



## **NEW ZEALAND AND SCOTLAND SIGN EVENTS AGREEMENT**

### ***Memorandum of understanding set to strengthen global events reputation***

New Zealand Major Events has completed the signing of a Memorandum of Understanding (MOU) with EventScotland. The VisitScotland directorate announced the news at Scotland House ahead of an event celebrating Scottish sporting success; against the backdrop of some fantastic performances by Scottish and New Zealand athletes at the Olympics.

New Zealand Major Events, a business unit of the Ministry of Business, Innovation and Employment, has a common interest with EventScotland in many areas of major event strategy and the agreement has been designed with the purpose of improving the capability and enhancing the reputation of both Scotland and New Zealand as international event destinations.

Both countries are similar in terms of geography and population and there will be a number of opportunities to share information on events such as the UCI Juniors Track World Championships, which takes place in New Zealand this year and Scotland in 2013.

Areas of collaboration outlined in the MOU include, information sharing; event bidding and prospecting; impact measurement; delivery capability, and strategy development. Scotland is already recognised as a world leader in the events industry, with New Zealand generating some exciting new ideas. Particular areas of crossover are, adventure sports; food and drink; and golf, with both organisations committed to helping the other to grow and develop experience.

Kylie Archer, New Zealand Major Events Manager said: "This is a very exciting initiative for us. New Zealand has always punched above its weight in the events it attracts, as well as its world-class home-grown events, as has Scotland. Both countries have developed strong reputations in the international event space and under this agreement we look forward to collaborating with EventScotland to take this success to the next level."

Paul Bush OBE, Chief Operating Officer for EventScotland said: "There are many ways in which Scotland and New Zealand can benefit from sharing our vast experience and information resources. Our agreement will allow for the regular transfer of knowledge between our organisations, which will contribute to the ongoing development and delivery of our events strategy. Scotland is the perfect stage for events, and our position as one of the world's leading events destinations will only be strengthened further as a result of this agreement."

As countries that have enjoyed great success when it comes to securing world-class events, Scotland and New Zealand both stand out as international event hosts. New Zealand recently secured the 2017 World Masters Games on the back of a highly successful Rugby World Cup in 2011, and will also host the FIFA U20 World Cup in 2015. Scotland meanwhile, already renowned for its Edinburgh Festivals, is currently in preparation for the Ryder Cup and the Commonwealth Games, both in 2014.

**ENDS**