

Tony Martin

Regional Director India, Middle East and Africa

India 
New Zealand
Business Council



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

How NZTE is using services to educate NZ businesses in their internationalisation process; where our education technology related businesses are currently focused globally; and the future of edutech in India and New Zealand.

NZ and India relationship built on solid ground



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Education in a changing world



NZTE Services – helping companies go global

Better by Design^{NZ}

Design thinking is a customer-centered approach that unlocks real insights to add significant value to your business and de-risk the decision process.

Design thinking is an innovation framework. It's a business process where you apply the thinking and activities of a designer to any problem. The goal of design thinking is "matching people's needs with what is technologically feasible and viable as a business strategy."

How? Through IDEO and Facebook, here.

Start your journey here...



Our purpose is to inspire and enable New Zealand businesses to succeed through design.

We help companies truly understand what customers value, become more innovative and internationally competitive by integrating design principles.



CEO SUMMIT

As well as helping New Zealand's business leaders to shape strategic thinking and build innovative company cultures, the two-day CEO Summit aims to introduce you to the world of design thinking and enable you to see its application in your business and work your way.

Participants will learn how to use design thinking to solve real business problems, and how to integrate design thinking into their business strategy.



EXPERIENCE DESIGN THINKING

Learn how to apply design thinking to your own projects and work during the dynamic, one-day workshop. Experience Design Thinking across an introduction to our design integration framework including how to get deep customer insights, rapid prototyping, and the innovation process.



DESIGN STUDY TOUR

The International Design Study Tour is an annual, week-long immersive learning experience. It provides an opportunity for senior executives to gain insight into how global organisations utilise design thinking and innovation to build sustainable, profitable companies. The Tour is exclusive only and typically held in the San Francisco Bay area.

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DESIGN THINKING MASTERCLASS

Design Thinking Masterclass is centered around a three-day immersive workshop for eight businesses who send up to five attendees each. They bring real business problems to solve, with private sector design coaching before, during and after the workshop.

"The Masterclass has been really great. I came into this thinking that something that would help my team pick up new skills and take them back to work to reach others and it's delivered exactly that. I think that if I could do one thing it would be to get design thinking embedded into the business."

Shirley Buchanan
Head of Innovation, Facebook



DESIGN INTEGRATION

Design integration is a flexible service where businesses are coached by private sector Design Coaches to build capabilities in applying customer-centred design tools to solve problems and unlock opportunities within their businesses.

"Right quality wine is what we have a passion for, but it's not enough just to make great wine. Better to Design helped us become more consumer orientated in every aspect of our business. From the focus on ensuring that our total wine experience is something our customers understand and love."

Dr George Peden
President and Managing Director, Wines of New Zealand

NZTE Services – helping companies go global



World class education technology



World class education technology



Opportunity to be a part of India's transformation



Huge training demands for growing labour force

