



مجلس الغرف السعودية  
Council of Saudi Chambers

نموذج المشاركة  
بلقاء أصحاب الأعمال التوزلنديين  
٢٨ سبتمبر ٢٠١٦ م

Name:		
Position:		
Company name :		
Company profile & activities:		
Phone:	Fax:	Mobile:
Website:		Email:
<p>يرجى تعبئة استمارة الاشتراك وإرسالها إلى مجلس الغرف السعودية بريدًا إلكترونيًا <a href="mailto:bc@csc.org.sa">bc@csc.org.sa</a> هاتف: ٢١٦٨٢١٨٩</p>		

**SAUDI – NEW ZEALAND JOINT MINISTERIAL COMMISSION &  
INGUARAL MEETING OF THE SAUDI - NEW ZEALAND BUSINESS  
COUNCIL**

**LEAD BY NEW ZEALANDS MINISTER OF TRADE**

Riyadh, Tuesday 27 – Wednesday 28 of September 2016

List of New Zealand companies:

**FOOD AND BEVERAGE:**

1. **Asure Quality (<https://www.asurequality.com>)**  
AsureQuality is a commercial company 100% owned by the New Zealand government. The company provides food safety and biosecurity services to the food and primary production sectors. All profits are repatriated to New Zealand.  
The business activities of AsureQuality are divided into two main operating groups - Operations, and Laboratories and Diagnostics.  
**Interest in Saudi Arabia:**  
AsureQuality is in the process of establishing a food testing laboratory in Jeddah with their joint venture partners, the Saudi testing company Motabaqah. The final paperwork for the joint venture is expected to be finalised in the fourth quarter 2016.  
The joint venture will eventually involve three laboratories based in the Saudi cities of Jeddah, Riyadh and Dammam, which will be developed to deliver food testing, training and audit service for all GCC countries.
2. **Fonterra (<http://www2.fonterra.com/>)**  
Fonterra is New Zealand's largest company, a multinational dairy co-operative owned by around 13,000 New Zealand farmers. The company is responsible for approximately 30% of the world's dairy exports and with revenue exceeding US\$15 billion.  
**Interest in Saudi Arabia:**  
Fonterra have had a packaging and reprocessing facility in the Eastern Province of Saudi Arabia for a number of years and have long standing relationships with key regional dairy industry players. Fonterra are always seeking new areas to develop with their customers, particularly with value added products. Almarai is a major customer of Fonterra in Saudi Arabia.

**CONSTRUCTION:**

3. **FrameCAD (<https://www.framecad.com>)**  
The FRAMECAD System is a modern method of rapid, quality construction using light-gauge steel framing. An end-to-end design and build solution, the FRAMECAD System is designed to suit a wide range of projects that demand the rapid delivery of quality buildings. To achieve this, FRAMECAD has established a reputation as a global innovator in building design, software programming, detailing, engineering, manufacturing and delivery. The business has local teams on the ground in the Americas, Asia, New Zealand, Australia and the Pacific, the Middle East and Africa.

**Interest in Saudi Arabia:**

From their regional office in Dubai FrameCAD has been selling into Saudi Arabia for more than five years and the Kingdom has the largest number of customers for the company in the GCC.

**EDUCATION:**4. **Skills International** (<http://www.skills.org.nz/>)

Skills International is a subsidiary of The Skills Organisation responsible for commercialising services and products developed for vocational training in industry. Services include training management (including arranging travel, accommodation and pastoral care services), student management systems and applications, research and strategy. Skills International is a start up organisation with focus on Pacific, South East Asia and Middle East. A priority is to target markets where Governments are investing in vocational training.

**Interest in Saudi Arabia:**

TEXT TO COME

5. **Wintec** (<http://www.wintec.ac.nz/>)

The Waikato Institute of Technology, also known as Wintec, is one of New Zealand's leading institute of technology based in Hamilton. Approximately 20,000 students from 52 countries study at Wintec each year, and the organisation employs around 840 staff. The institute currently provides 10 degree programmes, 35 diplomas and 12 postgraduate qualifications.

Wintec offers training in engineering, trades, science, technology, agriculture, sport, health and social services, education, business and manufacturing, tourism, hospitality, events, English language, media and the creative industries. The qualifications range from certificates and diplomas to degrees and post-graduate degrees.

