

# NEW ZEALAND CHINA YOUNG LEADERS FORUM 2017

SUNDAY 26TH NOVEMBER 2017

OWEN G GLENN BUILDING  
UNIVERSITY OF AUCKLAND  
12 GRAFTON ROAD, AUCKLAND

# PROGRAMME

8:30AM TO 4:30PM

**8:30am Registration opens**

Foyer, Owen G Glenn Building

**9:00am Mihi Whakatau**

Fisher & Paykel Appliances Auditorium (FPAA)

**9:20am Welcome**

Nathalie Harrington and James Sun

**9:25am Opening Ceremony**

Hon Peeni Henare  
Minister for Youth

Minister Xu Yousheng  
Vice President, Overseas Chinese Exchange Association

Xu Erwen  
Consul-General, Consulate General of the People's Republic of  
China

Sam Johnson  
New Zealand China Young Leaders Forum 2016

**10:00am Morning Tea**

**10:30am Q&A Session**

Trade and Connections: Where is New Zealand placed along the  
Belt and Road Initiative?

**Facilitator**

James Sun  
President, New Zealand Chinese Youth Federation

**Speakers**

Stephen Jacobi  
Executive Director, New Zealand China Council

Stephen Noakes  
Lecturer, Politics and International Relations, University of Auckland

Dr Jian Yang  
Member of Parliament, New Zealand National Party

**11:30am Mini Q&A Session**

Insights into Chinese Innovation and Technology: Follow the  
Footsteps of Rewi Alley Programme

**Facilitator**

Sam Johnson  
Director, WeVisit

**Speakers**

Stephanie Benseman  
Communications and Marketing Manager, Young Enterprise Trust

Rab Heath  
Founder, WheyCartel

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# PROGRAMME

8:30AM TO 4:30PM

**12:00pm Lunch**

Foyer, 260-071

**1:00pm Breakout Sessions**

Select one Breakout Session to attend

**Breakout Session 1 (260-092)**

From Start-up to Scale-up: Innovative business ventures

**Facilitator**

Rick Lin  
Vice President, New Zealand Chinese Youth Federation

**Speakers**

Sigrid McLisky  
Co-Founder, Living Green

Angad Nayyar  
CEO and Founder, Strutagio

Tama Toki  
Founder, Aotea Made

Jason Wang  
Fund Manager, Eden Ventures

**Breakout Session 2 (260-051)**

Crossing Cultural Borders: Life and career stories

**Facilitator**

Lucy Xie  
Director, Mapmo Limited

**Speakers**

Charlie Gao  
Partner, Mahon China

Lennie Law  
Marketing Manager, Aotea New Zealand

Jessica Rowe  
Senior Producer, Newshub

Julie Zhu  
Documentary Filmmaker, "*East Meets East*"

**2:00pm Afternoon Tea**

Foyer, 260-071



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# PROGRAMME

8:30AM TO 4:30PM

## 2:30pm Breakout Sessions

Select one Breakout Session to attend

### Breakout Session 3 (260-092)

Change Makers: Leadership that creates social impact

#### Facilitator

April McLennan  
Founder, Limitless

#### Speakers

Matt Dagger  
General Manager, Kaibosh Food Rescue

Kin (Charles) Ip  
Acting National Strategic Advisor for Ethnic Services, NZ Police

Adam McConnochie  
Strategic Advisor, Just Peoples

### Breakout Session 4 (260-051)

Learning from the Best: Education without borders

#### Facilitator

Frank Xing  
Project Manager Membership, New Zealand Chinese Youth  
Federation

#### Speakers

Sam Brosnahan  
Prime Minister's Scholarships for Asia  
University of Canterbury

Drew McCartie  
Prime Minister's Scholarship for Asia  
University of Auckland

Monica Mu  
Events and Film Production

Imogen Walker  
Prime Minister's Scholarship for Asia  
University of Otago

## 3:20pm Short Break

## 3:30pm Missed Out?

Hear about the other Breakout Sessions from the four  
"active listeners"

## 4:00pm Wrap up and Announcements

## 4:30pm Closing Ceremony



# SPEAKERS

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### Stephanie Benseman

Communications and Marketing Manager, Young Enterprise Trust



Stephanie works as the Communications and Marketing Manager at Young Enterprise Trust, a charity that develops entrepreneurial programmes and educates students on becoming financially capable.

