FORGET THE UNICORNS & CHASE THE GOLDEN DRAGON

Introducing the ‘Go East’ strategy for NZ tech start-up CEOs and their investors

Speaker:

RAIYO NARIMAN
Venture Manager and Investor
(Hong Kong, Malaysia, Singapore)

10am – 3pm, TUESDAY 13 OCTOBER, KPMG AKL
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www.callaghaninnovation.govt.nz
What is it?

New Zealand start-ups and high-tech ventures seem to adopt the ‘tried and tested’ international pathway taken by larger Kiwi companies – establish and validate in New Zealand, move into Australia and then seek market opportunities in the US or the UK. More often than not, this ‘go-West’ strategy fails to consider the significant opportunities available to Kiwi start-ups and high-tech ventures in Asia.

While the individual country markets in Asia are at different stages of growth and development, the rate of adoption of technologies and business models is incredibly high, and the potential for growth is immense. It is also important to appreciate that developing markets do not require ‘bleeding edge’ technology or business models, which is often the case in established tech-based markets like the US and UK.

Who is it for?

The seminar will not provide a blueprint for an Asia market entry strategy, but will introduce ‘Asian market places’ and the value they offer Kiwi start-ups and tech-ventures, and provide an overview of the fundamentals to be considered when developing internationalisation strategies, for both founders and investors that back them as well as incubator and accelerator managers and economic development agencies.

For more information, visit the event registration page.

What you can expect

1. Asia: Facts vs Fiction
2. The Asian Market
3. The Asia Strategy
4. Accessing Asian Capital
5. Tips & Tricks

The presenter

Raiyo Nariman was born in Bombay, India, educated & grew up in Hong Kong, and migrated to New Zealand where he attended university (Massey & Canterbury) and started his career in the venture arena. In 2009, Raiyo relocated to Hong Kong, and is currently based in Kuala Lumpur, Malaysia, working regionally as an early stage investor, and spends his time between Malaysia, Hong Kong, Singapore and Brunei.

As a Venture Manager, Raiyo specialises in the commercialisation of technology & intellectual property, and the development, funding and growth of start-ups. He invests (both via a fund and personally) and partners with founders, taking a hands-on role, to ensure successful execution of commercialisation & growth strategies, business development & international market entry, and further capital raising.

Raiyo’s entry into the venture arena started in New Zealand. Raiyo’s numerous engagements in the venture arena, include CEO of Canterprise, MD of Encore Professional Services, a business he spun-out, established and grew for a PE fund in Hong Kong, MD Asia for an international angel investment network.