

News Release

Thursday 11th 2005



Rotorua delegation to visit Nanjing, China to explore “Nanjing Rotorua” themed real estate opportunity

A small delegation from the Rotorua District Council will be guests of Nanjing Mingyue Construction Group in Nanjing, China, next month, September 5-11. The delegation is going to China to investigate the opportunities presented by a proposal to build a 2000 lot residential subdivision called Nanjing Rotorua Town.

Set in the Jiangning district of Nanjing, the development will also feature a kindergarten, school, main shopping and commercial area as well as an iconic town centre building modelled on the Rotorua Convention Centre and council building. This building will also display Rotorua art and culture in the form of a sculpture that represents the spirit of Rotorua.

Rotorua’s beautiful natural environment and relaxed lifestyle led to this opportunity following a visit to Rotorua by the Mingyue Construction Group in May. The group visited real estate developments, community facilities and tourism operations in the region. They also meet with local Rotorua companies looking for opportunities to assist them with development within the Chinese market.

Rotorua Mayor Kevin Winters said “The development offers many opportunities for Rotorua to promote itself as a destination. Because the cost of a trip to Rotorua is included in the purchase price of the properties, the development is expected to bring around 5000 visitors to the region over the next couple of years.

“There will be also be an opportunity for the promotion of Rotorua companies and products looking at breaking into the Chinese market through a significant space that has been made available for us in the main central city building specifically for the promotion of Rotorua as a destination as well as our products and services.”

During their visit the delegation, Rotorua District CEO Peter Guerin, GM Economic Development Mark Rawson and Assistant GM Tourism Marketing Ruth McIntyre and Mayor Winters, will be securing a memorandum of understanding with the construction company, which is linked to the local government. The MOU will focus on the key areas already outlined as well as educational and cultural exchange opportunities to ensure that Rotorua will gain as much as possible from the project.

The delegation's itinerary includes a large amount of media and promotional work designed to raise the profile of Rotorua across all media. Good coverage is also expected of a formal ceremony with Jiangning District Government officials and the Mayor.

Mayor Winters says "this is a significant opportunity for Rotorua to position itself in the fast growing well educated and wealthier Chinese and Chinese migrant market.

"Nanjing is famous as the ancient capital of China with a legacy of 10 dynasties; it has a population of around 6.4 million and is only 300km from Shanghai.

"With Air New Zealand looking to start direct flights from Auckland to Shanghai in the near future, the time is right for Rotorua to take advantage of this opportunity."

ENDS

For more information contact:

Mayor Kevin Winters

Rotorua District Council,
Phone 07 348 4199 or mobile 025 276 0259

Mark Rawson

General Manager

Destination Rotorua Economic Development,
Phone 07 348 4199 or mobile 0274 904 454
Email: mark.rawson@rdc.govt.nz