

**THE ICEHOUSE
OWNER MANAGER COMMUNITY
OBSERVATIONS & CONVERSATION**

JUNE 2020

Our partners

New Zealand Trade & Enterprise
The Treasury | New Zealand Export Credit
Regional Business Partner Network

11 weeks

11 topics

56 public & private sector experts

sector collaboration is now **expected**

What have we witnessed?

Why are businesses not taking action faster?

#1

**NO
CONTINUITY**

#2

**NO
VISIBILITY**

#3

**NO
CERTAINTY**

#4

**NO
PRECIDENT**

We call them **panic points**.

#1

**NO
CONTINUITY**

SOMEBODY
BLOCKED UP
MY CASHFLOW

#2

**NO
VISIBILITY**

NOBODY CAN
GIVE ME A
DAMAGE
REPORT

#3

**NO
CERTAINTY**

NOTHING IS
THE SAME
ANYMORE

#4

**NO
PRECIDENT**

MY PAST CAN'T
GUIDE THE
FUTURE

#1

**NO
CONTINUITY**

SOMEBODY
BLOCKED UP
MY CASHFLOW

RISK
AVERSION

#2

**NO
VISIBILITY**

NOBODY CAN
GIVE ME A
DAMAGE
REPORT

OVER
EMPHASISE THE
IMPORTANCE
OF THE LITTLE
WE KNOW

#3

**NO
CERTAINTY**

NOTHING IS
THE SAME
ANYMORE

USE PRE -
COVID AS OUR
BENCHMARK
TO RETURN TO

#4

**NO
PRECIDENT**

MY PAST CAN'T
GUIDE THE
FUTURE

EXPECT THIS
TO BE
TEMPORARY

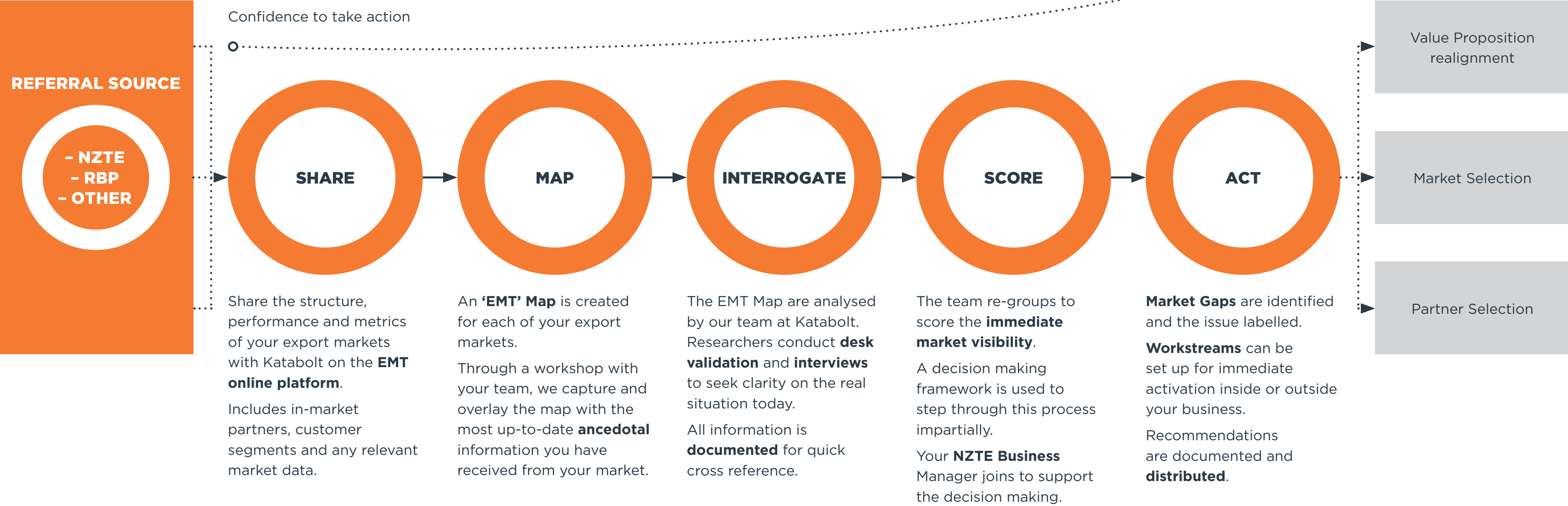
We stop looking for new opportunity.

The new normal.

The new.

What **questions** should we take back to our business?

EMT | SERVICE JOURNEY



“The WTO Trade Forecast predicts that World Merchandise Trade will reduce by between 13% and 32% in 2020.”

David Parker, Minister for Trade & Export Growth
Trade Recovery Strategy, 7th June 2020

“A 2021 global trade recovery is predicted...much hinges though on the duration of the pandemic internationally and how effective (other) trading nations are in responding to it”

David Parker, Minister for Trade & Export Growth
Trade Recovery Strategy, 7th June 2020

Supply **and** demand side shock.

Is your

- material supply secure & sustainable?
- product formulation & labelling adaptable for changing regulation?
- team tracking rapid change in consumer need?

Return to **your** market selection **criteria**.

Do you	Hold?
	Fold?
	Play?

Every sector in every market has **brand new entrants**.

Who are they?

What are you, relative to them?

Your competition is as hungry for sales and support as you are.

Channel migration is the biggest single consumer response to COVID.

What was good, may now only be **adequate** for your needs.

If you only do one thing, answer these seven questions.

is our value chain triaged yet?

are we willing to re-set our performance benchmarks?

why don't our products have to change?

which markets are irreplaceable?

who do we compete with now?

are we ready to re-invest in local demand creation?

does our channel selection reach our target consumer?

Share and learn with your export community.

1. Export Recovery Panel. 10am every Friday.
2. Katabolt. Export Market Triage App.

