

## **Health firms feature as NZ International Business Awards finalists**

Life science and healthcare companies are among the 27 finalists in the 2012 New Zealand International Business Awards, which recognise the myriad of ways companies now do business globally.

Hamilton's BioVittoria has harnessed the calorie-free sweetness of China's little-known monk fruit to create an all-natural food sweetener. The company is setting itself up to compete in the US\$50 billion per annum world sweetener market.

Orion Health has achieved its goal of becoming an internationally recognised health information technology vendor and New Zealand's largest privately owned software exporter.

Triodent conceives, designs and manufactures low-cost, high-margin products that solve everyday dental problems.

Dunedin company Seperex Nutritionals develops its bioactive research discoveries, such as peptides and lipids found in milk and seafood, into export earning food and health ingredients.

Westland Milk Products manufactures and sells more than 90,000 metric tonnes of dairy products a year, with its core business being ingredients for other firms making nutritional products.

GMP Pharmaceuticals offers a one-stop shop for small New Zealand health supplement developers wanting their product manufactured, packed, exported and even launched.

Meanwhile, Sir Graeme Douglas, managing director of New Zealand's largest domestically-owned pharmaceutical company, has been nominated as an outstanding leader in international business.

Winners of 10 categories at the awards, which are run by New Zealand Trade and Enterprise (NZTE) and strategic partner ANZ, will be announced on Wednesday 21 March. Information about the finalists can be found at [www.nzte.govt.nz/awards](http://www.nzte.govt.nz/awards).

NZTE Chief Executive Peter Chrisp said it was fantastic to have 27 businesses representing a wide variety of industries and regions as finalists in the prestigious awards.

"This year's finalists are using our country's world class technology, reputation and skills to develop high value brands and push out into new markets. These are ambitious, internationally focused businesses that New Zealanders should be proud of.

"Sharing their stories helps build understanding of what is required to succeed internationally as well as giving us an opportunity to recognise the contribution they're making to New Zealand," Mr Chrisp said.

In addition to celebrating company achievements, the New Zealand International Business Awards recognise people who are leading their businesses to global success. Eight business leaders are finalists in two categories that celebrate an emerging and an outstanding leader in international business.

## **GENERAL CATEGORY FINALISTS**

**Best Business Operating Internationally – Under \$10m**

- ASPEQ (Wellington)
- BioVittoria (Hamilton)
- Energy Mad (Christchurch)
- Escea (Dunedin)
- Fastmount (Auckland)

**Best Business Operating Internationally – \$10m-\$50m**

- Altitude Aerospace Interiors (Auckland)
- Canary Enterprises (Hamilton)
- EasiYo Products (Auckland)
- Les Mills International (Auckland)
- Trilogy Advanced Natural Skincare (Wellington)
- Trident (Katikati)
- Vista Entertainment Solutions (Auckland)

**Best Business Operating Internationally – Over \$50m**

- BCS (Auckland)
- Buckley Systems (Auckland)
- Christchurch Engine Centre (Christchurch)
- Downer NZ (Tauranga)
- Orion Health (Auckland)
- Rakon (Auckland)
- SKOPE (Christchurch)
- Tait Electronics (Christchurch)
- Westland Milk Products (Hokitika)

**SPECIAL CATEGORY FINALISTS**

**Supported by the Ministry of Science and Innovation**

**Best Use of Research and Development in International Business**

- Downer NZ (Auckland)
- Energy Mad (Christchurch)
- Seperex (Dunedin)

- Technopak (Auckland)
- Westland Milk Products (Hokitika)

#### **Best Commercialisation of Intellectual Property in International Business**

- Burger Fuel (Auckland)
- Everedge IP (Auckland)
- Westland Milk Products (Hokitika)

#### **Best Use of Design in International Business**

- ASPEQ (Wellington)
- Canary Enterprises (Hamilton)
- Energy Mad (Christchurch)
- Sistema Plastics (Auckland)
- Triodent (Katikati)

#### **Most Innovative Business Model in International Business**

- Burger Fuel (Auckland)
- Energy Mad (Christchurch)
- GMP Pharmaceuticals (Auckland)

### **LEADERSHIP CATEGORY FINALISTS**

#### **Supported by KPMG**

#### **Emerging Leader in International Business**

- Tony Egan (Auckland)
- Sarah Gibbs (Wellington)
- Keith Oliver (Auckland)
- Bryn Thompson (Christchurch)
- Brian Russell (Auckland)

#### **Outstanding Leader in International Business**

- Sir Graeme Douglas (Auckland)
- Neville Jordan (Wellington)
- Tom Thomson (Christchurch)

Source: NZTE