Currently in her final year at Victoria University of Wellington completing a Bachelor of Commerce in Information Systems, Commercial Law and Management, Stephanie was also the Co-Founding

Director of graduate recruitment platform Filtr and is a Partner in youth-led investment fund First Cut Ventures.

Stephanie visited China as part of the Minister for Youth's International Leadership Award in September 2017.

#### Session

Mini Q&A Session (FPAA)

Insights into Chinese Innovation and Technology: Follow the Footsteps of Rewi Alley Programme

11:30am - 12:00pm

### Sam Brosnahan

Student, University of Canterbury



Sam is a final year student at the University of Canterbury studying a Bachelor of Commerce majoring in International Business, and a Bachelor of Arts in Chinese Language.

In 2014, Sam received a Prime Minister's Scholarship for Asia to study at Shanghai University of Finance and Economics for six months. Upon returning to New Zealand in 2015, he assumed the role of President at Global China Connection Canterbury, a non-profit,

student-led organisation connecting students to opportunities in China. In 2016, Sam returned to China interning at an engineering consultancy firm based in Shenzhen. Sam then went onto complete an intensive eight week Chinese language course in Taipei. Sam has experience in cross-cultural working relations between New Zealand and China through his education and professional development.

#### Session

Breakout Session 4 (260-051)

Learning from the Best: Education without Borders

2:30pm - 3:30pm



# SPEAKERS

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### **Matt Dagger**

General Manager, Kaibosh Food Rescue



Matt is General Manager of Kaibosh Food Rescue. Kaibosh is based in Wellington and is New Zealand's first food rescue organisation.

Kaibosh links the food industry with community groups that support people in need, ensuring that quality surplus food reaches those who are struggling rather than being needlessly discarded. This benefits both the community and

the environment.

With a background in Community Development, Matt believes there is nothing crazier in the world than quality surplus food being thrown away when people don't have enough to eat. Matt sees Kaibosh's food rescue as an important contribution to community groups that are working hard to help those less fortunate.

#### **Session**

Breakout Session 3 (260-092)

Change Makers: Leadership that creates social impact

2:30pm - 3:30pm

### **Charlie Gao**

Partner, Mahon China



Charlie was born in Chengdu, grew up in Auckland, and is an alumnus of the University of Auckland. He spent the last eight years working in Beijing for New Zealand-owned asset management and advisory firm Mahon China, and is now based back in New Zealand running the firm's Auckland office.

Charlie's professional goal in life is to help New Zealand be an even better place to live by supporting New Zealanders' understanding of and ability to work with China.

Charlie loves playing with his son Raymond who is nearly three years old, listening to records, and drinking the occasional craft beer and single malt.

#### **Session**

Breakout Session 2 (260-051)

Crossing Cultural Borders: Life and career stories

1:00pm - 2:00pm



# SPEAKERS

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### Rab Heath

Founder, WheyCartel



Rab has worked on a wide range of startup projects ranging from e-commerce, education and high scale digital marketing to agri-tech and software. Most recently he co-founded a fitness company called WheyCartel which combines active nutrition supplements using New Zealand ingredients with software that customises training and meal plans for it's customers.

Over the past four years, Rab has been involved with researching ways in which New Zealand can increase its capability to create high growth potential exports from technology. This has seen him working with Auckland Council, BizDojo on the GridAKL Innovation Precinct and travelling to tech hubs in the United States, England, Hong Kong and China.

He also co-founded OMGTech, a charitable trust that gives primary and intermediate schools in New Zealand the opportunity to take part in its award-winning workshops that help demystify future technology and inspires kids into future careers in tech.

#### Session

Mini Q&A Session (FPAA)

Insights into Chinese Innovation and Technology: Follow the Footsteps of Rewi Alley Programme

11:30am - 12:00pm

### Kin (Charles) Ip

Acting National Strategic Advisor for Ethnic Services, New Zealand Police



Charles Ip is the Acting National Strategic Advisor for Ethnic Services for the New Zealand Police.

