is an overarching platform that allows organisations to work together – for example public sector agencies can collaborate to deliver sector-wide policy and shared services. i-lign CONNECT, developed in collaboration with MSI, will be available on the cloud.

TAKING IT TO THE WORLD

i-lign is developing multiple products for international markets. We will continue to support public and local government agencies in New Zealand.

3000 PLUS PUBLIC SECTOR USERS

We work with commercial and public sector agencies in New Zealand and overseas. In New Zealand's public sector we have 3000-plus users across 13 agencies managing more than \$500 million of projects. Our customers include healthAlliance, Statistics NZ, ACC, Ministry of Health and ZEnergy.

WHY WELLINGTON

Wellington has attitude. Our attitude typifies Wellingtonians – we can do anything, and will collaborate with other smart companies to out-compete the world. The harbour and city views from our office – vibrant, constantly moving, and continually changing – frame our future journey.

WWW.ILIGN.COM

i-lign
SOFTWARE

ONE STEP BEYOND

VICLINK

ESTABLISHED 1992

SECTOR: PROFESSIONAL SERVICES

TURNING BRILLIANT INNOVATION INTO REAL BUSINESSES

As Victoria University's commercialisation company, Viclink helps students and academics turn their cutting-edge research into potentially global businesses. Viclink also enables industry to easily access the research capability of one of New Zealand's leading research-driven universities.

OUR SUCCESS STORIES

One example of our work is Wetox Technology, a potential solution for businesses that need to dispose of waste matter, such as effluent, animal fats or municipal waste. Wetox is located in Creative HQ.

NEXT GENERATION OF ENTREPRENEURS

We plan to build a portfolio of relevant intellectual property and develop the next generation of entrepreneurs. We'll also work to find partners and experts to develop our technology.

WORKING WITH TOP SCIENTISTS

Our partners include Prof Sir Paul Callaghan and Magritek CEO Dr Andrew Coy, who was awarded the Sir Peter Blake Trust Leadership prize in July 2011. Other partners include the MacDiarmid Institute for Advanced Materials, Nanotechnology and the Malaghan Institute.

WHY WELLINGTON

Science HQ

The advantages of being located in Wellington include the national networks of scientists located here, including the MacDiarmid Institute, IRL and GNS. We're also close to funding agencies and the city has active start-up networks, including Angel HQ and Grow Wellington.

WWW.VICLINK.CO.NZ



viclink

WEBFUND / HYPERSTART

ESTABLISHED 2007

SECTOR: PROFESSIONAL SERVICES

BRINGING ONLINE START-UPS TO THE WORLD

WebFund brings together and invests in people and ideas to take New Zealand online start-ups to the world. We are launching an accelerator programme in February which will see 10 start-ups compete in a six-week programme for the best execution of an idea, and to be selected for hundreds of thousands of dollars of investment and preparation to launch in the US.

INTERNATIONAL SUCCESS

WebFund has invested in six companies since 2007. One company, BookHabit, was sold to its largest US competitor MusicHype, moved head office to New York earlier this year and is making great inroads into the US market. Another investment, Showgizmo, is the mobile application of choice for conferences on three continents.

BUILDING SCALABLE COMPANIES

Through our HyperStart programme, we plan to build internationally scalable online companies, delivering accelerated investment to take local companies to world markets quickly.

RANGE OF PARTNERS

Our partners include Grow Wellington, CreativeHQ, AngelHQ, Bizdojo, the Bio Commerce Centre and the Rutherford Innovation Fund.

WHY WELLINGTON

The best place to do business

Wellington is simply the easiest place to do business in the world. Every time we go overseas to close deals we're ecstatic to come back home to Wellington. How do people live without good coffee and scintillating conversation about the stuff that matters?

