



# EXPO AIM – TO GROW BUSINESS

**TO GROW, BUSINESS OWNERS**

regularly need to take stock of where they are currently at, identify areas that need work and the future opportunities for growth. One of the best ways to take this helicopter view of your business is to visit the Bizzone Business Expo. This one-stop-shop for business is on again for the sixth year.

The Bizzone Business Expo is New Zealand's largest business-to-business marketplace held for business owners. It's also one of the best opportunities for business owners to check out the latest business products and services to help manage their businesses better.

It attracts more than 13,000 attendees nationwide, who come in search of the latest innovations, the brightest ideas and the best business brains to grow their business. There were over 200 exhibitors in the Auckland expo held 2-4 June, 100 expected in Wellington 21-23 July and 100 in Christchurch 11-13 August.

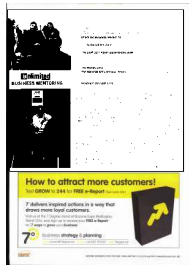
**BIZZONE BUSINESS EXPOS 2010**

**WELLINGTON: July 21-23**  
*TSB Arena, Queen's Wharf*

**CHRISTCHURCH: August 11-13**  
*Christchurch Convention Centre*

*bizzone.com*  
*phone 0800 BIZZONE*





**BIZZONE BUSINESS EXPO ZONES**

- **Unlimited Business Mentoring**, where business owners wanting strategic advice can get free support from respected business mentor
- The **Sustainability Zone** to help businesses spend less and market their 'green credentials'
- **The Stuff Up™ Room presented by WHK** where visitors watch a 20 minute video of business leaders telling the untold stories of their mistakes in business and the results of their "stuff-ups" –footage everyone wants to see, and lessons everyone wants to learn.
- **The Money Zone** for financial products and services
- **The National Bank Seminar Series** of free, half-hour seminars covering a practical range of topics for business owners
- Attendees can take advantage of free internet access in the **Newstalk ZB Cyber Cafe** to work remotely, or take time out over a coffee.

Sarah Trotman, Managing Director of Bizzone says the Bizzone Business Expos aim to refocus business owners and encourage them to concentrate on the important matters and stay positive, confident that they are proactively addressing the changing markets. With sponsorship from Newstalk ZB, Media 5, Scoop, WHK and The National Bank, Trotman says great support is there for business and signs of recovery are positive.

Trotman says, "Often business owners forget that they are much more nimble than their large business counterparts. We can offer new tools to help them overcome any shortcomings and forge ahead."

The National Bank Seminar Series runs for all three days of the Bizzone Business Expo with 40 expert speakers. The keynote speakers will be on at 1pm on each day.

This year's dynamic three keynotes –

Sarah Gibbs, Managing Director Trilogy, Steve Bonnici, Managing Director Urgent Couriers and Ross Hunter co-owner of Harvey's Real Estate – will share the passion and drive that has taken them to the top with people attending the expo.

"The people at Bizzone and the National Bank really understand the issues that business owners are facing and they tailor the speakers and the topics to ensure they are relevant and that they really do help and support business owners to be successful," Andy Somerville General Manager for National Bank Business Banking says. "The response is great and we have received feedback from customers who have attended the recent Auckland Expo telling us that the seminars helped them to spend more time achieving their goals in the business. ●"