

Join us in a celebration to recognise innovation on World Intellectual Property Day and hear some inspirational stories from our panel.

Programme

- 5.00pm** Registration and refreshments
- 5.30pm** Introduction from Baldwins and Ernst & Young
- Panel discussion
- 6.30pm** Audience questions
- 7.00pm** Cocktail reception

RSVP

There is no fee to attend this celebratory event however registration is required. Please RSVP: rsvp.wellington@baldwins.com or phone **(04) 910 6508**.

World Intellectual Property Day

Celebrate innovation

Cocktail reception

Tuesday, 22nd April 2008

5.00pm – 8.00pm

Icon Room, Museum of New Zealand
Te Papa Tongarewa, Wellington

Brought to you by

Baldwins Intellectual
BaldwinSon&Carey Property

Event partners



Baldwins Intellectual
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PANEL

Ken Stevens, DCNZM GLIDEPATH LTD

Ken Stevens is the founder, owner and executive chair of Glidepath Ltd. Glidepath is an engineering company specialising in computerised airport baggage handling, baggage security, cargo handling and parcel sortation systems. The company has a true international focus: since its inception in 1972, Glidepath has been involved in some 451 projects in 58 countries around the world. It has two manufacturing facilities in the United States, and subsidiary companies in Canada, Latin America and Australia. It also has manufacturing operations in Auckland, where Glidepath's head office is still located. Ken was the governments export champion during Export Year 2007 and was made a Distinguished Companion of the New Zealand Order of Merit in the 2008 New Year Honours list.



Seeby Woodhouse GREEN CARBON

Seeby Woodhouse is a New Zealand success story. In the 90's seeing enormous potential in the Internet, Seeby dropped out of his engineering studies at Auckland University, and with \$100 in his pocket started up in business as an Internet Service Provider. Years of hard work paid off. He built Orcon



Internet into a multi-million dollar business without borrowing a cent. In 2007 he sold Orcon to Kordia, an SOE, for \$24.3 million. Seeby was the New Zealand Young Entrepreneur of the Year and HiTech Young Achiever of the Year in 2004 and is a true entrepreneur in every sense of the word. Seeby also developed an increasing interest in Global Warming and the environment and decided to investigate business ideas within eco and sustainable industries. He has consequently sold all other business interests to focus on his new venture Green Carbon which was launched in Auckland on 17th March 2008. "All businesses are responsible to some degree for the emission of greenhouse gases. I hope that Green Carbon will proceed a simple yet meaningful solution for New Zealand businesses to implement better sustainable business practices and promote the process and review of sustainable development," says Seeby.

Mike Taitoko TUIA GROUP

Mike Taitoko is a founding Partner of Wellington-based Tuia Group. Tuia Group is an integrated business consulting, commercial law and economic development firm with a strong interest in the accelerated growth of Maori assets and the growth of the wider New Zealand economy. The unique, fully integrated firm is expanding its "culturally-driven, commercially focused" approach over the next eighteen months through new international offices. Tuia Group has strong investment



networks internationally and is actively involved in facilitating investments between New Zealand and international investors. One of Mike's current roles is carrying out the Acting Chief Executive role for the New Zealand Maori Tourism Council. He has a strong interest in the role that Maori, New Zealand and South Pacific culture plays in adding value to New Zealand's identity and brand internationally.

Chris Cameron CAMERON MANAGEMENT GROUP

CMG founder Chris Cameron is an accomplished strategic planner and producer. CMG's business is all about cultivating New Zealand business growth and has been developed to help companies optimise their market performance through innovative business, brand and communications strategy. CMG works with businesses through lateral, creative thinking driving business growth across a range of categories including business to business marketing, social marketing, consumer goods and services and advocacy. Chris has produced two seasons of the critically acclaimed Business is Booming series for TVNZ, Inland Revenue and NZTE, which shared many innovative success formulas and confronted the issues affecting small businesses livelihood throughout New Zealand. Chris's experience also includes planning, account direction and general management for advertising, design and direct marketing agencies including Mojo, Y&R, WCJ and DDB.

