MONTHLY MAGAZINE OF AUTOTALK.CO.NZ – VOLUME 9 | ISSUE 4 | MAY 2018

Auto parts and accessories show is vast

Light and more lights.

With 1306 exhibitors and 3707 booths the Taipei AMPA show is mind-boggling.

Twelve New Zealand companies joined a VIA-sponsored visit to Taiwan last month, and VIA chief executive **David Vinsen** was one of the guest speakers.

David Vinsen

Covering two vast exhibition centres, the Taipei show covered not only parts and accessories, but also electric vehicles, automobile electronics, intelligent transport, motorcycles, car tuning and car care products.

With a population of 25.5 million, Taiwan punches above its weight in research and development of not only aftermarket auto parts but also in original equipment for a number of major car manufacturers in Asia, Japan and the USA.

Vinsen told visitors to the Taipei show that New Zealand was a potential market for Taiwanese aftermarket product, as well as EV batteries and all ancillary paraphernalia.

"It was the third such event that VIA had sponsored - the first two were to Mainland China - this time it was to China's competitor in Taiwan, Vinsen told *Auto Media Group*.

"There was the same mix of association members and industry figures this time as in the first two events, only this time we weren't anticipating the arrival of Chinese vehicles in New Zealand, with homologation issues to sort out, hence two NZTA officials were part of the group to China."

Vinsen says that the group to Taiwan made many useful contacts and connections and "business will undoubtedly result".

"It was also useful to see that we are not alone in New Zealand, with some of the things happening on the automotive scene.

Continued on page 8

go cover
car insurance

- Motor Vehicle Insurance
- Lumley Underwritten
- Fast-Flexible-Effective Motor Vehicle Insurance designed for Dealers and their customers
- All Licence types catered for and Histories looked at
- Weekly/Fortnightly and Monthly payment options for your customers
- NZRA (NZ Roadside Assistance)

Drive Away Insurance

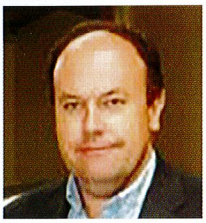
INSTANT QUOTE & COVER SERVICE 24/7
PH 0800 111 801
Or ONLINE QUOTES **www.gocover.co.nz**
Drive Away with peace of mind **CALL US TODAY**

Auto parts and accessories show is vast

Continued from page 7

"In terms of a finished product that might be saleable in our market then not so much here.

Paul O'Connor of OEM Audio in Christchurch, who is a regular visitor to trade shows, says that he was interested to see how the Taiwanese did it.



Paul O'Connor

"There was some reasonable product, but it was more at a component level. If you wanted any type of switch or casing for a switch or any other component then you were well catered for.

Pimping an off-roader

"In terms of a finished product that might be saleable in our market then not so much here.

"Having said that we met a couple of EV battery manufacturers and are reasonably confident of having battery options for our market in the next six months," adds O'Connor.

Lloyd Wilson

Lloyd Wilson, VIA's South Island chair says the trip was valuable in many ways

"The opportunity to get to know and spend time with the other participants was great.

"The displays were extremely well done and thought provoking - the range of products was fantastic,

"I also built up some valuable contacts, and some of them have already been in contact," adds Wilson.

McCULLOUGH LIMITED
www.mmnz.biz

UK TO NZ
AS EASY AS
1-2-3

Need to get your vehicle shipped to New Zealand from the UK?

That's no problem at all with McCullough at your side with our easy 1-2-3 step, streamlined shipping process. You tell us what you want. We'll have it picked up, packed, shipped (handling all relevant documentation) and delivered to your door. Fast and efficient

// Full shipping and logistics packages available including:
- 20% VAT refunds available
- UK internal logistics
- Total ocean freight
- Full NZ clearance & delivery
- Marine insurance cover
// Access to sourcing agents & suppliers
// Foreign currency and transaction facilitation services available
// Advise on NZTA approval & compliance
// Proven systems to ensure quality & service
// Experienced in the UK market

Talk to us today

MATT MCCULLOUGH
matt@mmnz.biz
+64 9 303 0075 | +64 274 400 734

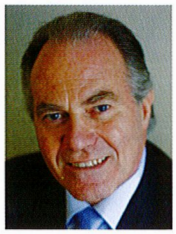
All the HOT NEWS every day as it happens

autotalk.co.nz/subscribe
autotalk.com.au/subscribe

VIA ADVANTAGE
MAY 2018

Vinsen's View

The monthly update from VIA chief executive, David Vinsen



Keeping a global perspective

With the many domestic issues we have on our plate so far this year, it was a change of pace to head off to Taipei in early April for a series of trade shows held by TAITRA, the Taiwan External Trade Development Council. The **"Asian Mega 4 in 1 Auto Trade Show"** covered electric Vehicles and autotronics, two key areas of interest for our market, as well as a show for motorcycles and auto parts and accessories.

Why Taipei?

As an important export market for auto producers in Asia, we were encouraged by officials at TAITRA to form a delegation, helped along with subsidised accommodation and support in the planning.

