

# WĀHINE

TRADE MISSION TO AUSTRALIA

13-16 AUGUST 2023



# ANIHANA

**Anihana is a New Zealand-owned business that creates and markets personal care and beauty products that are fun, accessible and sustainable.**

The brand's ever-expanding range of products includes soaps, bath bombs, scrubs, shower steamers, moisturisers, shampoos and more. Anihana products are made in Aotearoa New Zealand from natural ingredients, with solid formulations that eliminate the need for plastic packaging.

The company has a rapidly expanding international consumer base, having been stocked at a number of major retailers in the US and Australia since 2021. The Anihana team takes immense pride in bringing smiles to the most mundane of daily rituals – one colourful pack at a time.

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**anihana**

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## Sophie Cooper

Sophie Cooper is the CEO of Anihana — a sustainable personal care and beauty brand that focuses on delivering joy in every pack. Sophie has evolved the Anihana brand since 2016 with support from her growing team of experts. Anihana products are now exported to the U.S. and Australia and can be found on the shelves of Target, Big W, Woolworths, and Coles.



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# AOTEAROAD

## **Aotearoad offers sustainable alternatives to everyday health and beauty products.**

The brand's range includes deodorant, hair care, skin care and oral care products, made in New Zealand and sold in compostable paper packaging. The natural products are designed to be affordable and accessible, without compromising on packaging or ingredients.

The business was founded in 2016 by Vanessa Farrington and Monica Budd, with a vision of making a difference for their families, the community and the planet. With

a goal of bringing ecologically sound products into every household.

Aotearoad is a member of the Sustainable Business Network and WeConnect International Women Owned Network. They donate five cents from every tube sold to saving the Royal Albatross. Their products are available in New Zealand, the US, Australia, Japan and Hong Kong.

## **Monica Budd**

Monica Budd is the co-founder of Aotearoad, a creator of award-winning New Zealand made personal care products.

Monica is passionate about increasing the number of effective, sustainable products in compostable packaging across New Zealand and the wider world. Every product from Aotearoad replaces at least one if not many plastic alternatives, making it possible to change the pollution crisis with everyday purchases. Change starts with the small things.

Monica has 20 years' experience in banking and manufacturing in New Zealand and the United Kingdom. She has a background in natural medicine and organic farming, and trialled hundreds of options for Aotearoad's deodorant composition. The first formula was based on a family recipe of magnesium, bicarbonate of soda, shea butter and essential oils.



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#Aotearoad #SloNaturalBeauty #OrganicLipBalm  
#AluminumFreeDeodorant #NaturalDeodorant  
#EcoFriendlyDeodorant #CrueltyFreeDeodorant  
#VeganDeodorant #PlasticFreePersonalCare  
#ZeroWasteDeodorant #SustainableDeodorant  
#SustainablePackaging #RecyclablePackaging  
#BiodegradablePackaging #CompostablePackaging  
#NZMade #SupportLocalNZ #BuyNZMade  
#ShopSustainable #SlowBeauty #CleanBeauty

[aotearoad.com](http://aotearoad.com)

# AWWA

## **AWWA Period Care produces reusable period proof underwear.**

Taking inspiration from traditional Māori attitudes and traditions towards ikura (periods), AWWA is committed to breaking stigmas associated with ikura. The company's kaupapa (purpose) is to reconnect people with their cycles, to view their ikura as sacred once more.

For this BCorp, sustainability is at the heart of the brand. AWWA underwear is made with natural, organic and recycled fibres, and the brand has a fully traceable supply chain. By choosing AWWA underwear, customers have prevented more than 35 million single-use period products ending up in landfill.

AWWA is based in New Zealand, and sells period underwear worldwide via its online store.

## **Michele Wilson**

Michele Wilson is the co-founder and CEO of AWWA Period Care; a company dedicated to breaking down the barriers and unpacking the stigma around periods. Michele's business, and personal life, is centred around her Māori culture and she is passionate about re-indigenising attitudes and bringing these traditional values into the mainstream. Michele lives her life in accordance

with the maramataka which has inspired her to create another company, ehoa, which will release an app to help others understand their cycle alongside the maramataka. On a personal note, Michele is a keen yogi + sailor and māmā to two kōtiro who she loves spending time with at the beach and in the ngahere.



