

**NZTE MEDIA RELEASE: Broadband Summit offers new market opportunities**

**14 September 2009:** Organisations looking to enter the Korean or Australian broadband related market, or those already doing business in these markets, will benefit from participation in the KANZ Broadband Summit: Digital Futures being held in November, says Tim Gibson, CEO of New Zealand Trade and Enterprise (NZTE).

The Korea Australia New Zealand (KANZ) Broadband Summit: Digital Futures is an annual forum for business and government officials from the three countries to come together to discuss the latest research and commercial developments in digital applications and content, and broadband infrastructure.

“New Zealand has a number of commercial and research organisations in areas of specific interest to Korea including digital content, robotics, and sensor networks. The Summit offers these and related businesses the opportunity to build relationships with prospective partners and investors,” says Tim Gibson.

This year’s event will have a strong commercial appeal and will focus on the positive and real economic outcomes and commercial successes that result from robust high-speed broadband infrastructure.

Tim Gibson says that broadband and ICT linkages can lead to substantial gains in the New Zealand-Korea-Australia relationship, and strengthen commercial links between the three economies.

“The Summit will highlight the opportunities for wider trade relationships between Korea, Australia and New Zealand. There is scope for enhanced cooperation between IT and broadband related organisations in the three participating countries and real potential for new business opportunities,” says Tim Gibson.

It is expected that 150 people including leading thinkers, politicians, government officials, private companies and research organisations will attend the Summit, which will be hosted by Minister for Communications and Information Technology, Hon Steven Joyce. Attendees are expected to include the Australian Minister for Communications, Broadband and the Digital Economy - Senator Stephen Conroy, and the Chairman of the Korean Communications Commission - Mr Choi See-Joong.

Companies with an interest in the digital future are invited to participate and to showcase their technology.

The Summit will be held at the Sky City Convention Centre in Auckland on 4-5 November 2009. It is being organised by the Ministry of Economic Development, Ministry of Foreign Affairs and Trade, and New Zealand Trade and Enterprise.

For further information visit [www.kanz2009.co.nz](http://www.kanz2009.co.nz)

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