WWW.WEBFUND.CO.NZ

HYPERSTART 

METCO ENGINEERING 2002 LIMITED

ESTABLISHED 2002

SECTOR: ENGINEERING

SPECIALIST ENGINEERING

Metco Engineering specialises in sheet metal manufacturing, engineering, and offers a wide range of services from project management to tooling, production and light assembly. Our highly sophisticated computerised machinery enables extremely quick set up and turnaround times for large and small runs.

80% OF OUTPUT EXPORTED

We employ 30 staff at two sites and about 80% of output is for clients who export their products. Through competitive pricing, being able to do small runs and providing local service, Metco has been able to win manufacturing work from places like China.

THIRD INNOVATION PROJECT

We're about to undertake our third innovation project with support from FRST. This will help us grow our business and develop export opportunities. We're seeking strategic alliances with potential customers. We're also seeking to partner with Weltec, to support R&D and engineering student development.

KEY CUSTOMERS

Our customers include Assa Abloy, Acma, Effuzi International, Enlightenz NZ Ltd, Intex, Pertronics, Prolog, Downer EDI, Lockheed Martin.

WHY WELLINGTON

Good transport

Wellington has excellent transport facilities, with easy access to a port and airport as well as a good network of arterial roads, which we need. It has a reputation as a vibrant, go-ahead capital city of New Zealand that we like to be associated with.

WWW.METCO.CO.NZ

METCO
ENGINEERING

PHOTO HIGHER™

ESTABLISHED 2006

SECTOR: ENGINEERING

STATE OF THE ART UNMANNED AERIAL VEHICLES

Avenir Holdings builds unmanned aerial vehicle (UAV) systems and components that are recognised internationally for their design excellence and functionality. Our customers want cost effective aerial services they can use where piloted options are too expensive or risky.

95% OF REVENUE COMES THROUGH EXPORTS

In 2010 we were a finalist in the Wellington Gold Awards. We have more than 50 distributors worldwide and earn more than 95% of revenue through exports.

OUR GOAL IS TO BE RECOGNISED AS A WORLD LEADER IN OUR FIELD

We aim to be recognised as a world leader in the design and delivery of smart, cost effective UAV rotary wing aircraft systems and components. These will be used by law enforcement, security, emergency services and other commercial enterprises that need reliable aerial support for their activities.

WE ARE WELL SUPPORTED BY OUR CUSTOMERS AND SUPPLIERS

We've received excellent support from our suppliers and key customers, and from the Grow Wellington business development managers. We've also had invaluable assistance from Metco Engineering, Perry Engineering and DTA New Zealand.

WHY WELLINGTON

Wellington – vibrant creative networks and excellent infrastructure
Wellington is a really neat city to live and work in with lots of innovating companies providing a vibrant creative network, excellent infrastructural support, easy vehicle access and a great lifestyle.

WWW.PHOTOHIGHER.CO.NZ



WIALUS SOLUTIONS LIMITED

ESTABLISHED 1995

SECTOR: ENGINEERING

WE KNOW HOW NETWORK OPERATORS THINK

Wialus Solutions provides innovative operational support systems for mobile and telecommunications companies. We understand how companies think, allowing us to provide innovative software solutions that deliver real value and benefits to our clients.

WE HELPED TELECOM DELIVER ULTRAFAST BROADBAND

Wialus Solutions has been providing management and billing solutions to the New Zealand telecommunications industry for over 15 years. The Telecom group used our products and services in its successful proposals for the New Zealand government ultrafast broadband project, set to transform the local telecommunications and IT industries.

WE'RE TARGETING EMERGING ECONOMIES

Wialus Solutions plans to focus on winning business in the emerging economies of the world that are experiencing high growth and demand for telecommunications services. We will share the benefit of our experience and expertise to allow network operators in these markets to use best practice to run their business.

OUR CUSTOMERS INCLUDE SOME BIG NAMES

In New Zealand our clients include Telecom, Chorus and TeamTalk. Wialus Solutions is a Google Maps Enterprise reseller.