Born in Hong Kong, Charles and his family migrated to New Zealand when he was a young child. He studied at the University of Auckland and joined the New Zealand Police upon his graduation.

Charles has been with the New Zealand Police for over 16 years, working in a variety of positions, including front line Police Officer, a Detective, Police prosecutor, Police instructor at the Royal New Zealand Police College and now working in the Māori, Pacific and Ethnic Services, where his job is to focus on ethnic communities in New Zealand.

#### Session

Breakout Session 3 (260-092)

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2:30pm - 3:30pm



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### Stephen Jacobi

Executive Director, New Zealand China Council



Stephen was appointed to the role of Executive Director of the New Zealand China Council in May 2016.

He has broad experience in government, industry and trade development. He serves concurrently as Executive Director of the New Zealand International Business Forum and Managing Director of Jacobi Consulting Ltd.

Stephen has extensive diplomatic, trade and government experience including posts as Deputy High Commissioner in Ottawa, Assistant Trade Commissioner in Paris, and Advisor on trade and diplomatic issues with the Ministry of Foreign Affairs and Trade.

Previously Stephen served as Chief Executive of the New Zealand Forest Industries Council, a national pan-industry body representing the forestry and wood processing sectors, the country's third largest exporter. Stephen also ran the New Zealand-US Council as Executive Director from 2005 to 2014.

In all of these roles, Stephen is a frequent media and public commentator on trade and economic development issues.

#### Session

Q&A Session (FPAA)

Trade and Connections: Where is New Zealand placed along the Belt and Road Initiative?

10:30am - 11:30am

### Lennie Law

Marketing Manager, Aotea New Zealand



Lennie has a great interest in social media, retail and travel. She currently combines all three interests in her marketing role with Aotea New Zealand, a nationwide travel retailer specialising in New Zealand brands and products.

Asian tourists and customers have a lot to contribute to New Zealand's tourism and retail industries, and in her day job, Lennie spends her time strategising and executing campaigns, experimenting and learning about this market.

In the summer of 2014/15, with the help of the Asia New Zealand Foundation, Lennie spent three months living and interning in Beijing for a digital marketing firm. It was there she began to understand the quirks, power and magic of the Chinese digital landscape and its consumers.

Upon returning to New Zealand, she found the experience was an asset and greatly assisted her in her job hunt as a new graduate.

#### Session

Breakout Session 2 (260-051)

Crossing Cultural Borders: Life and career stories

1:00pm - 2:00pm



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### Drew McCartie

Student, University of Auckland



Drew is currently completing a conjoint Bachelor of Commerce and Bachelor of Arts with majors in Economics, Finance and Chinese. Drew also works for Amplify, a disruptive digital marketing agency in Auckland's CBD where he is the finance graduate.

In November 2016, Drew was awarded a Prime Minister's Scholarship for Asia to support a three month internship to China. The internship was focused on developing Drew's Mandarin Chinese language skills, as well as gaining work experience in Shanghai at The Warehouse Ltd's Shanghai Representative Office.

This experience cemented Drew's desire to develop a career where he can engage with China as a key trading partner to New Zealand and help foster mutually beneficial opportunities. Drew strongly believes that international trade and cooperative development is the key to helping solve international problems and secure sustainable growth.

Drew also passionately believes that new technologies and innovation are other key elements to these solutions and he is excited about the possibility of being part of these future developments.

#### Session

Breakout Session 4 (260-051)

Learning from the Best: Education without borders

2:30pm - 3:30pm

### Adam McConnochie

Strategic Advisor, Just Peoples



Adam is a Board Member and Strategic Advisor at Just Peoples, a start-up charity that believes global poverty requires local solutions. Just Peoples inspires Kiwis to make an impact on global poverty by connecting them with local heroes running micro-projects in Africa and Asia.

A bureaucrat and historian by training, his day job is equipping the next generation of Kiwi leaders and entrepreneurs to succeed in Asia at the Asia New Zealand Foundation.

He is also a Director at health and beauty start-up Bubble Fabulous.