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# AWWA

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# BENNETTO NATURAL FOODS COMPANY LIMITED

**Bennetto Natural Foods is a purpose-led organic chocolate company that uses traceable, best-quality ingredients.**

Each bar of Bennetto chocolate is high in cocoa, certified Fairtrade, organic and vegan. The company was founded by Lucy Bennetto in a converted garage in Christchurch. While new products are still developed in that same garage, the bars are now made by Switzerland's leading sustainable chocolate manufacturer.

From kitchen benchtop beginnings, Bennetto bars are now available throughout Australia and New Zealand in most organic stores, independent grocers and major supermarkets. From September 2023, Bennetto chocolate will also be available in the United Kingdom.

## Lucy Bennetto

Lucy is the founder of Bennetto Natural Foods Co. In addition to making delicious chocolate products that consumers love, Lucy has always carefully considered the world around her; she claims to have been 'practising sustainability before it was cool' with Fairtrade and organic cocoa from known suppliers as the bottom line when she began producing chocolate for the local markets from home in 2011. Before launching to a commercial market in 2017, Lucy was

out exploring the jungles of the Dominican Republic for the best organic cocoa she could find. As the founder of a certified B Corp and Climate Positive business, Lucy hopes to inspire people everywhere to be more thoughtful in every aspect of their lives and business and demonstrate the benefits of a purpose-led business.

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#all-natural #dark-chocolate

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SUSTAINABLE ORGANIC GOODS

**BENNETTO™**

NATURAL FOODS co

# BETTER PACKAGING CO.

**Better Packaging Co. makes groundbreaking and award-winning regenerative packaging solutions, including compostable and recyclable products.**

The carbon neutral B Corp, founded by Rebecca Percasky and Kate Bezar in 2018, is distributed in the US, Australia, China, UK, Europe and New Zealand.

Its world-first, award-winning POLLAST!C range literally cleans up. It is made from certified Ocean Bound Plastic that is rescued from coastal communities throughout Southeast Asia and recycled into poly mailers, poly bags, document pouches, pallet wrap, bubble wrap and more.

The company's packaging solutions for e-Commerce, logistics, retail and apparel are regenerative, meaning their production leaves the world a better place.

## Rebecca Percasky

Rebecca has had a lifelong passion for positive environmental change coupled with a desire to do better business. With a bachelor's degree in microbiology, she began her career working with multinationals (Vodafone, HP and IBM) to deliver complex tech implementations involving numerous moving parts.

As COO of a tech start-up that utilised courier companies, Rebecca became aware of the growing repercussions from packaging waste. When

researching alternatives to plastic, Rebecca realised she could – and was highly inspired – to do packaging better. Rebecca believes that packaging can be used to make positive impact both socially and environmentally.

Rebecca is a Cartier Women's 2021 Laurette, was finalist in the inspiring women's leader's category at the New Zealand International Business Awards in 2022, is a SheEO venture and an Unreasonable fellow.



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# CEMPPLICITY

**Founded in 2013, Cemplicity is a software platform which keeps patients remotely connected to their care team. The company's mission is that no patient goes home alone.**

Using its software as a service (SaaS) platform, Cemplicity asks patients expert questions about their experiences, health outcomes and symptoms seamlessly matching responses to clinical and social data, in real time. When a patient needs help,

we alert their care team so immediate action can be taken. Simultaneously, we provide the patient perspective of healthcare system performance for policy, funding and pathway planning.

Cemplicity works for governments, regulators, and private and public healthcare providers across the UK, Ireland, Australia and New Zealand, with millions of patients participating in its programmes each year.

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cemplicity°

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## Mary Vance

Mary's journey to co-founding Cemplicity has taken her through numerous industries and roles, from marketing for large US global FMCG companies to retail, fashion and transport.

Throughout her life, Mary has come to one big game-changing realisation: it's all about people. Keeping that close to her heart created a natural pathway into the healthcare world. Now that she's here, it's obvious to everyone that this was her calling all along.

Mary splits her time between Cemplicity's London and Auckland offices. She takes a close interest in how digital health solutions and involving patients in their care can tackle the big issues facing healthcare; inequality, workforce pressure and growing demand.



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# CLEANERY

**Cleanery is reinventing the cleaning and personal care industry with its “super clean, super green” range of household cleaners and hand washes. Each product is delivered as a powder that dissolves in water in a reusable bottle at home.**

The company is on a mission to eliminate unnecessary packaging, emissions and toxic chemicals from the cleaning and personal care aisles.