WHY WELLINGTON

A fantastic place to live and work

Wellington has all of the big city benefits and none of the drawbacks. There are a bunch of people building interesting, innovative, world leading software and it's great to be part of that community.

WWW.WIALUS.CO.NZ



WINDSOR ENGINEERING GROUP

ESTABLISHED 1975

SECTOR: ENGINEERING

INNOVATIVE ENGINEERING

Windsor provides innovative engineering for industrial air movement and environment control. From our Wellington head office and manufacturing facility, we've completed more than 1,000 projects in New Zealand and overseas. With a team of 70, we excel in design and build for innovative project requirements in the areas of our expertise.

RECOGNISED FOR DECADES OF EXCELLENCE

Internationally, we're particularly well known for our range of high temperature timber drying kilns for softwood species. Nationally recognised in 2008 by IPENZ after decades of entrepreneurial excellence, we have offices in Australia and the US. Around 50% of our turnover comes from exports.

PLANS TO FURTHER DIVERSIFY AND GROW

Our growth plans are supported by two recent acquisitions, new representation agencies and products, R&D for new products, further mergers/acquisitions and continued international growth and partnerships.

EXPANSION INTO THE US

Our clients include Nelson Pine Industries, GEA, TetraPak, Contact Energy, Fonterra, Winstone Pulp, Fonterra, Juken NZ, Weyerhaeuser (globally), Carter Holt Harvey, Hyne (Australia), Raute (Finland) and McAlpines. Marketing efforts in the US are starting to pay off with recent projects creating an exciting platform for further growth.

WHY WELLINGTON

Well supported

Our strengths lie with our highly skilled engineers who have remained with the company for up to 25 years. In an International market, being based in Wellington has its challenges, however we are well supported by the city.

WWW.WINDSOR.CO.NZ





TUATARA



FOOD & BEVERAGE



CLEAN TECH



WoJo™ is the way forward...
WoJo™ is a new sustainable fabric of pure wool from New Zealand. This Interior Design for Sustainable Interiors and renewable raw materials, helps support wool farmers.
WoJo™ is being used in a range of products. Our commitment to ethical sourcing means this window are the first to use...

THE FORMARY

ENVIROMANAGE

ESTABLISHED 2010

SECTOR: CLEAN TECH

ENVIRONMENTAL PERFORMANCE SOFTWARE

EnviroManage helps businesses and not-for-profits improve their social and environmental performance.

We use innovation and cutting-edge software to measure and report on sustainability. Our clients receive better information, improved efficiency and faster outcomes.

PROMOTING OUR PRODUCTS IN AUSTRALIA

Our first generation integrated Environmental Management System (iEMS) won Grow Wellington's Bright Idea Challenge 2010 for the business sustainability category. We are partnering with CPG, the consulting arm of Downer EDI, to promote iEMS to CPG's clients across Australasia. Having now trialled and tested our technology in the field, we are now working with CPG on our second generation iEMS.

PRODUCTIVE AND SUSTAINABLE

Awareness of environmental issues and global resource pressures will lead to a new way of conducting business, where progress is measured by the balance of financial, social and environmental performance. EnviroManage looks forward to helping business and non-profit organisations world-wide become part of the solution.

OUR PARTNERS

We work closely with CPG New Zealand – a leading environmental consultancy, and Carbon Partnerships Limited – a carbon management think-tank working in the voluntary carbon market.

WHY WELLINGTON

Connect with ease

In Wellington it's easy to connect and 'talk in confidence' with all levels of the business community. There's a significant international presence and many industries have a national base here. Being a technology business, we make good use of the free wireless along the waterfront for meetings.

WWW.ENVIROMANAGE.COM



GREENKEEPER SYSTEMS LIMITED

ESTABLISHED 2008

SECTOR: CLEAN TECH

SOFTWARE THAT MANAGES PC POWER CONSUMPTION, SAVING MONEY AND THE ENVIRONMENT

The Greenkeeper™ is a nimble software application that enables smart management of the power consumption of PCs. The application offers massive financial and environmental benefits. Emissions from idle PCs now account for 0.5% of greenhouse gases.