**Interest in Saudi Arabia:**

TEXT TO COME

6. **Unitec** (<http://www.unitec.ac.nz/>)

Unitec Institute of Technology is the largest institute of technology in Auckland, New Zealand with over 16,000 students in 2012.

Unitec offers degree programs in arts, business, and technical subjects at the bachelors, masters and doctoral level. Applied technology (Trade) training is offered at certificate, diploma and degree level. Unitec is a member of the International Association of Universities.

**Interest in Saudi Arabia:**

TEXT TO COME

7. **Cognition Education** (<http://www.cognition.co.nz/>)

Cognition Education Limited provides consultancy services and product offerings designed to accelerate student learning. The offer builds capability of teachers, school leaders and education policy makers. Customer segments are government organisations, and private companies who run professional development programmes. Markets include NZ, Australia, the Middle East (Qatar, Saudi Arabia, Kuwait and Abu Dhabi), South East Asia, North America, Netherlands, Germany and Scandinavia. It is a wholly owned subsidiary of the Cognition Education Trust.

**Interest in Saudi Arabia:**

TEXT TO COME

**AGRICULTURE:**

8. **Fiber Fresh** (<http://www.fiber-fresh.com/>)  
Fiber Fresh Feeds manufactures advanced forages with a scientifically proven superior ability to improve animal health & performance for cattle, horses and camels.  
**Interest in Saudi Arabia:**  
The company has an office in Dubai and has been making steady progress with regional sales, but has yet to establish customers in Saudi Arabia.

**HEALTH:**

9. **Orion Health** (<https://orionhealth.com/>)  
Orion Health is a US\$144m turnover company selling software solutions in the hospital and clinical care environments globally. They are one of NZ's largest software exporters, and have strong global partnerships. Founded in 1999, Orion Health develops creative and modern healthcare software that is fully integrated - their software components complement and interface with each other elegantly - positioning them apart from competitors and setting a new standard in healthcare technology. Their vision is to enable a better healthcare future through the pioneering use of information technology and knowledge creation.  
**Interest in Saudi Arabia:**  
Orion Healthcare have been selling their using their integration and patient management software to more than 10 military and civilian hospitals, including King Fahd Medical City (KFMC), a 1400-bed healthcare complex in Riyadh.

**TECHNOLOGY/TELECOMMUNICATIONS:**

10. **TAIT** (<https://www.taitradio.com/>)  
Tait provides advanced voice and data radio communication solutions and services for mobile organisations throughout the world, focusing on the key sectors that demand critical communications such as public safety, utilities and mining.  
This includes a range of analogue and digital portables, mobiles, base stations and networking equipment that is manufactured in Christchurch and sold both directly and indirectly through their distributors to 150+ countries around the world.  
**Interest in Saudi Arabia:**  
TAIT have been providing their radio solutions to the Saudi Military for more than 30 years. Increasingly they are looking to diversify their customer base such as utility companies.

**OTHER:**

11. **NZ Middle East Business Council** (<http://www.nzmebc.org.nz/about/>)  
The New Zealand-Middle East Business Council promotes and facilitates cultural and economic contact, communication, trade, technology transfer, services and investment between New Zealand and the wider Middle East region.  
**Interest in Saudi Arabia:**  
The NZMEBC signed an MOU with the Council of Saudi Chambers in April 2016 to begin the process of creating the Saudi - New Zealand Business Council

12. **Sequal Lumber** (<http://www.sequallumber.co.nz/>)

Sequal Lumber (SQL) is a unique sawmill that was established in 2006 and is designed to produce and supply timber that is cut to order. That means that rather than cut up a log into planks simply to maximise recovery, SQL cuts up a log to maximise value based on pre-ordered dimensions. The customer base are furniture manufacturers (in China and Vietnam) for the kiln dried outer wood and construction and packaging manufacturers for the lower quality green inner wood (Korea, Japan and the Middle East). SQLs kilns are powered by geothermal energy.

**Interest in Saudi Arabia:**

Sequal Lumber sells sawn lumber for the packaging industry in Saudi Arabia, mainly for the transportation plastics and petrochemical products. Saudi Arabia is an important market for the company with one Saudi customer alone purchasing 15% of the lumber Sequal produces. With NZTE's assistance Sequal is also now looking to diversify its Saudi customer base into the cable drum market.