Launched in 2021, Cleanery's rapid growth in Aotearoa New Zealand and Australia, where they are on the shelves of most major supermarkets, is the perfect example of how doing good can be good for business. Cleanery operates out of its proprietary low-energy, low-emissions factory in New Zealand.

## Ellie Brade

An eco-entrepreneur and storyteller, Ellie Brade is the Co-Founder and Head of Sustainability at Cleanery. She has a background in journalism, PR and communications. Working for many years in the yachting industry, and seeing the tangible impact of humans and single use plastic on our beautiful oceans, played a key part in fuelling her need to help tackle the pressing issue of the climate crisis with a change-making business like Cleanery.

Ellie is passionate about sustainability and believes that business can be a powerful force for good, and that doing good is good for business. She is convinced that giving people the tools to make easy but impactful changes will change the world. Ellie is a regular volunteer for Hospice and is also the force behind the charity initiatives at Cleanery.



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# FIBRE FALE

**Fibre Fale is a purpose-led collective founded to create pathways for Pacific people in tech.**

The collective designs and delivers programmes and platforms to build skills, nurture belonging and provide support for the Pacific community at every stage in their tech journey.

It creates immersive tech programmes and experiences, shares the stories of Pacific people in tech and offers platforms and spaces for Pacific people to connect, learn and grow.

Fibre Fale was co-founded by Julia Arnott-Neenee and Eteroa Lafaele. As young Pacific leaders, their mission is to create a future where Pacific people have digital equity, are confident pursuing pathways in digital technologies and see themselves as future creators.

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# FIBRE FALE

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## Eteroa Tusipepa Lafaele

Nu'ualii Eteroa Lafaele hails from the beautiful islands of Samoa. Her villages are Fogapoa, Leulumoega Tuai and Lefaga. She was born and bred in Cannons Creek, Porirua, and has always had a passion to serve.

This service birthed an initiative called DigiTautua, where Eteroa and the team refurbished and fundraised for devices to help bridge the digital divide. In line with this mission, Eteroa later co-founded the purpose-led start-up Fibre Fale in 2022.

She has been recognised for work in the community and technology industry, she is the Young IT Professional of the Year 2021, Prime Minister Award for STEM 2019, nominated Young Women of Influence 2019, ASB Gold as Gold recipient and MacDiarmid Institute, Discovery recipient and Forbes 30 Under 30 for Social Impact.



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# HELIUS THERAPEUTICS

**Helius Therapeutics is a biotechnology company focused on medicinal cannabis research and development.**

Helius Therapeutics' purpose is to unleash the potential of medicinal cannabis to improve the quality of life of millions of people around the world. Helius is based in Auckland and operates from a 8,800sqm good manufacturing practice (GMP) and good agricultural and collection practices (GACP) certified facility.

The company has a strong focus on developing novel therapeutics that are safe and efficacious, and aims to become a world leader in the research, development and production of next-generation cannabinoid medicines.



## Carmen Doran

Carmen is the CEO of Helius Therapeutics. Carmen is contagiously passionate about empowering leadership and driving an environment of continuous improvement. A background in biomedical engineering, a career in pharmaceutical operations, a Lean-Six-Sigma Black Belt and a number of real-life experiences all contribute to Carmen's hunger for pursuing excellence in areas impactful to the world around us.



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# HELLO PERIOD

## **Hello Period is a New Zealand-based sustainable period care company with a difference.**

The company, formerly Hello Cup, was founded in 2017. Its flagship menstrual cup, the Hello Cup, was named 'Best Menstrual Cup' by Cosmopolitan and its menstrual disc, the Hello Disc, which launched in 2022, is currently Google's top-rated menstrual disc globally. It has also received numerous awards, including a gold medal at the Clean and Conscious Awards and a silver medal at the hotly contested Best Design Awards.

Hello Period is the only period brand in the world to offer reusable period care options for anyone with a period, both internal and external products, as well as specialty menstrual cups for different cervix heights.

The brand sells via its website and stores across New Zealand and Australia. It has recently launched into more than 200 TerryWhite Chemmart stores across Australia, and has partnered with Australian sexologist Chantelle Otten.

## **Robyn McLean**

Robyn is the CEO and co-founder of the ground-breaking, award-winning sustainable period business, Hello Period.

