



OPTIMISM STRONG AT EXPO

Business confidence is up – that's the buzz at this year's Bizzone Business Expo.

The largest event for business is one of the best gauges of business optimism because it caters for all business but is especially popular with small and medium businesses – the heartland of New Zealand business.

"There's a definite buzz and feeling of high energy at this year's Bizzone Business Expo," Bizzone MD Sarah Trotman said on opening day in Auckland. "Business owners are much more optimistic and motivated, the exhibitions are of a higher standard and it was great to see new products launched there, like the environmentally-friendly EcoPortal and Western Mailing's direct marketing service Automail."

Air New Zealand took the opportunity to show off their cuddly Skycouch and The Pitch interviewed 20 companies eager to maximise the opportunities offered by RWC 2011.

The Expo was the venue for the first showing of the StuffUp documentary



Air New Zealand showed off its cuddly Skycouch

presented by WHK, featuring eight business leaders admitting their business mistakes.

The Expo now heads to Wellington (21-23 July at the TSB Arena, Queens Wharf) and Christchurch (11-13 August at the Christchurch Convention Centre).