#### Session

Breakout Session 3 (260-092)

Change Makers: Leadership that creates social impact

2:30pm - 3:30pm



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### Sigrid McLisky

Co-Founder and Chief Innovation Officer, Living Green Group



At 16, Sigrid began what would be the first of many businesses. At 22, she built her first commercial media product while completing her degrees and went onto start up a unique safety solutions company developing lighting systems trialled by the largest infrastructure, mining and military institutions in Australia.

Sigrid is currently the Co-Founder and Chief Innovation Officer of Living Green Group, a green-tech global business based in New Zealand, that manufactures and exports its expansive range of natural and organic family care, homeware, baby care, and pet care products around the world.

With strong entrepreneurial skills, Sigrid has launched successful brands into the world of FMCG. She has developed multiple brands and consulted to numerous other companies on brand design and creative strategy. She was a 3M Innovation Award finalist.

Sigrid has a passion for the outdoors and global social changes and believes in making a difference in her community and the greater world.

#### Session

Breakout Session 1 (260-092)

From Start-up to to Scale-up: Innovative business ventures

1:00pm - 2:00pm

### Monica Mu



An adventurer, a sports enthusiast, a foodie and a license collector, Monica is a woman of a million interests and she never ceases to take on new challenges.

Monica started off her career in psychology as a young graduate. Four years later she moved to Auckland Council community sector and now as a freelancer, is doing everything she loves in events, film production and sports education.

Volunteering has always been a passion of hers, she is the Secretary of the New Zealand Chinese Association (NZCA). Together with other committee members, Monica put her time and energy into organising annual NZCA events, conferences, camps and programmes that cater to different age groups in the local Chinese community.

The licenses she has collected so far include snowboard instructor, open water diving, sailing, real estate consultant and Zumba instructor. Over the years she has also built her profile as an experienced bilingual MC, an interpreter and simultaneous interpreter. She regularly hosts at the Auckland Lantern Festival, Chinese New Year events, business conferences and gala dinners.

#### Session

Breakout Session 4 (260-051)

Learning from the Best: Education without borders

2:30pm - 3:30pm



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### Angad Nayyar

CEO and Co-Founder, Strutagio



Angad was the CEO of the Velocity Entrepreneurship Programme in 2015, and the Chair in 2016. He is currently in his last year of a Software Engineering (Hons) degree at the University of Auckland.

Angad is the CEO and Co-Founder of Strutagio. Strutagio create software for shoe retailers that allows their consumers to virtually try on shoes, by using smartphones to scan their feet.

#### Session

Breakout Session 1 (260-092)

From Start-up to Scale-up: Innovative business ventures

1:00pm - 2:00pm

### Stephen Noakes

Lecturer, Politics and International Relations, University of Auckland



Dr Stephen Noakes is a Lecturer of Chinese Politics, jointly appointed to Politics and International Relations and Asian Studies. His research has appeared in journals such as *Pacific Affairs*, *China Quarterly*, *Journal of Chinese Political Science*, *Problems of Postcommunism*, *Political Science Quarterly*, and elsewhere.

Stephen is the author of *The Advocacy Trap: Transnational Activism and State Power in a Rising China* (forthcoming Manchester University Press, 2017), a regular commentator on China's role in international affairs, and frequent advisor to the aid community on governance issues in the People's Republic of China.

Prior to joining the University of Auckland, Stephen was a SSHRC postdoctoral fellow at the University of Toronto's Munk School of Global Affairs, and a Visiting Research Scholar at Fudan University's School of International Relations and Public Affairs in Shanghai, China.

#### Session

Q&A Session (FPAA)

Trade and Connections: Where is New Zealand placed along the Belt and Road Initiative?

10:30am - 11:30am



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### Jessica Rowe

Senior Producer, Newshub



Jessica Rowe is a senior producer for Newshub's AM Show. In 2013, Jessica completed a one year contract at China Central Television (CCTV) in Beijing. During this time she lived with a local family and learnt Mandarin.

Jessica has recently graduated with a Masters in International Relations from SOAS, University of London. She is the Curator of the World Economic Forum Global Shapers Auckland Hub, a St Gallen

Leader of Tomorrow, and a Pacific Forum Young Leader at the Centre for Strategic and International Studies.

