

A green banner at the top of the page. On the left, there are two kiwifruit slices, one whole and one cut in half, with a Zespri logo on the whole one. The text "MAKE YOUR HEALTHY" is in white, bold, uppercase letters, and "irresistible" is in a yellow, cursive font below it. On the right, there is a white curved shape containing the Zespri logo and the word "KIWIFRUIT" in small letters.

MAKE YOUR HEALTHY
irresistible



24 October 2023

Zespri officially opens global hub in Singapore

Zespri has officially opened its new Centre of Sales and Marketing Excellence in Singapore, following a recent blessing ceremony.

The Centre was first established in 2015 and acts as a vital hub connecting Zespri's markets together, as well as connecting all markets with growers in New Zealand and offshore. A new office was completed in late 2020 but Covid-19 and the associated travel restrictions in recent years delayed an official opening until now.

New Zealand High Commissioner to Singapore, Her Excellency Gabrielle Rush and New Zealand Trade Commissioner Maggie Christie attended the opening, along with around 60 growers from New Zealand as part of the first industry tour since Covid-19 which will also visit orchards, packhouses and key markets in Europe.

Tauranga Moana Kaumatua Turi Ngatai blessed the office and its traditional Māori carving which symbolises the connection to Zespri's roots in the Bay of Plenty where the majority of Zespri Kiwifruit is grown. The office features many collaboration spaces and a base camp area where the New Zealand kiwifruit industry's history is on display, and with a mural demonstrating the strong connection between New Zealand and Singapore where Zespri has been selling kiwifruit for more than 30 years.

Zespri CEO Dan Mathieson says the Singapore hub plays a critical role in Zespri's ability to return value back to growers and communities.

"Our Centre of Sales and Marketing Excellence is the gateway to all of our major markets and the heartbeat of our sales and marketing strategy, supporting our 17 offices around the world and it was brilliant we could have our growers join us for this important event after the extended Covid-enforced delay.

"The hub has been pivotal in the ongoing strengthening of our brand, including the global roll-out of our successful KiwiBrothers campaigns, which has helped us grow demand and attract new consumers, and we're looking forward to this continuing in the years ahead.

Mr Mathieson says Zespri had been able to recruit a number of sales and marketing experts from the FMCG sector as it continued to invest in strengthening the way it sells kiwifruit, and the Zespri brand.



MAKE YOUR HEALTHY *irresistible*



“The hub and the people we’ve been able to attract has been pivotal in accelerating our growth over the past eight years, including changing the way we partner with our distributors and retailers, which has enabled us to return more value back to our industry.

“Our sales and marketing programmes have been a key driver of value creation in the category which has seen Zespri’s total global kiwifruit sales increase from \$1.9 billion in 2015/16 to \$3.92 billion last year.”

Māori Kiwifruit Growers Incorporated (MKGI) grower Geoff Rolleston attended the opening and says the event reinforced and celebrated the important cultural connections between Māori, New Zealand growers and the Zespri teams which are truly multicultural.

“The sharing of culture strengthens the partnerships and connection and it’s these long term relationships that underpin the success of the industry and the connection to people and communities.”

Bay of Plenty kiwifruit grower Ray Sharp says it’s important for growers to see the work that takes place across the markets to bring kiwifruit and the Zespri brand to life for consumers and customers and the Centre of Sales and Marketing Excellence now plays a leading role with some very talented people.

Mr Mathieson says with strong volumes expected in the next few years following a challenging couple of seasons, Zespri was looking forward to driving more innovative campaigns to market more super-healthy, great-tasting kiwifruit to people around the world and delivering sustainable value back to its growers.

ENDS

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IMAGERY

Imagery of Zespri’s new Singapore office can be found here:
<https://www.dropbox.com/scl/fo/rq05s16hvi5cecynl4wj3/h?rlkey=bfensclreaf9s5nwvbfu1la2s&dl=0>

ABOUT ZESPRI

Zespri is 100 percent owned by current and former kiwifruit growers and has a global team of 850 based in Mount Maunganui and throughout Asia, Europe and the Americas. Our purpose is to help people, communities and the environment thrive through the goodness of kiwifruit, and we work with 2,800 growers in New Zealand and 1,500 growers offshore to provide consumers with fresh, healthy and great-tasting Zespri Green, RubyRed™ and SunGold Kiwifruit. In 2022/23, we supplied 183.5 million trays of kiwifruit to consumers in more than 50 markets, and recorded global operating revenue of NZ\$4.22 billion. Zespri is committed to sustainability, with areas of improvement identified right through the



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supply chain including our pledge that by 2025 we will use 100 percent reusable, recyclable or compostable packaging, do more to help the environment, and work with our partners to be carbon positive by 2035.