WE PLAN TO HAVE AN IMPACT ON GLOBAL CARBON EMISSIONS

The potential for any company operating in the clean technology sector lies not in the difference we can make here in New Zealand, but in the power our innovation has when taken to the world. While protecting Aotearoa is of great and personal importance to us, we intend to have a global impact on carbon emissions with The Greenkeeper™ application.

WE'RE FORMING ALLIANCES IN NZ AND OVERSEAS

Our first alliance was with ALGIM (Local Government NZ). Since then we have captured the attention of distributors in 14 countries, and government departments such as Department of Building and Housing and EECA. We also have a partnership with Genesis Energy.

We are foundation members of the New Zealand Clean Technology Centre, and enjoy the many benefits that this Grow Wellington initiative provides.

WHY WELLINGTON

There's nowhere better to start a business

We've found that Wellington is open to innovation, and has a business support structure second to none.

WWW.GREENKEEPERSYSTEMS.COM



THE FORMARY

ESTABLISHED 2010

SECTOR: CLEAN TECH

TURNING WASTE INTO MARKETABLE PRODUCTS

The Formary is a resource recovery business that helps transform waste streams into valuable, marketable products. Our team of designers and engineers work with a diverse range of private sector and government clients worldwide helping them redesign large volume waste streams.

SIT ON OUR WORK AT STARBUCKS

The Formary worked with Starbucks to transform its vast number of used coffee sacks into a high performance upholstery fabric called WoJo™, which is being rolled out into Starbucks stores globally. Grand Designs awarded WoJo™ a Green Hero award as one of the top 10 eco innovations of 2011. The HRH Prince Charles Campaign for Wool also awarded The Formary the Sustainable Product Innovation Award 2010 for WoJo™.

HELPING CLIENTS REALISE VALUE

Our goal is to help clients become more resource efficient through good design – creating valuable second and third generation product from material once discarded as waste.

WORKING IN THE US, EUROPE AND CHINA

We've been involved with California State Product Stewardship – a not-for-profit organisation in California – and Pearl River Delta Clean Program China, which aims to reduce water pollution in the Pearl River system from manufacturing.

WHY WELLINGTON

A wealth of knowledge and creativity

Wellington's wealth is in its knowledge and creative sectors. Perhaps because of its small population, our creative sector has a strong culture of collaboration.

WWW.THEFORMARY.COM



the formary™

WETOX LIMITED

ESTABLISHED 2010

SECTOR: CLEAN TECH

WETOX PRODUCES CHEMICALS FROM SLUDGE

Wetox helps turn wastewater sludge from treatment plants into concentrated phosphate fertiliser and other important chemicals for re-use.

COMMERCIALISING VICTORIA UNIVERSITY RESEARCH

Wetox was born out of the research carried out at Victoria University. We have a patent covering our process, and are working on further patents.

OUR GOAL – TO LICENCE THE TECHNOLOGY WORLDWIDE

We plan to have a prototype Wetox treatment unit commissioned in 2012. The unit will be transportable to different industrial sites to evaluate different waste sludges. Eventually we want to prove the technology on farms.

We are seeking to export the technology to Europe. Ultimately we hope to licence the technology worldwide.

WORKING WITH GOVERNMENT AGENCIES AND PRIVATE COMPANIES

We are actively supported by Creative HQ, the Wellington business incubator. We are working closely with Palmerston North City Council at its Totorā Rd Wastewater treatment plant. We are also working with several New Zealand companies, including meat works that have shown an interest in the Wetox process.

WHY WELLINGTON

Wellington is a great place to do business

Close connection with government departments, a supportive local council, as well as fast Internet and international connections make Wellington an ideal place to do business.

