



Manaaki Whenua  
Landcare Research

**Sustainable Trade and Export Workshop**  
**Venue: The Treasury, 1 the Terrace, Wellington**  
**Date: Wednesday, 22 June 2005, 10am- 4pm**

We invite you to participate in our Sustainable Trade and Export Workshop, part of research to develop an early warning system to alert NZ companies to emerging issues in the evolving business case for sustainable development. We aim to develop a “heads-up” service that will signal market trends and opportunities with environmental and social dimensions. We will connect users in business and policy networks to sources of relevant information arising from global conventions, trade negotiations, trends in stakeholder behaviour, best practice and other issues that may affect New Zealand exporters.

Many of New Zealand’s business leaders have moved to more sustainable patterns of production thereby capturing a greater share of value-added international trade. They know that such foresight requires investments in time, commitment and finance. They also know that their success is mutually dependent on the success of New Zealand plc which, in turn, helps to grow the number of New Zealand companies operating in the global marketplace.

New and emerging exporters face mounting pressures to integrate environmental and social factors into their production and export strategies. While some of this is driven by regulatory requirements, other drivers are business requirements from international buyers and growing consumer demand for products able to demonstrate environmental and social responsibility. New trade opportunities will result for some producers, but many exporters face difficulties and frustration responding to these demands.

**The workshop is intended for:** government departments, experienced exporting and importing companies, sustainable business support organisations

**The goals of this workshop are to:**

1. Identify the research needed to alert NZ businesses about emerging environmental and social trade requirements.
2. Frame the broad specifications for timely practical support (i.e. type of service/tool/resources, how it would work, what sort of information it would provide).
3. Exchange information about existing best practice, expertise and experience relevant to this project.



<b>Time</b>	<b>Session</b>	<b>Outcome</b>
09.45	Coffee/Tea available on arrival	
10.00	Welcome and introduction to the project	Setting the scene (1)
10:15	Environmental provisions in bilateral trade agreements (Gillian Wratt, MfE) Environment at World Trade Organisation (Vangelis Vitalis, MFAT)	Setting the scene (2)
10.30	Identify the research needed to pinpoint future social and environmental issues for exporters and importers	List of key issues for the project
11.30	Coffee/Tea	
11.50	How will the service/tool/ resources work?	Framework of broad specifications: - functions, principles - medium for delivery - up-dates and early-warning - sign-posting
13.00	Lunch	
14.00	Define criteria for grouping knowledge and information	Guide to ways that users may wish to access the information
14.30	Who holds relevant knowledge, best practice, expertise and experience in NZ and overseas?	List of resource and potential mentor organisations
15.00	How can we engage businesses to use the service/tool/resources?	Key points for the business case prioritised
15.30	Wrap-up and next steps	Future feedback from project

The research team from the Sustainable Business & Government Group includes Ian Turney, Ann Smith, Cerasela Stancu and Marie Reti-Flower. The research is funded by Landcare Research under a programme entitled Global Sustainability and NZ Branding.

For further information, please contact:  
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**Please let us know if you have any special dietary requirements.**

This workshop is CarboNZero®. Please return the attached form so that we can offset the carbon emissions created by your travel to and from the workshop.