

Wellington Businesses successfully forging international collaborations, partnerships and strategic alliances reflected in 2006 Gold Awards Finalists.

"A dynamic new trend rapidly developing in the Wellington regional economy is strongly reflected in the 2006 Wellington Region Gold Awards Finalists" said Gold Awards Director John Dow

"This year's awards has seen the emerging trend of Wellington businesses forging collaborations, partnerships and strategic alliances throughout the world producing outstanding new projects, initiatives and sales results for the local economy as well as generating extensive international media exposure" said Mr. Dow.

"Underpinning this trend towards Global interconnectedness is high levels of creativity, innovation, an ability to quickly diversify, strong commitments to Research and Development and a pragmatic and skillful approach to overcoming the "Tyranny of Distance" faced by all of New Zealand's business community."

Examples are businesses like Park Road Post who are not only taking on Hollywood, and winning 2 Academy awards in the process, but establishing a co operation agreement with the Daesung Group of South Korea.

Loop have set up Loop North America, signing a deal with Sony BMG as well as working directly with Apple iTunes USA.

Malaghan Institute is in partnership with the Queensland Institute of Medical Research working on a vaccine treatment for Stage 3 Melanoma, IRL are working on a cancer treatment in collaboration with the US Albert Einstein College of Medicine and GNS are using the computer power behind King Kong to create a world beating solution for processing seismic data faster and cheaper than other providers.

HTS-110 Ltd are in a partnership with the American Superconductors Corporation while Radiola Aerospace are exporting worldwide including being contracted by the Royal Australian Airforce.

Icebreaker NZ Ltd sells in over 1,500 stores in 22 countries, South Pacific Tyres NZ Ltd exported 1.6 million units in 2005 from its factory in Upper Hutt, Trilogy has over 800 outlets in Australia alone, and The Superstructure Group has 80 customers in 16 countries with 50% of its revenue coming from exports.

The Beat Girls have appeared as entertainers in the last 2 Olympic Games and were featured on NBC's "Today Show" watched by 140 million viewers, and being described as the "hottest ticket in town".

World of Wearable Art Ltd have wowed Wellington audiences and also made special appearances in Singapore, while the sinking of the HMNZS Wellington was watched by over 100,000 people and screened on the BBC and CNN, the World Mountain Running Champs showed off the city on television throughout the world whilst the DHL Lions Tour delivered 20,000 British fans and \$14.7 million to the local economy with the Test at Westpac Stadium being watched by well over 1 million viewers in Britain.

" Wellington's claims to be the Creative Capital and NZ's leading Events destination are also well supported by this year's group of finalists and overall the judges will have an extremely difficult job deciding the 10 category winners and the overall supreme The Dominion Post Wellington Gold Award for 2006." Said Mr. Dow.

The Finalists were announced at a special function hosted by Bell Gully on Tuesday April 11 and the Gold Awards winners will be announced at the black tie dinner event held at the Events Centre on Wednesday May 17.

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