WWW.WETOX.CO.NZ



MOJO COFFEE

ESTABLISHED 2003

SECTOR: FOOD & BEVERAGE

CAFE CHAIN

From one roastery/cafe in 2003, Mojo has grown to have 26 sites, two roasteries and more than 200 staff. As well as our own cafes we supply premium blended coffee beans to popular cafes and offices around New Zealand.

THREE TIME MEMBER OF THE DELOITTE FAST 50

We ranked in the 2007, 2008 and 2010 Deloitte/Unlimited Fast 50 and continue to grow today. We relocated our headquarters and roaster to historic Shed 13 on Wellington's waterfront in 2009.

EXPANSION INTO ASIA

Mojo plans to open more cafes here and abroad, focusing initially on the Asian market. We have plans to develop secondary brands in New Zealand, and for product expansion into the grocery sector.

EVERYONE DRINKS OUR COFFEE

Our stores cater for a wide range of customers, from the CEO of Telecom in Auckland to a call centre worker at ACC in Wellington. We wholesale to large movie projects and a wide range of restaurants, cafes and bars.

WHY WELLINGTON

Great energy and vibe.

The compact nature of Wellington gives it great energy and vibe which is a perfect environment for cafes to flourish. Wellingtonians are always keen to work together allowing us to forge fantastic partnerships that strengthen our business.

WWW.MOJOCOFFEE.CO.NZ

The logo for Mojo Coffee, featuring the word "MOJO" in a bold, dark red, sans-serif font. Below the text is a horizontal line that is yellow on the left and transitions to red on the right, ending in a small red flourish.

TUATARA BREWERY

ESTABLISHED 2000

SECTOR: FOOD & BEVERAGE

PRE-EMINENT BEER

We're not sure what the optimum number of breweries in a country of four million should be, but we're pretty sure that the correct answer is not 'two'. Yet for more years than our uncles can count that's exactly how many there were in New Zealand. It took 'til the late 1990s for the beer revolution memo to get circulated. Since then 'real' breweries like us have been popping up like mushrooms.

LEADING LIGHT

To say Tuatara Brewery has taken off in the last few years is an understatement. Local demand is insatiable, with volumes running at about a million litres a year. Today you'll find Tuatara all over the country, even in the local supermarket, as well as at selected spots around the world.

TRUE TO STYLE

We brew true to style, so wherever possible we go direct to the source and use the ingredients that have made that style famous. It says Bohemian Pilsner on the bottle not because it reads poetry and plays the bongos but because that's where the yeast is from.

TAKING IT TO THE WORLD

We work with exporters, and business development organisations to further the export of New Zealand products to the world.

WHY WELLINGTON

Craft beer capital

Wellington is the craft beer capital of New Zealand; in fact by some estimates over half of all craft beer consumption in New Zealand happens in the Capital city which makes it an ideal place to have a brewery.

WWW.TUATARABREWING.CO.NZ



CENTREPORT WELLINGTON



TRANSPORT

WELLINGTON INTERNATIONAL AIRPORT LTD



INDUSTRIAL DESIGN

DESIGNBRAND



GOOD NATURE LTD



CENTREPORT WELLINGTON

SECTOR: TRANSPORT

STRATEGICALLY LOCATED PORT

CentrePort Wellington is New Zealand's most strategically situated port, linking road, rail, domestic and international shipping services. CentrePort has one of New Zealand's most diverse portfolios, including oil, cement, ferries and cruises.

STRONG GROWTH

CentrePort's turnover has increased about 40% in the last three years. About \$3 billion worth of cargo and one million passengers pass through our port every year, supporting nearly \$2 billion of regional GDP. We are the third largest port by total tonnes over the wharf, and more than 3,500 people work in our modern waterfront located buildings.

