



## Latin America and Southeast Asia Market Insights Programme INFORMATION FOR PARTNERS

### 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 with guidance from experts on relevant projects. The inaugural MIP will take place in the Wellington, Waikato and Bay of Plenty regions.

During a three-month programme from July to September 2018, participating businesses will be matched with up to two students who represent their target markets in the Latin America or Southeast Asia regions. The students will spend 10 – 15 hours per fortnight with these businesses on specific projects.

### Who we are partnering with

The two CAPEs are seeking expert Partners to hold one of a series of six specialised workshops or round table discussions for both the participating businesses and students.

These workshops will be held fortnightly from July to September 2018 between 6 – 7.30pm, and will offer guidance to attendees in the Partner's area of expertise. Please note: the workshops are in addition to the time that participating students will spend with their host businesses during normal working hours.

The focus will be on a relevant theme for New Zealand businesses looking to, or are already trading with the Southeast Asia and/or Latin America regions. This workshop series also presents an opportunity for Partners to dialogue and network with the students and the host businesses.



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## Expectations of Partners

The success of the MIP depends on high quality and productive experiences for all participants. For Partners, their time, expertise and feedback are most valuable. This includes:

- hosting a workshop/round table with practical learning outcomes for both students and the businesses involved
- providing a location and catering for these workshops/roundtables
- supplying feedback (via a survey or interview) after the programme ends.

## Benefits for Partners

Partner businesses can:

- be featured as an expert Partner in all LatAm and SEA CAPEs Market Insights Programme collateral
- showcase expertise around key themes for students and businesses working in the Latin America and Southeast Asia trading context
- showcase their services to a select group of innovative exporters and traders
- gain unique and valuable cultural capability and business knowledge from participating students who are soon to enter the labour market.

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.

## GET IN TOUCH

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, 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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