



Novadown-defined 'Properties' of the Alpaca Duvet

**The perfect combination of lightness and
warmth.**

**Exceptional wicking properties to draw
moisture from your body.**

Naturally hypo-allergenic.

Silver fern sateen fabric, 400 thread count casing.



Asthma Council

Accreditation: National Asthma Council Australia and Asthma and Respiratory Foundation of NZ.

All Novadown Sensitive Choice Products comply with the European Oeko-Tex standard 100, ensuring safety in regards to the presence of any harmful substances. Outer cases and fabrics are treated with internationally recognized Sanitized providing anti-dust mite and anti-bacteria protection.

China Ready?

You want cute ... we got cute!



Thinking Global

Doing Business with China

- Flagstaff Alpacas – www.flagstaffalpacas.co.nz
- The alpaca duvet – properties, market
- Why China? Flagstaff Alpacas and Ellis Fibre
- Evolving Relationships & Risks
- Talking Business Chinese ... not natural!
- China Today?
- Alpaca Exports to China
- Bruce Woollen Mill, Milton

Alpacas & Flagstaff Alpacas

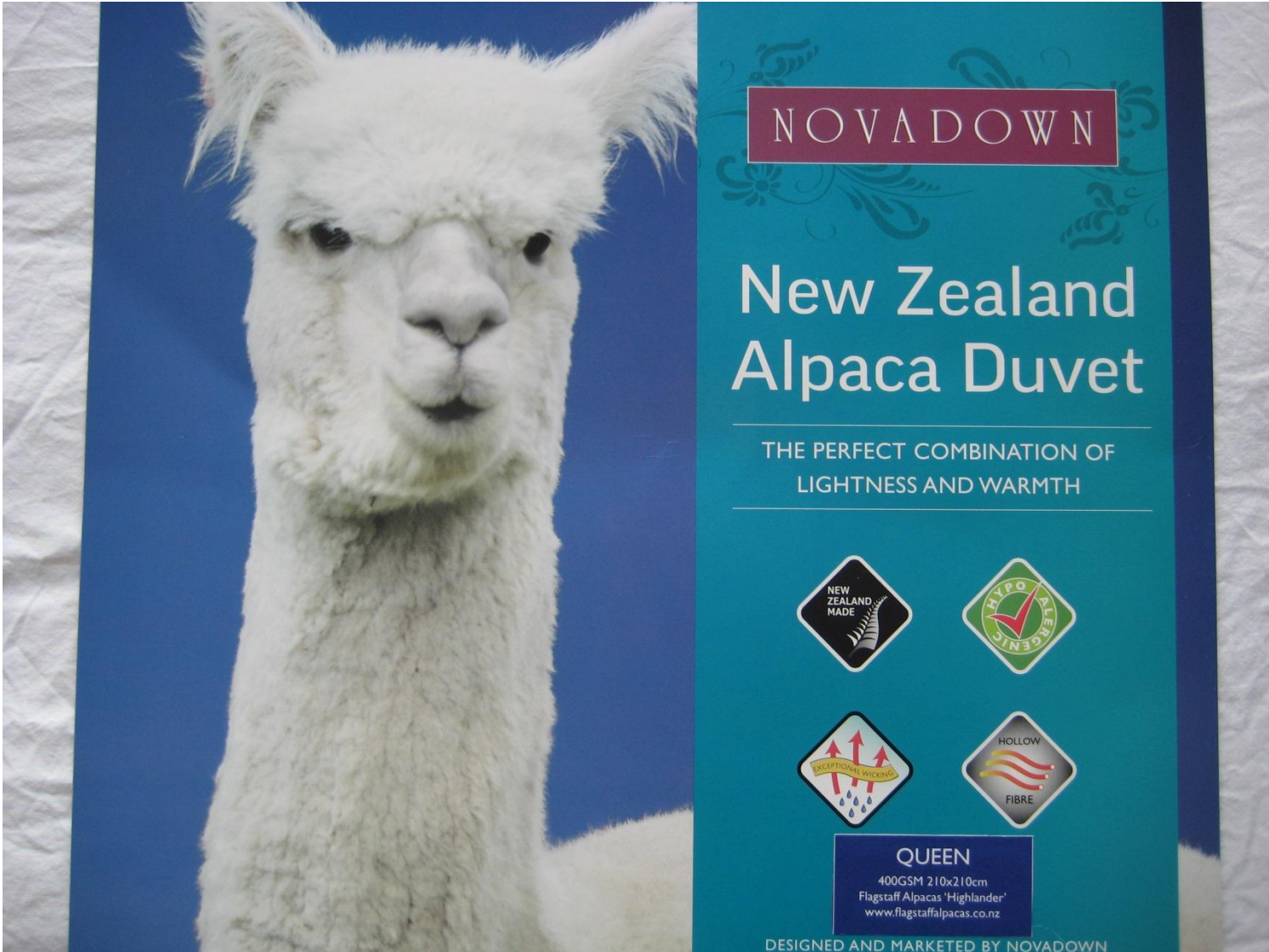
- 22-25,000 in NZ
- Scalability
- Breed Association
- Easy to farm

Flagstaff Alpacas

- Myself
- Alpacas - 15 years
- Based in Dunedin
- 180-300 alpacas

The Business?

- Alpaca Sales
 - Domestic
 - International
- Alpaca Duvets
- Yarns, fleece, product
- Meat ... not yet ... ?



NOVADOWN

New Zealand Alpaca Duvet


THE PERFECT COMBINATION OF
LIGHTNESS AND WARMTH



QUEEN
400GSM 210x210cm
Flagstaff Alpacas 'Highlander'
www.flagstaffalpacas.co.nz

DESIGNED AND MARKETED BY NOVADOWN

The Alpaca Duvet

- Hypoallergenic – Wicking capacity
- Light – thermal efficiency. ‘Hollow’ Fibre
- Differentiation in market place.
- Competition: Luxury  Commodity?
- Commerce Commission
- CHINA ... ?

Why China? Our Experience

- Early Market Exposure ...
- China came to us?
- Leveraging existing relationships
- Order fulfilment from NZ
- Hong Kong, websites, payment, certainty
- Specific Barriers ... and Changes in the Playing Field
- Risk, Scale and ... better opportunities

Our lessons: Talking 'Business Chinese'

- Developing Relationships
 - Time, Punctuality, Win-Win, Small Talk
 - Master Negotiators
 - Face, Fear of Blame
 - ***“Think 3 times before you do anything”***
- Importance of Government Backing , Support, Accreditation
- Shanghai, Agents, Distributers, ‘Exclusivity’
- ***“If it was easy we would all be doing it”***



Alpaca Exports to China

- University of Hanan: “1 Million alpacas in China by 2020”
 - Imports ... no loyalty ... yet!
 - Breeding, ET ... and AI ???
- Export Protocol for Livestock ‘Camelids’
- The Great Race
- Same factors ... agents, government backing, trust, negotiations, who-you-know
- Australia strategy

China Entry Today?

- Love New Zealand
 - Swandri, Ellis Fibre (Novadown)
 - Duvets ... don't trust their own product sources and authenticity
- Economy – FTA, Fixed Currency, Contraction in Growth, Chinese Politics
- Time on your side



The customer is always right?

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