THRIVING TRANSPORT BUSINESS

CentrePort's mission is to be a thriving transport and property infrastructure business company, built around our core port business. Our key goals include being carbon neutral and having a zero harm workplace. We're aiming for a strong financial performance and maximum economic stimulus for the regional economy.

WHY WELLINGTON

Vibrant city

CentrePort is a passionate supporter of Wellington's vibrancy and success. We're committed to working with the business community to attract new industries and support the growth of current industries.

WWW.CENTREPORT.CO.NZ



WELLINGTON INTERNATIONAL AIRPORT LIMITED

ESTABLISHED 1959

SECTOR: TRANSPORT

GATEWAY TO WELLINGTON

We are the gateway to the Wellington region for more than 5 million travellers each year. We connect our capital city to all parts of New Zealand and to Australia, the Pacific and the rest of the world. The Airport is a significant generator of economic growth, providing business connectivity and direct employment opportunities.

AWARD WINNING AND COST EFFICIENT

Of New Zealand's major airports, Wellington Airport is the most cost efficient. We have the highest average airport service quality score among business travellers of any Australasian airport for 2010/11. Our new international terminal, The Rock, was developed in advance of the RWC and has won and been nominated for construction industry Awards. We've previously won the Vibrant Gold award at the Wellington Gold Awards.

PREPARE FOR TAKE-OFF

By 2030 annual passenger numbers are forecast to double to 10 million. We'll also generate about 11,500 new jobs, sustaining 21,000 fte positions by investing \$450 million in infrastructure over the next 20 years. This will increase the airport's contribution to the regional economy to \$1.6 billion a year.

STIMULATING LOCAL DEVELOPMENT

As well as providing essential infrastructure for airlines and passengers, we've established the Wellington Airport Retail Park at Loyal Bay. Seventeen hectares of airport land have also been developed for hangars, freight and cargo facilities, film support services, offices and warehousing.

WHY WELLINGTON

Future success

Wellington Airport has a vital role to play as the gateway to the region and connecting our capital city to all parts of New Zealand and the world. We are proud to support the region's economic growth and contribute to its future success.

WWW.WELLINGTONAIRPORT.CO.NZ



DESIGNBRAND LIMITED

ESTABLISHED 1995

SECTOR: INDUSTRIAL DESIGN

SMART INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT

Design Brand is an award-winning product design consultancy specialising in industrial design and product development.

WE DREAMED UP AIR NZ'S SKYCOUCH

One of our concepts led to the development of Air New Zealand's Skycouch. We've won several awards – including Best in Category and Stringer awards at the New Zealand Best Awards. Several clients have secured patents as a direct result of our conceptual and technical detail work.

HELPING LOCAL AUTHORITIES WITH CUSTOMISED DESIGN SOLUTIONS

Already a supplier of a Wellington-made 'green' bus shelter, we hope to expand in this area to provide customised design solutions to local authorities, while still providing competitively priced services to the manufacturing and service sectors.

MANY OF OUR CLIENTS ARE LEADERS IN THEIR FIELD

Along with Air NZ, our clients include Toyota, Fletchers, Iplex, Avianet, Stallion, Hushamok, APL Holdings, HTS-110, Times 7, IRL, Celsiuscoffee, Mobile Medical Technologies, Abbey Systems, NZ Olympics Committee, Greater Wellington Regional Council, and Wellington City Council.

WHY WELLINGTON

Vibrant, compact, smart, green and friendly – we love doing business in Wellington. We are well connected to the rest of the country, have a cable network Internet access, and a fabulous office at the south coast of Wellington that's only 10 minutes from the CBD. The airport's immediate vicinity allows us to receive samples from overseas in under 48 hours!

WWW.DESIGNBRAND.CO.NZ



GOODNATURE LIMITED

ESTABLISHED 2006

SECTOR: INDUSTRIAL DESIGN

EFFICIENT, HUMANE PEST CONTROL

Goodnature designs and manufactures the world's only multi-kill, multi-species trap. With no nasty chemicals to linger in the environment, these devices are the world's most humane control method.

