



## The biggest wins in New Zealand this September won't be on the rugby pitch

Where will you be in September this year? If the answer is New Zealand, I'll bet you're heading to one of the 48 Rugby World Cup 2011 games being played in the "Land of the Long White Cloud".

UK Trade & Investment (UKTI), the British Government's trade and development arm, will be making sure that, whoever wins on the rugby field, UK businesses will emerge winners as we help them to capitalise on the immense business opportunities that Rugby World Cup 2011 will provide. More than 80,000 visitors from all over the world will be visiting New Zealand for the rugby, and many of these will be here to do business too.

The centrepiece of UKTI's efforts to help British companies will be a grand business networking event for British and New Zealand businesspeople on Thursday September 29th in Auckland at "The Cloud on Queens" (pictured above), just before the much anticipated match between England and Scotland at Eden Park on Saturday October 1st.

The event will give British businesses like yours the opportunity to get advice from specialists on New Zealand business and industry, meet local companies and the British High Commissioner to New Zealand, Vicki Treadell, as well as hear from a former rugby great.

Please get in touch if you're coming to Rugby World Cup 2011 and see how UKTI can help you make the most of your trip to New Zealand. We also encourage you to register with the [NZ2011 Business Club](#) which will be running further events to help international and local businesses to connect during the Tournament.

Kind regards,

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