As a result, we were able to put together a good mixture of importers, specialised dealers and component suppliers, both to make the most of the opportunities on offer, and represent New Zealand in the international marketplace.

The formalities on day 1 kicked off with a welcome from TAITRA, and a variety of presentations from international delegates.

I presented an overview of the New Zealand market, outlining our import process and the relatively large numbers involved, and focussing in more detail on our strategic goals relating to EVs and intelligent transport systems.

This was the ideal introduction for this audience, and I was approached by several delegates from OEMs and third-party suppliers who were keen to build networks across our supply chain.

While all our source markets were represented, many of the exhibitors were based in mainland China, an indication of their fast-growing role in the production of vehicles and components.

Networking at all points

This effect proved consistent across our whole delegation, especially as we made our way around the subsequent displays, across two well-equipped sites in central Taipei.

Many of the international guests I met were grateful for the chance to meet their counterparts from New Zealand, to gain a greater understanding of our operations and what opportunities are likely to lie ahead – particularly, for example, in EV charging componentry, and the retrofitting of IT technology into our existing fleet.

Another notable aspect was the cooperation among our delegates. In our established spirit of "co-opetition", it was pleasing to see businesspeople who operate on complementary axes of our business exploring the exhibits together and looking for ways to work together.

It's also fair to say that the peripheral meetings, especially those hotel breakfasts, were an ideal networking opportunity and a chance to secure informal agreements on proposals.

Keeping our seat at the table

This global perspective is crucial to VIA, as we seek to understand not just what lies around the corner, but further down the road and beyond for the importation of vehicles into New Zealand.

Also in April, our policy adviser and analyst **Kit Wilkerson** attended his latest International Standards Organisation (ISO) committee meeting on ITS in Seoul – coincidentally just as North and South Korea began to broker their landmark peace talks.

As well as giving New Zealand an unprecedented level of influence in the development of international standards, Kit's role also opens doors for our Government at the most senior levels.

After something of a diplomatic success with his Norwegian counterparts, we are now in the fortunate position of arranging for Norway's Transport Minister to meet with ours, the **Hon Phil Twyford**, at an ITS symposium later in 2018. Norway shares many similarities with New Zealand in its size and demographics, and their forward-thinking economy is one that we may do well to partner with in future transport initiatives.

So for now, it's straight back into the thick of the Takata airbag recall, the developing domestic market for EVs and preparing to tackle the next stink bug season!

But rest assured, VIA has its eyes on the road ahead, to shape the latest changes in global transport and understand what these will mean for all New Zealanders.

WHAT DO WE DO?

Advice and advocacy for the used vehicle industry
If you have technical questions, compliance problems, consumer complaints, staff issues – we can help.

For more information: **www.via.org.nz** | Free phone: **0800 842 842** | Phone **09 573 3058**

Upskill your staff, and transform your business

Are you keen for your staff to upskill with further training, and learn to tailor improved processes for your business?

Often referred to as 'lean manufacturing' or simply 'lean', Competitive Systems and Practices eliminate an organisation's waste – leading to reduced costs from labour, lead time and inventory. They can also result in improved performance from strategic thinking, process development and streamlined technological implications.

MITO, the Industry Training Organisation for the automotive and transport sector, is now offering tailored training with its New Zealand Certificate in Competitive Systems and Practices (Level 3). By completing this qualification, your staff will gain a holistic approach to improving organisational efficiency, strengthening your competitive advantage and ensuring long-term business sustainability.

Programme outcomes include:

- Identifying waste within a process and taking action to minimise it
- Identifying cost factors within their own control, and taking action to improve cost efficiency
- Applying competitive systems and practices concepts to implement improvements in their own work
- Understanding and addressing the impact of change resulting from the implementation of improvements in their work.
- Sustaining workplace improvements once they are implemented.

This qualification is designed for staff who will be contributing to the implementation of competitive systems and practices within their organisation. Those who complete it will gain the skills and knowledge to identify, implement and sustain process improvements to help transform their business.

Contact MITO to enrol your staff today, and increase your competitive advantage while supporting your staff in gaining new skills and a formal qualification. Call 0800 88 21 21 or email info@mito.org.nz.

David Vinsen of VIA after addressing the audience at the Taipei AutoTronics exhibition

UPDATE
Health and Safety

Are you prepared for the new Health and Safety framework?

By 2020, the Government aims to achieve a 25% reduction in workplace injuries. Are you ready?

VIA is here to help, with industry-ready Procedures Kits for workshops, car yards and compliance shops – developed in conjunction with experts HRtoolkit.

For more information, contact:
Malcolm Yorston,
Technical Services Manager
on 0800 046 842
or DDI 09 573 3243
Email: technical@via.org.nz

CORPORATE PARTNERS

Armacup · AUTOHUB FORWARD TOGETHER · automotive technologies ltd · AUTOSURE NEW ZEALAND · AutoTerminal.com · HEIWA AUTO · JACANNA CUSTOMS & FREIGHT · JEVIC · McCULLOUGH LIMITED · MOANA blue · NICHIBO JAPAN TRADING WORLDWIDE TRADING COMPANY · Ports of Auckland · trademe motors · Vinz Vehicle Inspection NZ