#### Session

Breakout Session 2 (260-051)

Crossing Cultural Borders: Life and career stories

1:00pm - 2:00pm

### Tama Toki

Founder, Aotea Made



Tama grew up on Aotea (Great Barrier Island) and is the Founder of Aotea Made, a company that makes health drinks and skincare.

Aotea Made's product range is made using the native herbs of New Zealand as the key ingredients/tenants. It's mandate is to create a sustainable industry on Aotea for the Māori community that live there.

Aotea Made sells through premium supermarkets and grocers, as well as high-end cafes throughout New Zealand.

#### Session

Breakout Session 1 (260-092)

From Start-up to Scale-up: Innovative business ventures

1:00pm - 2:00pm



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### Imogen Walker

Student, University of Otago



Imogen is a postgraduate student at the University of Otago in the Chinese Department.

In 2015, Imogen was awarded a Prime Minister's Scholarship for Asia (PMSA), and spent a semester at Fudan University. This was her first experience in China, and the language practice, delicious food and amazing friendships she forged made it an unforgettable experience.

Imogen was fortunate enough to be awarded a second PMSA in 2016, which supported an exchange to Dalian University of Foreign Languages towards her Honours in Chinese.

#### Session

Breakout Session 4 (260-051)

Learning from the Best: Education without borders

2:30pm - 3:30pm

### Jason Wang

Fund Manager, Eden Ventures



Jason is the Fund Manager for Eden Ventures. Prior to this he was the Co-Founder and Managing Partner of Zino Ventures, a Chinese-led angel fund incubated at The Icehouse.

Jason started his career in venture investment at The Icehouse as an investment analyst. He soon sensed a gap between engagement with Chinese investors, and access to up and coming New Zealand start-ups, and founded Zino Ventures to bridge this gap.

After stepping down from Zino, Jason partnered with a professional venture capitalist from China and started Eden Ventures with a long-term commitment to investing in and enabling New Zealand start-ups to succeed globally.

Eden Ventures is one of New Zealand's largest early-stage angel funds and has made a handful of investments since July 2017. Its current portfolio ranges from fin-tech, FMCG (fast moving consumer goods), to OTA (over-the-air) with a special focus on companies that have ambition to take on the global market.

#### Session

Breakout Session 1 (260-092)

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1:00pm - 2:00pm



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### Dr Jian Yang

Member of Parliament, New Zealand National Party



Dr Jian Yang was born in China's Jiangxi Province. He received his tertiary education in China before leaving for Australia to study in 1994. He received his MA (1995) and PhD (1999) in International Relations from the Australian National University.

Dr Yang worked at the University of Auckland from 1999 to November 2011 when he was elected as a Member of Parliament in the general election. As an academic, Dr Yang's main research areas included Chinese foreign policy, international relations in Asia Pacific and Chinese politics.

Dr Yang was also Associate Dean of the Arts Faculty at the University of Auckland, Director of China Studies Centre in New Zealand Asia Institute and Chairman of the Auckland branch of New Zealand Institute of International Affairs.

Dr Yang was Deputy Chair of the Health Select Committee and a member of the Commerce Select Committee in the 50th Parliament (2011-2014). In the 51st Parliament (2014-2017), Dr Yang chaired the Education and Science Select Committee. He also chaired the Parliamentary China Friendship Group and Hong Kong Friendship Group. Dr Yang was re-elected at the September 2017 General Election.

Dr Yang is a member of the New Zealand China Council's Advisory Board and Chairman Emeritus of the Auckland branch of New Zealand Institute of International Affairs.

#### Session

Q&A Session (FPAA)

Trade and Connections: Where is New Zealand placed along the Belt and Road Initiative?

10:30am - 11:30am

### Julie Zhu

Documentary Filmmaker



Born in China, Julie moved to Aotearoa New Zealand at the age of four. She currently works as a freelancer in the arts, particularly in theatre and film, and is passionate about the power of storytelling to raise awareness, shift perspectives, and instigate real, tangible change.