STAMPS OF APPROVAL

All Goodnature traps have achieved the National Animal Welfare Advisory Committee's Class A standard for humaneness, a first for brushtail possum traps. The traps have been nominated for the 2011 Best design awards in the Sustainable Product Design and Non-Consumer categories.

FIRST NZ, THEN THE WORLD

We want to make ourselves redundant in eradicating pests from New Zealand. In the meantime, we want to start exporting our products.

SHOWING OUR GOODS TO THE US

Our traps are used by conservationists, councils, community groups, crop growers and farmers. Customers include the Department of Conservation, World Wildlife Fund, contractors to the Animal Health Board and East Taranaki Environment Trust. We're also undertaking a feasibility study with US Fish and Wildlife Service.

WHY WELLINGTON

Happy at home,
happy at work

We studied together in Wellington, met our wives here and made our families here. Our families love Wellington and we love that they're happy.

WWW.GOODNATURE.CO.NZ

goodnature®

FOOTFALLS & HEARTBEATS LIMITED

ESTABLISHED 2010

SECTOR: TECHNOLOGY, R&D AND LICENSING

TEXTILES THAT MEASURE HEART AND RESPIRATION RATES

Footfalls and Heartbeats designs and develops functional intelligent textile technology (FITT) – textiles with strain gauge and bioelectric sensing functions without straps or wires. Our technology is the only textile sensor in the world that can be worn comfortably against the skin to measure physiological signs such as heart and respiration rates.

IMPROVING HUMAN PERFORMANCE

We are working with the Academy of Sport, and Massey University's School of Sport and Exercise Science to test technology and improve human performance techniques. We won the Transformational Category in the Bright Ideas Challenge (2010), and we're currently solving technical problems for two multinational companies.

PROVIDING PRODUCTS OF THE FUTURE

We expect FITT to become an everyday part of life, through mobile health, sports and fitness, emergency response, aged care and infant monitoring. Footfalls will keep developing its intellectual property portfolio to provide customer solutions for these markets.

WORKING IN NZ, AUSTRALIA AND THE UK

Our partners include Auckland University of Technology, Royal Melbourne Institute of Technology, Industrial Research Ltd, Leeds University, the Academy of Sport, and Massey and Victoria universities. We're also developing commercial partnerships on a multinational level.

WHY WELLINGTON

Collaboration critical in our success

Wellington has a tight business community, world-class professional services and a genuine commitment to enabling innovation on a global scale. This spirit of collaboration is a critical element to successfully commercialising our products.

The logo for Footfalls & Heartbeats Limited. The word "Footfalls" is in a bold, black, sans-serif font. The ampersand "&" is in a smaller, orange, sans-serif font. The word "Heartbeats" is in a bold, black, sans-serif font, matching "Footfalls". The entire logo is set against a light grey, rounded rectangular background.

GILLIES MCINDOE RESEARCH INSTITUTE (GMRI)

ESTABLISHED 1998

SECTOR: BIOMEDICAL SCIENCE

RESEARCH TO IMPROVE PLASTIC SURGERY

We are a research institute that focuses on areas relevant to reconstructive plastic surgery – particularly the development of strawberry birthmarks. However, our work is also relevant to the treatment of cancers and other aspects of tissue growth. Our laboratory work is complemented by a clinical research programme run with Hutt Hospital's Regional Plastic Surgery Unit.

MINIMISING THE NEED FOR SURGERY

Our research has changed the way strawberry birthmarks are treated by minimising the need for surgery. We're now looking to extend our work to include cancer and some other conditions. Our research has been presented in scientific journals and at international conferences. It is increasingly being recognised as ground-breaking, valid and valuable.

PLANS FOR THE FUTURE

We're looking to do further research that could radically change the way that we treat patients. Many conditions for which surgery is currently the only therapeutic option will ultimately be treated by non-invasive techniques.

