A trendsetter for innovative city alliances

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Background: The first of many firsts

- Auckland super city amalgamation 2010
- Economic development a key priority
- 19 sister city relationships
- Trade at the heart of future city to city engagement
The Tripartite Economic Alliance

- Existing sister cities
- Clear shared priorities
- Priority to increase trade
Three way alignment

- Gateway ports & airports
- Strong academic institutions
- Sector focus on screen, digital & recreational, sporting & cultural tourism
- Establishing innovation precincts & attracting multi-national partnerships
- Revitalising their downtown & waterfront areas & infrastructure investment
LA Summit – June 2015

- 43 Auckland delegate organizations
- 300 leads
- Lasting relationships
- Fresh market insights
Auckland Summit – May 2016

• Two days
• Showcasing Auckland’s innovation assets
• Focus on – High value food, screen and digital, advanced manufacturing, smart data & urban design
• Inspirational International speakers
Auckland Summit – May 2016

- 700 Delegates
- 300 Business matches
- 90+ speakers
- 13 funding partners
- 8 MOU’s signed
- Guangzhou tripartite science & technology fund established
Working to Guangzhou - 2017

• Deals signed between business delegates who first engaged in 2015
• Ongoing B2B bi & tri-lateral engagements
• Follow up visits from LA businesses & delegates to Auckland, and Auckland delegates to Guangzhou
• Guangzhou summit November 2017
Key Learnings

• Common themes lead to real engagement
• Business engagement delivers real value
• Understanding business delegations required outcomes to inform the program and speakers
• Don’t underestimate networking
• Host city showcasing leaves a lasting impression on all delegates.