In 2017, she directed the short documentary film *East Meets East* for Loading Docs, and produced a slew of theatre including the documentary theatre show *OTHER [chinese]*.

A staunch advocate for Te Tiriti rights, Julie holds a Diploma of Language in te reo Māori and is a core member of Asians Supporting Tino Rangatiratanga. In particular she is interested in how we can uphold Te Tiriti o Waitangi and heal relationships between tauwi/migrants of colour and tāngata whenua.

#### Session

Breakout Session 2 (260-051)

Crossing Cultural Borders: Life and career stories

1:00pm - 2:00pm



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# FACILITATORS

## **Nathalie Harrington (何口玉)**

Solicitor, Russell McVeagh



Nathalie was born and raised in Hamilton, New Zealand but moved to China with her mother in 2001, where she lived in Hunan and Fujian Provinces for several years.

Nathalie studied at Victoria University of Wellington where she completed a Bachelor of Laws and a Bachelor of Arts, majoring in Chinese and Public Policy.

Nathalie is a solicitor with leading national law firm Russell McVeagh, working in the firm's Wellington office. She spent her first year in the Litigation team and has now moved into the Corporate Advisory Group, where she works as part of the team who advise on New Zealand's most significant, challenging and complex transactions.

Maintaining a keen interest in New Zealand-China affairs, she is a member of the Asia New Zealand Foundation's Leadership Network, as well as Vice President of the Wellington branch of the New Zealand China Friendship Society.

Nathalie was one of only ten recipients of the inaugural Minister for Youth's International Leadership Award in 2016 and was invited to participate in the New Zealand China Young Leaders Forum held in Beijing.

## **Master of Ceremonies (MC)**

## **Daniel Xu**

Student, University of Waikato



Originally from Urumqi, Xinjiang, Daniel moved to New Zealand in 2014 to begin studying in Hamilton.

Daniel is currently studying towards a Bachelor of Science at the University of Waikato.

Alongside his studies, Daniel is involved with a number of student and community organisations. He is the President of the Chinese Student Association of Waikato, and a member of the Hamilton Branch of the New Zealand China Friendship Society.

## **Master of Ceremonies (MC)**



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# FACILITATORS

## Sam Johnson

Co-Founder, WeVisit



Sam Johnson is the Co-Founder of WeVisit, and is most well-known for founding the UC Student Volunteer Army (SVA) after the Christchurch earthquakes.

Over the past five years, Sam has worked in 13 countries with various youth groups, non-profits and UN agencies to mobilise young people and create disaster resilient communities.

He co-founded WeVisit in 2016, a social enterprise that bridges generations by linking young people with socially isolated elderly. Sam attended the New Zealand China Young Leaders Forum in Beijing, China, as part of the Minister for Youth's International Leadership Award delegation in 2016.

Sam has governance positions with the International Association for Volunteer Effort, Ministry of Youth Development Partnership Fund Board, the Royal New Zealand Plunket Foundation, Aotearoa Youth Leadership Institute, and Westpac New Zealand's Sustainability Board. He is a former Young New Zealander of the Year, Communicator of the Year, and an alumnus of the Sir Peter Blake Trust.

## Session

Mini Q&A Session (FPAA)

Insights into Chinese Innovation and Technology: Follow the Footsteps of Rewi Alley Programme

11:30am - 12:00pm

## Rick Lin

Vice President, New Zealand Chinese Youth Federation



Rick Lin is Vice President of the New Zealand Chinese Youth Federation.

Rick is a specialist in Big Data research and analysis, and is a senior consultant at a leading New Zealand consultancy company, which works closely with government and major industries.

Rick manages the New Zealand China Youth Exchange Centre and Incubation Platform for start-up Kiwi businesses and young entrepreneurs looking to expand their business into China.

## Session

Breakout Session 1 (260-092)

From Start-up to Scale-up: Innovative business ventures

1:00pm - 2:00pm



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## April McLennan

Founder, Limitless



April McLennan is the Founder of Limitless, an organisation with a mission to equip young New Zealanders to lead lives of passion and purpose.

April started Limitless in early 2016 after finishing high school and completing a social enterprise accelerator.