STRENGTHENING THE RESEARCH BASE

We're looking to move to Victoria University's Kelburn campus, to strengthen our academic support.

WHY WELLINGTON

A centre of excellence in biomedical science
Wellington's university academic environment is a major attraction for us, along with the co-location of other independent research institutes, including the Malaghan Institute. We see ourselves being part of a larger Wellington centre of excellence in biomedical science.

WWW.GMRI.ORG.NZ



IM-ABLE LIMITED

ESTABLISHED 2009

SECTOR: MEDICAL DEVICES

SPEEDING UP RECOVERY FROM STROKE AND BRAIN DISORDERS

Im-Able's products help accelerate recovery from stroke and other neurological disorders with affordable, home friendly devices. Our first product, Able-X, has won two first prize awards in Australia and New Zealand.

CLINICAL TESTS SHOW ALL USERS GAINED BENEFITS

An Otago School of Medicine study showed Able-X provided benefits to stroke sufferers, including an ability to use both hands on steering wheel, to tie shoelaces, eat with both hands and better body balance. All users mentioned an improvement to memory and concentration.

Able-X won first prize in the Biomedical Engineers award in Australia, and Im-Able beat off more than 1200 other entrants to win first prize in New Zealand's Bright Ideas Competition.

SETTING UP TO SELL IN EUROPE AND THE US

Able-X is certified to be sold in Europe and we're applying for FDA approval in the US. We have distribution channels in Australia, UK, South Africa and are establishing distribution channels in Germany and France. We are discussing partnering arrangements with the NZ Stroke Foundation, UK Stroke Association and the German Stroke Foundation.

WHY WELLINGTON

We're based in Wellington because the city offers excellent networks, a close entrepreneurial community and an easy platform to establish global partnerships. Proximity to universities, research institutes and business hubs add significant value through innovation and creativity.

WWW.IM-ABLE.COM



Im-Able LTD
Independence through mobility

PHIL & TEDS MOST EXCELLENT BUGGY COMPANY

ESTABLISHED 1996

SECTOR: **BRANDED CONSUMER GOODS**

BRAND BUILDERS

We're the company behind successful nursery brands such as phil&teds, Mountain Buggy and mokopuna merino. We create ultra-adaptable products that help parents avoid being prisoners of the nursery. Our products include the revolutionary inline buggy that adapts to take one kid or two, the world's most compact portable highchairs and the world's original all terrain buggies.

EXPORTING TO 50 COUNTRIES

With a focus on building unique brands, unique products, and doing business in a unique way, phil&teds has grown into a multi-brand business exporting to more than 50 countries. We've won a host of industry awards for design innovation along the way.

AIMING TO BE NUMBER 1

We aim to be the number one business in nursery and to use what we've learned about commercialising great ideas on other appealing Kiwi businesses with unique IP – like Christchurch business PRORACK which we acquired in 2008, grew into 16 markets and sold to America's number one auto accessories business in December 2010.

WORKING WITH RETAIL GIANTS

Key retail partners around the world include BRU (US and worldwide), Mothercare (UK and worldwide), and Prenatal (Europe).

WHY WELLINGTON

Cauldron of innovation

Wellington's blend of creative frisson, intellectual curiosity, and tight community is the ideal cauldron for cooking up innovation and commercialising it. We may be located at the bottom of the globe, but few communities match the capacity of Kiwis – especially Wellingtonians – to commercialise thinking and sell across cultures.

WWW.PHILANDTEDS.COM

phil&teds®

Special thanks to those businesses who supplied photographs, we have included a selection only, and express regret that we could not use them all.

The Wellington City Council extends its thanks to the support agencies that assisted in this initiative:

Positively Wellington Tourism

New Zealand Trade and Enterprise

Creative HQ

Wellington Employers' Chamber
of Commerce

and for the financial assistance from:

Grow Wellington

CityLink