Robyn started her career as a journalist before moving into marketing and public relations. She never dreamt she'd end up starting a period business! However, having lived with debilitating periods for years, and frustrated with the lack of innovation in period care, she recognised a need in the market that

wasn't being met. So, as the saying goes, she took matters into her own hands alongside her best friend from school, Mary, a nurse.

Since 2017, Hello Period has diverted more than 400 million single use period products from landfills.

A certified B Corporation business, Hello Period was named a Brand That Matters by media giant Fast Company in 2022.



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# hello.™

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# HINE COLLECTION

**Hine Collection is one of the leading size inclusive and diverse activewear brands in the world.**

The business was built to inspire change, with a thriving online community and a purpose of encouraging wāhine, especially Māori and Pasifika women, to feel confident in their health and fitness journeys. The brand offers a size range of XXS to 8XL.

Hine Collection is an indigenous-owned brand which is designed by women, for ALL women. It was founded by wāhine Māori Miria Flavell in 2018 after she struggled to find activewear in her size and realised how few women were represented by most activewear brands. Her mission now is to grow Hine on the global stage.

## Miria Flavell

Miria Flavell is a wahine Māori, a māmā of two, an entrepreneur & business owner from Aotearoa, New Zealand.

Starting from her garage in 2018, she founded and launched a women's activewear brand called HINE Collection. A community and purpose-driven movement that was built to

inspire change. An Indigenous-owned brand that is by women, for ALL women. Leading the way as the most size inclusive and diverse activewear brand in the world. Currently stocking 13 Sizes (XXS – 8XL). Her mission is to grow and expand Hine as a global brand.



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# MAMAKU

## **Mamaku is a functional skincare brand designed to help repair inflamed or irritated skin.**

The brand combines mātauranga Māori (Māori traditional knowledge) with western science to produce natural, safe and effective skincare.

Mamaku is Aotearoa's native black tree fern. Mamaku extract has been shown to rapidly increase the skin's hydration levels and repair damage to the skin barrier, making it a useful tool in the management of eczema.

This new brand comes from the team at OINZL, which has been manufacturing skincare using mamaku extract for more than 12 years. Mamaku is currently being exported to Australia and China and will seek to enter the UK, Europe, US, Korea and Japan over the next three years.

## **Tessa Davis**

Tessa is the Co-Chair, Director, and founder of Ora Innovation New Zealand and its current COO. She, along with sisters Adele and Karen, established a functional skincare line using the exceptional qualities of the Mamaku fern for skin repair, especially eczema, as well as sun care. A combination of Mātauranga Māori (traditional

knowledge) and western science creates the opportunity to engage science and product efficiency whilst maintaining tikanga (customs) and sustainable practices.

The Mamaku brand will be exported to Australia and China this year and will then be exported to other countries in the next three years.



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#aftersun #hydration #betterthanaloevera

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# mamaku

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# METHOD

**Method is a creative technology studio which conceives, designs, builds and delivers unforgettable digital experiences.**

Method can turn any story into an awe-inspiring and immersive experience that engages people with what a brand or organisation has to share.

The agency, which launched in 2003, takes a tech-agnostic approach to a brief, starting at the story and seeing where it leads. It might reveal itself to be an immersive website, a space transformed with interactive projections, an astonishing VR adventure, or something completely different. Whatever the solution is, the team has the skills and vision to make any idea a reality – or virtual reality as the case may be.

## Samantha Ramlu

Sam is an influential thought leader, storyteller, industry champion and creative technology innovator. She has spent more than 20 years bringing awe-inspiring stories and experiences to life through digital and emerging technology.

Passionate about authenticity, Sam sees technology as a driver and enabler for creative ideas that create connection with their audience. She also cares deeply about creating pathways for new generations to enter the creative and tech industries.

Sam is co-founder of Method, an award-winning creative tech studio; Mad Carnival, making beautiful, fun and wholesome games; and Mighty Eyes, the studio behind the acclaimed VR adventure game Wanderer.



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# METHOD

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# MISILUKI SKINCARE

## **Misiluki Skincare creates natural skincare and deodorant, designed especially for teenagers.**

As a mother of three teens dealing with skin and body issues, Lufilufi Rasmussen set out to solve the issues of body odour, eczema, and dry, oily and blemished skin. Having owned a day spa in Samoa, and with experience in essential oils, she started making her own natural products and sharing them with other mothers and their teenage children.

Misiluki Skincare uses traditional practices and ingredients, such as certified organic virgin coconut oil from Samoa. It has evolved into a family skincare company – family owned and operated, making skincare for families, and with Samoan family values at its core.

