

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: [events@baldwins.com](mailto:events@baldwins.com) or phone **(09) 359 7716**.

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**Baldwins** Intellectual  
BaldwinSon&Carey Property

Event partners



# World Intellectual Property Day

Celebrate innovation

## Cocktail reception

Wednesday, 23rd April 2008

5.00pm – 8.00pm

Sky City Convention Centre, Auckland

**Baldwins** Intellectual  
BaldwinSon&Carey Property

## 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 government's 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.

### Paul Harrison HAWKINS WATTS LTD

Paul Harrison is the technical director and part owner of Hawkins Watts Ltd, one of New Zealand's leading suppliers of specialty ingredients to the New Zealand food industry. Hawkins Watts Ltd began in 1992 as a management buyout of Pfizer Food Ingredients and now operates in New Zealand and Australia. Hawkins Watts Ltd supplies all major food manufacturers in New Zealand and is involved with many successful product launches.

Hawkins Watts Ltd imports ingredients from around the world and over the last decade has moved from a commodity trader to an innovator through a strong technical focus on product development and applied research. Hawkins Watts Ltd has several joint development projects with overseas suppliers, including development of patented technologies originating in New Zealand. HWL is showing double digit growth through acquisition, new technologies and diversification.



### John St Clair Brown WAIWERA INFINITY

Waiwera has been a New Zealand owned family business since Robert Graham first purchased the property in 1842. The geothermal waters at Waiwera have been famous for their therapeutic and curative properties since local Maori named them 'Te Rata' (the doctor) over 200 years ago. By 1875, when the water was first bottled and sold, Graham had turned Waiwera into a world class 'spa', the first of its kind in the southern hemisphere. John St Clair Brown and his family have owned and operated the business since the late 80's. The resort now attracts more than 350,000 visitors annually and has expanded to include a luxury Medi-Spa, the first in a series of upgrades which will, once again, see Waiwera as synonymous with the highest quality health and wellness experiences in the world. Central to which, is Waiwera Mineral Water, recently voted "World's Best Water" by international wine bible, *Decanter*. Waiwera is served in some of the finest dining establishments on the planet,



including Claridges in London and the TRUMP hotels in the USA and is currently exported to North America, Japan, Australia, United Arab Emirates, Bahrain and Europe.

### Paul Beckett BLOKART INTERNATIONAL LTD

Paul Beckett is the brains behind the amazing thrill-packed sport of Blokart sailing. With an international network, Blokart sailing is the most interactive fun sport on the planet. Blokart sailing is rapidly becoming the world's No. 1 land-based sail sport! Launched in 2000, Blokart is 100% family owned and operated by the Beckett family and has dealers in 29 countries including Canada, USA, Japan, Australia, Africa, UK, Europe, Middle East, Caribbean and New Zealand. Nowadays in between travelling the world managing various Blokart entities you are likely to find Paul at his base, Blokart Heaven in Papamoa — the ultimate destination for excitement junkies. The Blokart story and Beckett's success is a very impressive tale of kiwi ingenuity.



### 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*.

