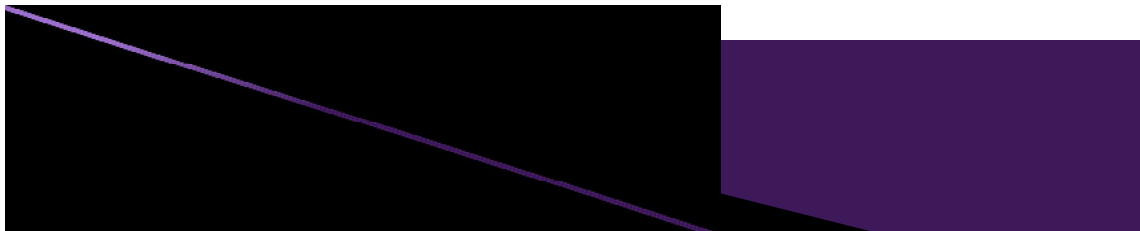


Waikato Business 2018

- ▶ Dairy & Dairy Support
 - Farm consolidation
 - Corporate farming
 - Large farming families with offshore interests
 - “Milk is the new Oil”
 - High returns have continued as world demand grows
 - Central Nth Is conversion activity has led to processing investment
 - More value added products for niche processors
 - Existing processing plants going through significant capital replacement cycles
 - Milk volume growth driven by
 - Genetic advancement to get to US volume models per cow
 - Gender selection
 - Pressures
 - Staffing – immigrant workers & automation
 - Environmental compliance
 - Greening to maintain international sales edge



Waikato Business 2018

► Events and Conferencing

- Claudelands Conference & Events Centre open for 8 years
 - Hamilton one of 5 key conference sites in NZ
 - Two new 3-4 star hotels
 - Hospitality/accommodation/conferencing a key economic driver & employer
 - Waikato and river based tourism businesses are thriving from delegate and partner bookings
 - Hamilton has an outstanding transport, entertainment and support infrastructure
- Strategic relationship of HCC, Wintec, University, agri-research and agri-business and the conference/accommodation sectors has driven huge growth in the sector
- Hamilton 400 is in its 10th year and an institution on the Australasian events calendar
- Two additional mega events have been developed which bring 50 to 75,000 people each to the City and region



To Get There

- ▶ Dairy
 - Fonterra, Tatua and OCC to be successful
 - Business to engage with the dairy industry to plan ahead
 - Support across local government/industry/farmers to drive key issues ahead
- ▶ Events and Conferencing
 - Infrastructure investment – roads & transport
 - Partnerships/JVs to move ahead quicker
 - Training initiatives
 - Strategy to help target investment in the right places