## **Lufilufi Rasmussen**

As a proud Samoan mother, my core value is Loto Alofa – doing everything from the heart. Misiluki is the embodiment of Loto Alofa, bonding and inspiring us to live with generosity and unconditional love. I derive joy from mentoring aspiring women and youth entrepreneurs, striving to make a positive impact, especially within my Pasifika community, through a health and wellness lens.

My entrepreneurial journey began in 2008 in Samoa, establishing and selling The Bean Café cafes.

Today, my Misiluki brand encompasses Misiluki Spa (Samoa)

and Misiluki Skincare (2018). It reflects Indigenous innovation, exploring traditional products and practices adapted for the skincare and beauty industry. With manufacturing and distribution based in Auckland, our products reach New Zealand, Australia, USA, and the Pacific.

My success with Misiluki can be attributed to being a graduate of Formula Botanica Organic Cosmetic Formulation School in the UK, receiving guidance from The Icehouse in NZ, and the unwavering support of my Aiga (family) and friends.



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# NAUT

## **Naut designs and builds electric inboard and outboard propulsion systems for the marine industry.**

The company works with a range of boat builders to help make electric propulsion more accessible. Naut's key target market is recreational boaties, with early adopters being those interested in sustainability, reducing noise pollution and improving the overall boating experience. Commercial operators with a commitment to lowering their carbon footprints are also making the change.

Having been involved in the world's first carbon-fibre, fully electric ferry, the two co-founders (Fiona Bycroft and Lindsay Faithfull) saw an opportunity to offer electric propulsion for smaller boats, and set up Naut in 2021.

The company is based in Northland, New Zealand, and will be expanding into Australia and the US.

## **Fiona Bycroft**

Fiona is passionate about building people and teams to deliver better products – both for the user and the planet.

With qualifications in both engineering and business administration, as well as considerable experience in a range of industries in

New Zealand and globally, Fiona has a great mix of both technical and people skills to lead Naut.

Founded in 2021, Naut has already seen great success with local and international companies.



NAUT



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# NZINC.

**NZINC. is a business intelligence firm which is focused on New Zealand's external business engagement.**

Its flagship events are the annual high-profile China Business Summit and the United States Business Summit, which was launched in 2022 to focus on the US-New Zealand relationship from a security, economic and business perspective.

NZINC. also hosts the annual Mood of the Boardroom survey for the New Zealand Herald and produces a range of business reports for NZME.

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# NZINC.

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## Fran O'Sullivan

Fran O'Sullivan ONZM is a leading business commentator who has been instrumental in creating significant platforms to advance New Zealand's international business relationships.

She led a private sector taskforce which established the New Zealand United States Council, where she was a founding director and continues to serve on the board. She is also a member of the New Zealand China Council.

Fran is a columnist for the New Zealand Herald and leads the Herald's annual Mood of the Boardroom CEOs Survey and event. She is a Fellow of the Institute of Finance Professionals and was appointed an Officer of the NZ Order of Merit in 2019 for services to business and journalism.



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#CBS

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# OHO

**Oho is a cultural design agency, specialising in business and brand strategy.**

The agency excels in storytelling, placemaking, bringing together multi-cultural worlds, and supporting businesses to build strategies and use them as wayfinders.

Oho means to awaken or enliven in te reo Māori, with co-founders Rachel Taulelei and Tabitha Harris having a vision of awakening, enlivening and breathing life into businesses and brands.

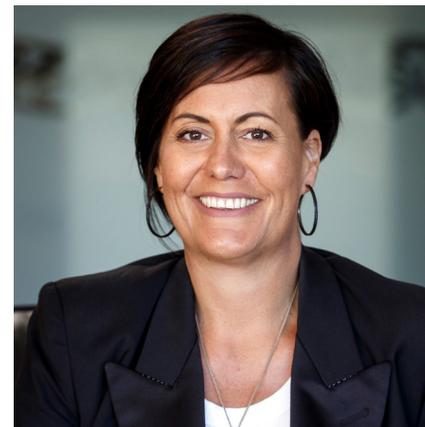
The agency seamlessly blends indigeneity and innovation, mātauranga and modernity, whakapapa and futurism, kaupapa and commerce.

## Rachel Taulelei

Rachel (Ngāti Raukawa ki te Tonga, Ngāti Rārua) is a prominent business leader and a strong advocate for the Māori economy and sustainability in the food and beverage sector.

