



MEDIA RELEASE

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ASB INDUSTRY PARTNERSHIP TO BENEFIT NATURAL PRODUCTS SECTOR, NZ ECONOMY

A three-year partnership between ASB Bank and Natural Products NZ will benefit one of this country's fastest-growing industries and the wider economy.

Natural Products NZ (NPNZ) Executive Director Alison Quesnel says ASB Bank's national and international experience and contacts will prove invaluable to NPNZ's members, many of whom have export markets.

Natural Products New Zealand (NPNZ) is a national industry organisation representing this country's natural products, functional foods, complementary medicines, cosmeceutical and nutraceutical industries within New Zealand and internationally.

Founded in 2002 with the support of New Zealand Trade and Enterprise, NPNZ works to maximise the industry's competitive advantage and increase New Zealand's profile as a source of high quality natural products.

In addition to providing a significant level of core support, the ASB Bank partnership will benefit NPNZ and its members in a number of ways, including a range of preferential banking offers and discounts.

ASB Bank's Head of Business Marketing Ian Howarth says the bank chose to support NPNZ and its members because it is a significant and rapidly growing sector that is a huge export earner for New Zealand.

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“As the world economy strengthens, NPNZ members will be poised to take advantage of New Zealand’s positive image overseas, and the increasing desire from people around the world for products which are natural and have a positive impact on their health and well-being.

“We can provide members of the NPNZ with business banking services that will help them become more efficient, better funded and better able to manage their risks as they enter export markets.”

Ms Quesnel notes that more than 70% of New Zealand’s export earnings are derived from biology-based industries, ranging from primary industries to new-generation technologies, so the growing natural products industry is increasingly important to New Zealand’s economy.

This natural products industry is worth over \$1b million annually, of which just over three quarters is exported.

“NPNZ’s partnership with ASB Bank is great news for our members and for the industry as a whole.

“It is further strengthened by ASB Bank’s reputation for excellent relationship management and its experience and expertise in delivering banking solutions to businesses throughout New Zealand,” she says.

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