



FORWARD

CHINESE FIT ENABLEMENT PARTNERSHIPS





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Our goal is to facilitate your success in engaging of the Chinses FIT market.

We have identified areas of expertise where tourism operators *may* require support, and provide a **sample** list of suppliers (partners) who promote themselves to the tourism market with skills and experience in these areas.

Areas of Focus

Experiences, storytelling, digital communication, and cultural sensitivity feature as the hallmarks for engaging successfully with Chinese tourists in the regions.

For this reason, we looked for providers with skills in the following areas:

- Translation services
- Digital Media
- Market Research
- Marketing and product development
- Business case presentation and feasibility studies
- Story telling and brand development
- Cultural and customs/protocols
- Marketing collateral (including video, photographic, graphic design, website development)
- Communications



Suggested partnerships



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Brand Development / Identity

FORWARD Insight & Strategy	www.forwardhq.co.nz
Provenance	www.provenancecreative.co.nz
Rare HQ	www.rarehq.com
Unified Brands	www.unifiedbrands.co.nz
Velocity Creative	www.velocity-creative.com

Cross Cultural

 FORWARD Insight & Strategy	www.forwardhq.co.nz
 iGlobal	www.iglobal-coaching.com





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Digital Marketing	
Cabbage Tree Creative	www.cabbagetree.co.nz/digital-agency/home
Calibrate	www.calibrate.co.nz
Catchi	www.catchi.co.nz
 China Skinny	www.chinaskinny.com
 Digital Jungle	www.digitaljungle.agency
GeoZone - Location based advertising	www.GeoZone.co.nz
Guru Digital Media	www.gurudigital.nz/Home
Ideas	www.ideas-dwc.com/china-digital-marketing
Mosh	www.mosh.co.nz
Myth Digital and Brand Agency	www.myth.co.nz
Prestige Consulting	www.prestigeconsulting.kiwi/reaching-china
Rare HQ	www.rarehq.com
Red Fire Digital	www.redfiredigital.co.nz
Skoot	www.skootapp.com
Soshio	www.getsoshio.com
Velocity Creative	www.velocity-creative.com

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Digital Media	
GeoZone - Location based advertising	www.GeoZone.co.nz
Gladeye	www.gladeye.com
Maverick Digital	www.maverickdigital.nz
Skoot	www.skootapp.com
Story	www.tellyourstory.co.nz



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Marketing	
CBMarketing	www.cbmarketing.co.nz
CIMarketing	www.cimarketing.co.nz
Navigate	www.navigatenz.com
Smooth Marketing	www.smoothmarketing.co.n
Strategies Marketing	www.strategiesmarketing.co.nz
Velocity Creative	www.velocity-creative.com

Marketing Strategy	
Campbell Consulting	www.campbellconsulting.co.nz
 FORWARD Insight and Strategy	www.forwardhq.co.nz
Fresh Info	www.freshinfo.co.nz
Rare HQ	www.rarehq.com
Redfern Associates	www.redfern.com.cn
Reserve Group	www.reservegroup.biz
Tomahawk	www.tomahawk.co.nz



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Photography

Beek	www.beek.co
Bryce Carleton Photography	www.brycecphotos.com
Magic Memories	www.magicmemories.com

Product / Marketing Consultants

Interpretation NZ	www.interpretationnz.co.nz
Trish May	www.maymarketing.co.nz



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Research	
A C Nielson	www.nielsen.com/nz
Angus and Associates	www.angusassociates.co.nz
China Outbound Tourism Research Institute (COTRI)	www.china-outbound.com
 China Skinny	www.chinaskinny.com
 China-New Zealand Research Tourism Unit	www.cms.mngt.waikato.ac.nz
Colmar Brunton	www.colmarbrunton.co.nz
Euromonitor International	www.euromonitor.com
 FORWARD Insight and Strategy	www.forwardhq.co.nz
Glasshouse Consulting	www.glasshouse-consulting.com
Ipsos Ltd	www.ipsos.co.nz
KPMG New Zealand	www.kpmg.com/NZ
Navigate	www.navigatenz.com
New Zealand Tourism Research Institute, AUT	www.nztri.org
Rare HQ	www.rarehq.com
Redfern Associates	www.redfern.com.cn
Research Solutions	www.researchsolutions.net.nz
TNS New Zealand Ltd	www.tnsglobal.com

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Tourism Associations

 Tourism New Zealand - China	www.tourismnewzealand.com/markets-stats/markets/china
 Tourism New Zealand - China Toolkit	www.chinatoolkit.co.nz
Netmarketing Services Limited	www.etourism.org.nz/about-2
Tai Poutini Polytechnic	www.tpp.ac.nz
Tourism Business Magazine	www.tourismbusinessmag.co.nz/main

Translation Services

A2Z Translate	www.a2ztranslate.co.nz
Blue South (Translation for Business)	www.bluesouth.co.nz
BTM Marketing	www.btmnz.co.nz
GeoZone - Location based advertising	www.GeoZone.co.nz
Language Links Ltd	www.languagelinks.co.nz
Navigate	www.navigatenz.com
NZTC International	www.nztcinternational.com
Straker Translations	www.strakertranslations.com





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Video	
Click HD	www.clickhd.co.nz
David Letsche Photography	www.dlphoto.co.nz/index.php/commercial-promo-video-production
Ninmo Productions	www.ninmoproductions.co.nz
Ro Tierney	www.rotierney.co.nz
Sprout Media	www.sproutmedia.co.nz
Video Kraft	www.videokraft.co.nz

Website Developers	
The Digital Maker	www.digitalmaker.co.nz



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Collators and Curators	
Organisations collection(s) and published lists of suppliers and/or resources such as how-to guides or checklists	
Export NZ	www.exportnz.org.nz/resources-and-tools
New Zealand Story	www.nzstory.govt.nz
NZTE - Building relationships	www.nzte.govt.nz/en/export/export-markets/greater-china/china/culture-language-and-business-etiquette/building-relationships
NZTE - Business etiquette for meetings	www.nzte.govt.nz/en/export/export-markets/greater-china/china/culture-language-and-business-etiquette/business-etiquette-for-meetings
NZTE - Chinese culture and business etiquette	www.nzte.govt.nz/en/export/export-markets/greater-china/china/culture-language-and-business-etiquette/chinese-culture-and-business-etiquette
NZTE - Marketing collateral	www.nzte.govt.nz/en/export/international-marketing-and-communication-toolkit/marketing-collateral
NZTE - Marketing plan	www.nzte.govt.nz/en/export/international-marketing-and-communication-toolkit/building-a-marketing-plan
NZTE - Using interpreters and translators	www.nzte.govt.nz/en/export/export-markets/greater-china/china/culture-language-and-business-etiquette/using-interpreters-and-translators
NZTE - Video	www.nzte.govt.nz/en/news-and-media/features/china-video/video-understanding-chinese-culture-and-etiquette



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Digital Marketing - Related Links

www.campaignbriefasia.com/2013/10/leo-burnett-indonesia-strength.html

www.socialmedia.org.nz

www.socialmedianz.com

www.techinasia.com/tag/sina-weibo

www.thewaypoint.co.nz/home/waypoint-conference-2015

www.tourismnewzealand.com/markets-stats/markets/china



www.chinatoolkit.co.nz





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