Her commitment to kaitiakitanga has been evident throughout her career, from being the founder of a sustainable seafood company, Yellow Brick Road, her time as chief executive officer of Māori-owned food and beverage company Kono, and now in her current role as co-founder of business design and brand strategy firm Oho.

Rachel chairs the Wellington Regional Stadium Trust (better known as Sky Stadium), Moana NZ and the Fonterra Sustainability Panel. She is co-owner of professional women's basketball team, the Tokomanawa Queens, and is a director for The Warehouse Group, Sealord, and ANZCO Foods. She is also a member of the Asia-Pacific Economic Cooperation Business Advisory Council and was chair when New Zealand hosted APEC in 2021.



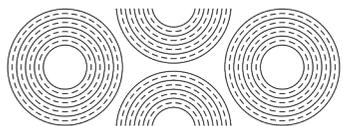
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# PACIFIC BUSINESS TRUST

## **The Pacific Business Trust is the Pacific Economic Development Agency of New Zealand.**

Its focus is on growing innovation, talent and leadership through bespoke and responsible business programmes that support the growth of Pacific business. The Trust's purpose is to be a navigator and leader in supporting Pacific people to thrive in business and employment through the provision of support and resources to Pacific people, communities, and businesses.

It aims to improve the capability and prosperity of Pacific business as well as fuel its growth. It is a navigator and leader, a trusted partner to Pacific communities and to government agencies who fund a significant part of PBT's work.

## **Mary Los'e**

Mary Los'e was appointed Chief Executive of the Pacific Business Trust in February 2023. Of Tongan and Māori descent, Mary is Ngāti Rereahu ki Ngāti Maniapoto and from the villages of Ha'ano, Foa and Faleloa, Ha'apai. She comes to PBT from the National Telehealth Services, Whakarongorau Aotearoa, where she was the Chief Service Experience Officer. Mary led the community

co-design and operational delivery of the Pacific and Māori Telehealth pathways to meet the needs of communities during the resurgence of COVID-19. Mary's experience in the private and public sector includes 25 years in multimedia and broadcasting before heading up Partnering for the Bank of New Zealand's Innovation unit.



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# RAAIE

**From the wild landscapes of Aotearoa comes beauty brand RAAIE. Harnessing active oceanic and alpine botanicals from Aotearoa, such as arctic marine algae, sauvignon blanc grape seeds, and wild blackcurrants, RAAIE's products focus on luminosity and brightness as their drawcards.**

RAAIE is for women looking for highly effective, sustainable, and consciously formulated skincare. The brand was launched in 2022 to critical acclaim,

winning global beauty awards including "Best New Skincare Brand", "Best Serum," "Editor's Choice", "Best Newcomer" and "Best Brightening Care" at the top beauty awards ceremonies in the UK, USA, and Singapore. RAAIE is stocked in 45 premium retailers throughout New Zealand, Australia and Hong Kong, with plans to launch in Europe and the US in 2024.

## Katey Mandy

Katey Mandy is the founder of RAAIE, a skincare brand that combines the antioxidant power of Aotearoa's native land, sea and alpine botanicals with the latest ingredients from the world of cosmeceutical science.

After 13 years working for huge beauty companies like Unilever Prestige and Estée Lauder in the UK and US, Katey returned home to New Zealand and started RAAIE. From her experience abroad, she could see

customers' expectations were evolving when it came to sustainability, packaging, transparency and sourcing ingredients responsibly. She could also see Aotearoa's botanicals had a unique story that had global appeal. She combined her passion for New Zealand's bioactively-rich botanicals with her international beauty industry experience, and RAAIE was born.



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# RAAIE

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# RED SHOOTS LIMITED

**Red Shoots is a dynamic and innovative brand incubator which has established itself as a prominent player in the consumer goods industry.**

Over the past four years, Red Shoots has launched four successful brands which have gained widespread popularity in New Zealand, Australia, and Singapore, with strong partnerships secured with major retailers across these markets.

The company's New Zealand-made products are produced with natural and sustainably sourced ingredients and include alcohol-free cocktail mixes, immunity shots and fresh juices.

Red Shoots strives to continuously innovate and deliver exceptional quality products, and is poised to continue its impressive growth trajectory in the consumer goods landscape.

