What is the Latin America and Southeast Asia Market Insights Programme?

The Latin America (LatAm) and Southeast Asia (SEA) Centres of Asia-Pacific Excellence (CAPEs) are leading the **Market Insights Programme** (MIP), in collaboration with Victoria University of Wellington and the University of Waikato.

The MIP aims to harness the specialised culture and market-specific insights, knowledge and experience that participating university students, both domestic and international, can offer to New Zealand businesses. And, at the same time, offers students an internship opportunity with guidance from experts on relevant projects. The inaugural MIP will take place in the Wellington, Waikato and Bay of Plenty regions.

As a participating business, you will be matched with up to two students who are assessed to have the relevant understanding and knowledge of their target markets in the Latin America or Southeast Asia regions. From July to September 2018, the students will spend 10 – 15 hours per fortnight on projects that you specify for them and are important for your business' current or future business in the Latin America or Southeast Asia regions.

Additionally, tailored workshops will be organised by expert Partners on relevant business themes for both students and your company. These workshops are delivered fortnightly from July to September, and also present an opportunity for networking with subject matter experts, other participating businesses and students in the MIP.

You will not be charged a fee to participate in the programme.

Benefits

You will:

- gain culture-specific insights into current or potential overseas market(s) of your interest

- receive hands-on, actionable recommendations from participating student(s) on your business challenge or feasibility study

- extend your professional knowledge through the workshops delivered by expert Partners

- network with other participating businesses, students and expert Partners in the programme

- explore the potential to employ participating students with highly specialised knowledge and experience

- make connections with the relevant CAPE and build further networks through the engagements.

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What you need to participate

The success of the **Latin America and Southeast Asia Market Insights Programme** depends on productive experiences for all participants. Please identify a current or potential challenge that is relevant to your business for participating students, in consultation with the CAPEs. We will then match up to two students with your business needs.

You are expected to:

- prepare and clearly define the non-mission critical project for hosting the MIP student(s)

- host the internship student(s) at your business for one or two days a week over 3 months (July to September 2018)

- mentor the student(s)

- participate in MIP workshop sessions: 6 sessions, usually held between 6 - 7.30pm (total: up to 14 hours over 3 months. Note – this is in addition to the time a student spends at your business during normal working hours)

- provide a brief report and follow-up interview of your experience at the conclusion of the programme.

The diversity of New Zealand university students represents a wealth of knowledge and insights into the cultures and business practices of many of New Zealand's trading partner countries. Participating students will be chosen from this highly motivated, talented and experienced section of our society.

EXPRESSION OF INTEREST OR FURTHER ENQUIRIES

In Wellington, please contact:

- **Cecily Lin** (seacape@vuw.ac.nz) for the Southeast Asia CAPE MIP

- **Craig Nicholson** (latamcape@vuw.ac.nz) for the Latin America CAPE MIP

In the Waikato and Bay of Plenty regions, please contact:

- **Gina Robertson** (gina.robertson@waikato.ac.nz) 022 067 3299 for LatAm and SEA CAPEs' MIP

Please join us in this journey of learning, understanding and enhancing capability.

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