Limitless runs a two-part programme for high school students that aims to equip them to pursue careers of purpose, that connect with their strengths, values and passions. Limitless has reached over 500 students so far, and is committed to continuing to grow and develop to deliver the best programme and to reach more young people.

In mid-2016, April was fortunate enough to be given the opportunity to attend the Global Entrepreneurship Summit in California as one of three New Zealand delegates. In 2017, she travelled to China as a recipient of the Minister for Youth's International Leadership Award.

### Session

Breakout Session 3 (260-092)

Change Makers: Leadership that creates social impact

2:30pm - 3:30pm

## James Sun

President, New Zealand Chinese Youth Federation



James is the Co-Founder and current President of the New Zealand Chinese Youth Federation.

James came to New Zealand when he was 12 years old and is proud to call himself a 1.5 generation Chinese New Zealander.

James graduated from the University of Auckland with a conjoint Bachelor of Arts and Bachelor of Commerce degree.

James has served on several organisations including the New Zealand Chinese Students Association, and has been an active participant in volunteering projects such as Tiritiri Matangi Volunteer Programme, CureKids, and Victim Support.

James currently works for Harcourts Cooper & Co as a Marketing Manager who looks after Chinese marketing and public relations. He is the Founder and CEO of his own business, MARS Ltd.

James is specialised in marketing, branding and public relations management, especially for Kiwi businesses looking to enter the Chinese market.

### Session

Q&A Session (FPAA)

Trade and Connections: Where is New Zealand placed along the Belt and Road initiative?

10:30am - 11:30am



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# FACILITATORS

## Lucy Xie

Director, Mapmo Limited



Lucy is a social entrepreneur and ethnographer based in Auckland. She initially began her career in IP law after graduating from the University of Auckland but quickly discovered a passion for innovation.

After winning two entrepreneurship competitions, Lucy founded Memribox in 2014 to develop scalable solutions for harvesting people's stories, starting with the oral history of New Zealand WWII veterans.

In 2016, she represented New Zealand in Stockholm and Berlin for two separate digital transformation projects led by young people. These experiences have given her the opportunity to apply the latest technologies to solve large-scale social issues. Lucy identifies as a 1.5 generation Chinese New Zealander and uses her bicultural knowledge to support businesses that want to engage with Asia. She has lived and worked in Suzhou, Nanjing and Shanghai.

Now based in Auckland, she is currently an Experience Researcher at SkyTV and in her spare time manages the governance aspects of Mapmo to empower a group of young people across Auckland and Wellington to develop ethnography research and entrepreneurial skills.

### Session

Breakout Session 2 (260-051)

Crossing Cultural Borders: Life and career stories

1:00pm - 2:00pm

## Frank Xing

Project Manager Membership, New Zealand Chinese Youth Federation



Frank is the Project Manager Membership of the New Zealand Chinese Youth Federation.

Frank graduated from Auckland University of Technology with a Masters Degree in Graphic Design. He started his career in the education industry and is the co-founder of Novo Education Consulting Ltd and Choose New Zealand.

Frank founded SEAM Development with his colleagues to support small businesses in South East Asia to grow and develop.

In 2017, he participated in the Active Citizen Project in Fiji which was organised by the British Council. He is currently working with the British Council to bring Active Citizens to New Zealand in 2018.

### Session

Breakout Session 4 (260-051)

Learning from the Best: Education without borders

2:30pm - 3:30pm



# NEW ZEALAND CHINA YOUNG LEADERS FORUM 2017

SUNDAY 26TH NOVEMBER 2017

OWEN & GLENN BUILDING  
UNIVERSITY OF AUCKLAND  
12 GRAFTON ROAD, AUCKLAND

# NOTES



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# NOTES

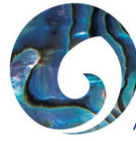


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# ORGANISERS



MINISTRY OF  
YOUTH DEVELOPMENT  
TE MANATŪ WHAKAHIATO TAIOHI

*Administered by the Ministry of Social Development*



CONFUCIUS  
INSTITUTE



*Ko Te Kaunihera o Aotearoa me Haina*

New Zealand China Council  
新西兰-中国关系促进委员会



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