## Rhona Mackenzie

Rhona Mackenzie is a successful business owner with expertise in FMCG. As the CEO and co-founder of Red Shoots Ltd, she has built four thriving FMCG brands available in New Zealand, Australia, and Singapore.

Rhona's focus is on providing consumers with premium products, complemented by world-class branding. She ensures that her brands have a strong sustainability and impact ethos, reflecting her commitment to making a positive difference.

With a background in the industry, Rhona has a proven track record of creating successful businesses. Red Shoots, founded four years ago, has become a prominent player in the FMCG sector. Rhona's entrepreneurial journey is defined by her dedication to delivering exceptional consumer experiences, driving sustainability, and leaving a lasting impact on society and the environment.



## CONTACT

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# SAFESTACK

**SafeStack is a community-centric online education platform that gives software development teams the skills and support they need to weave security throughout their entire software development life cycles.**

The company provides courses and learning pathways, covering everything from the fundamentals to advanced subjects. It also offers hands-on labs for exploration and play, and provides a community where learners can collaborate and engage with other software development teams around the world.

SafeStack serves more than 1500 organisations in 78 countries and is vertical agnostic. It is rapidly becoming the global authority for software development teams worldwide.

## Laura Bell-Main

Laura Bell-Main is the co-founder and CEO of SafeStack, an online education platform offering flexible, high-quality, and people-focused secure development training for fast-moving companies, focusing on building application security skills, practices, and culture across the entire engineering team.

She is an experienced conference speaker, trainer, and regular panel member and has spoken at various events such as BlackHat USA, NDC, RenderATL, and OSCON on application security, DevSecOps, secure development, and security mindset.

She is also the co-author of “Agile Application Security” and “Security for Everyone.”



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The SafeStack logo, featuring a stylized icon of three stacked blocks to the left of the word "SafeStack" in a white sans-serif font, all contained within a purple rectangular background.

# SPORT NZ AND HPSNZ

## **Sport NZ is a kaitiaki (guardian) of the play, active recreation and sport system in Aotearoa New Zealand.**

A central government agency, Sport NZ promotes and supports quality experiences in play, active recreation and sport to improve levels of physical activity and, through this, ensure the greatest impact on wellbeing for all New Zealanders.

The Sport NZ Group also includes High Performance Sport NZ, which leads the high performance sport system, supporting athletes and coaches to deliver performances on the world stage that inspire the nation and its communities, helping to build national identity and promote New Zealand internationally.

Together, Sport NZ and High Performance Sport NZ provide end-to-end leadership of the system.

## **Raelene Castle**

Raelene is the Group Chief Executive of Sport New Zealand and High Performance Sport New Zealand. She joined the organisation in December 2020 after seven years working in Australia as Chief Executive of the Canterbury-Bankstown Bulldogs and then Chief Executive of Rugby Australia. She was previously Chief Executive of Netball New Zealand from 2007 to 2013.

Prior to that, Raelene built a successful corporate career in communications, sales and marketing. This included general management and other senior roles at Telecom New Zealand

(now Spark), Bank of New Zealand and Fuji Xerox.

Raelene has held several governance roles in sport, previously serving as a board director of Netball's ANZ Premiership, International Federation of Netball Associations, SANZAAR Rugby and the World Rugby Council.

She also has a rich sporting background as a former representative-level player of netball, tennis and lawn bowls.

Raelene was made an Officer of the New Zealand Order of Merit (ONZM) in 2015 for services to Business and Sport.



## **CONTACT**

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# TECHTIME INITIATIVE GROUP

**TechTime is a software vendor and professional services provider working to improve the everyday experience and productivity of software teams around the world.**

As an Atlassian Gold Solution Partner and Atlassian Marketplace vendor, TechTime offers a range of services to support Atlassian users worldwide and develops apps for Jira, Confluence and Bitbucket that are used daily by businesses in more than 54 countries.

TechTime has more than 16 years of experience providing support, maintenance, implementation and custom development services to government, educational institutions and commercial organisations. Based in New Zealand, and recently launched in Australia, the company has created a number of jobs and enabled numerous talented professionals to thrive in both countries.

## Irina Mosina

Irina is a tech leader, serial optimist, and self-starter who is passionate about improving everyday experiences for teams worldwide. As a woman expat, she brings a unique perspective to her work as a leader and problem solver. She finds nurturing teams and business ideas from the ground up truly rewarding.

