

CASE STUDY

TRIPARTITE ECONOMIC ALLIANCE

WHY WE DO IT

Auckland Council signed the Tripartite Economic Alliance agreement in 2014, and as the region's economic growth agency, ATEED has worked alongside Council's Global Partnerships Team to ensure maximum benefit for the region from this world-first three city agreement involving Los Angeles and Guangzhou.

The economic aspects of the alliance align with Auckland's priority to become an export-focused innovation-based economy. By helping businesses from the region's specific globally competitive growth sectors to develop connections – and ultimately achieve agreements and deals – in two of Auckland's key international markets, ATEED is fuelling investment and job growth in Auckland.

WHAT AND HOW WE DO IT

We work with GPS and the Mayor's office to support Auckland's place in the alliance. Our specific role in driving the economic outcomes from the alliance is achieved through strong private and public sector partnerships – particularly with long-standing supporters BNZ, Huawei, and New Zealand Trade & Enterprise.

Since it began in early 2015, the Tripartite business programme driven by ATEED has involved working towards key milestones – the three annual summits in Los Angeles (2015), Auckland (2016) and Guangzhou (2017) – while focused on an ongoing process of support for growth companies in key sectors such as food and beverage, advanced manufacturing, creative including screen and digital, and urban design.

ATEED has worked with our partners to ensure strong business-focused Mayoral-led delegations to the overseas summits, and delivered an outstanding Auckland summit in 2016.

WHAT HAS BEEN ACHIEVED

The economic impacts of the relationships Auckland has developed through Tripartite will mainly be felt long-term. A great example is the connections made by the Auckland Māori fashion design collective

which presented during the Auckland Showcase in Guangzhou – including relationships with suppliers, customers and crucial trade shows in China.

ATEED measures Tripartite's outcomes through detailed post-summit surveys which cover satisfaction levels and perceptions, along with economic data such as companies' expected growth as a result of their participation. While companies have requested their identities remain commercially in confidence, they have confirmed a number of multi-million dollar deals have already been achieved, and many expect substantial staff growth from expansion.

One of the screen sector deals which emerged from the Guangzhou summit will be worth an estimated \$30 million when it can be confirmed publicly by the companies involved – likely to be in late 2018.

<https://www.youtube.com/watch?v=bMq88Folty4>



Auckland Mayor Phil Goff reaffirms the Tripartite Economic Alliance with Mayor Wen Guohui (Guangzhou) and LA Deputy Mayor Jeff Gorell.