In addition to her professional journey, Irina is a proud mother of two teenage boys, a passionate musician, a champion for cultural communities,

and enjoys finding fulfillment in all aspects of her life. She is dedicated to fostering collaboration and innovation, creating an environment where everyone can thrive. As she walks this path, Irina aims to inspire fellow women in tech and break down barriers.

Irina's warm and approachable leadership style aims to positively impact the tech landscape while embracing the diverse experiences that shape her story.



## CONTACT

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# THE CLINICIAN

## **The Clinician links healthcare organisations with patients in the community through its technology platform ZEDOC.**

ZEDOC enables digital interactions outside the hospital walls through the use of Digital Care Pathways (DCPs). Underpinned by both subjective and objective data collection and analysis and the exchange of timely patient educational material, DCPs help care teams deliver personalised, patient-centric, value-based health care by getting a complete picture of the patient's journey between clinical visits.

The company services clients across the healthcare landscape, including private and public hospitals/health systems, and pharmaceutical and medical technology organisations and payers. Founded in 2015, it now has a presence in seven markets throughout the Asia Pacific region, the Middle East, and most recently the US.



The Clinician

## **Tamaryn Hankinson**

Helping co-found The Clinician, Tamaryn (Tam) compliments the company's clinical expertise with 20 years of commercial life science experience. Prior to co-founding The Clinician, Tam worked for leading healthcare companies Johnson & Johnson and Servier before taking up senior management roles in the

business intelligence division of Informa. Following her successful international career in healthcare business intelligence sales, product management and company acquisitions Tam brings with her to The Clinician the necessary knowledge and skills to drive the company's core commercial activities.



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# 2040 VENTURES

**2040 Ventures is the manager for two venture capital funds: Punakaiki Fund and the Climate Venture Capital Fund.**

## **Punakaiki Fund**

Since 2014, Punakaiki Fund has been investing in the most promising high-growth, business-critical Kiwi tech companies. With more than 1000 shareholders, \$100+ million in assets, and a long-standing commitment to IPO, the fund's mission is to democratise venture capital as an asset class while providing venture returns to investors. Current investments include compelling Kiwi

companies such as Devoli, Quantifi Photonics, Conqa, WhipAround, CouchDrop and more. Notable exits include Timely, Moxion and Vend.

## **Climate VC Fund**

The Climate Venture Capital Fund invests in early stage Australian and New Zealand companies with the potential to deliver high growth and material reductions in greenhouse gas emissions. The fund aims to help mitigate climate change while delivering attractive commercial returns to investors.  
[www.climatevcfund.com](http://www.climatevcfund.com)

## **Nadine Hill**

Nadine is a Partner at 2040 Ventures which has two funds, the Punakaiki Fund and the Climate Venture Capital Fund. Nadine is also a director on six start-up boards.

Nadine has a deep background in finance and was part of the ambitious NZTE Investment team, where she worked with many New Zealand tech

companies to raise international capital and support their global growth. Before that, she was a director of Project and Acquisition Finance at Westpac Institutional Bank, where she worked with many Australasian private equity firms and larger companies on merger and acquisition transactions.



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# WE MANA

**WE Mana is a collective working in the accounting, business advisory, financial literacy and outsourcing fields.**

Launched 12 years ago as WE Accounting, a chartered accounting firm, WE Mana is now a collective of businesses based in Aotearoa, Samoa and soon Fiji. All of its projects, initiatives and enterprises work together to uplift members of the community, creating a ripple effect that is felt throughout Aotearoa and across the waters of Te Moana Nui a Kiwa (the Pacific Ocean).

WE Mana's purpose is to enhance the mana of Māori and Pacific people – to support them in realising their own dreams, with a vision to positively impact the lives of 10 million people.



## Wyndi Tagi

Manumailagi Wyndi Tagi – Ati-Hau-Nui-A-Paparangi, Greek, European

Wyndi, alongside her husband Eli are the Co-Founders of multi-award winning, WE Mana. Previously WE Accounting, WE Mana has expanded into 5 companies inside NZ – WE Mana, WE Accounting, WE Advisory, WE Outsourcing and the Charitable Trust, WE Connect. They also have companies in Samoa and newly

established in Fiji, providing outsourced accounting to NZ accounting firms and delivering business advisory across the Pacific.

As well as being a visionary and CEO, Wyndi also is a business advisor and coach, helping businesses to build sustainable and authentic businesses, that align with the owners purpose, culture and religious beliefs.



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