



Qing (Karl) Ye's Hearing Summary on behalf of  
TaTa Valley Limited and Havelock Village Limited

12 May 2021



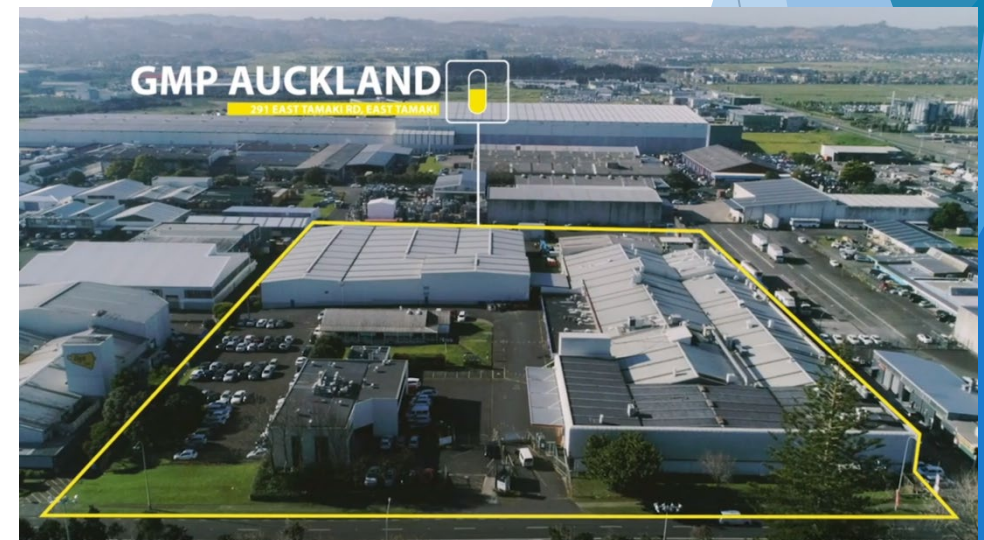
**TaTa Valley**  
Window of New Zealand

**GMP**  
PHARMACEUTICALS

**HAVELOCK**

## Qing (Karl) Ye

- **1989:** Wuhan University Masters of Science
- **1992:** Moved to Sydney, Australia
- **1994:** Set up GMP Pharmaceuticals Australia
- **2001:** Set up GMP Pharmaceuticals New Zealand
- **2010:** Commenced various property related projects
- **2017:** Start of TaTa Valley project
- **2017:** Invested in Tehihi Estate as a resort business
- **2018:** Start of Havelock project





# Kua Business Model

Some products and resources reflect differently across different backgrounds such as cross-border, cross-cultural, cross-disciplinary and cross-industry.

| Item      | Low Value                                                     | High ‘Kua’ Value                                                                   |
|-----------|---------------------------------------------------------------|------------------------------------------------------------------------------------|
| Products  | Unused byproducts such as grape seeds, colostrum and koi carp | Popular nutritional products in certain markets                                    |
| Factories | Factories with a lot of partitions                            | Pharmaceutical standardized factories require separation                           |
| Wetlands  | Filled with pest plants and pest animals                      | Protected and enhanced filled with native species                                  |
| Fog       | Slows travel and hinders farming capabilities                 | Beautiful scenery and an attraction in itself                                      |
| Hills     | Less ideal for intensive farming                              | Unique landscape to offer a range of activities                                    |
| Flooding  | Destroys crops and minimizes available land                   | Waterside views and opportunity to create wetlands                                 |
| Riverside | Poor farming practices pollute river                          | Promote the health and wellbeing of the River through more awareness from visitors |



## GMP Pharmaceuticals

- Industry Leader across New Zealand and Australia
- Manufacturing natural healthcare products
- Over 25 years experience
- Over 1,000 employees
- Over 20 high profile industry awards
- Wide range of patents including black box technology for food and prefabricated building industry





## GMP Products Range

- Complementary medicine
- Dairy: bovine, goat, sheep and deer
- Animal by-products
- Beehive products
- Plant and herbal extract
- Specialty Oils
- Freeze dried food
- Seafood and marine
- Pet Nutrition



## Showcase Farm Idea

- Over the years countless GMP customers have requested to see where raw materials are sourced from
- Generally commercial farms are not visitor friendly
- Most current options operate on a small scale and are far away from each other





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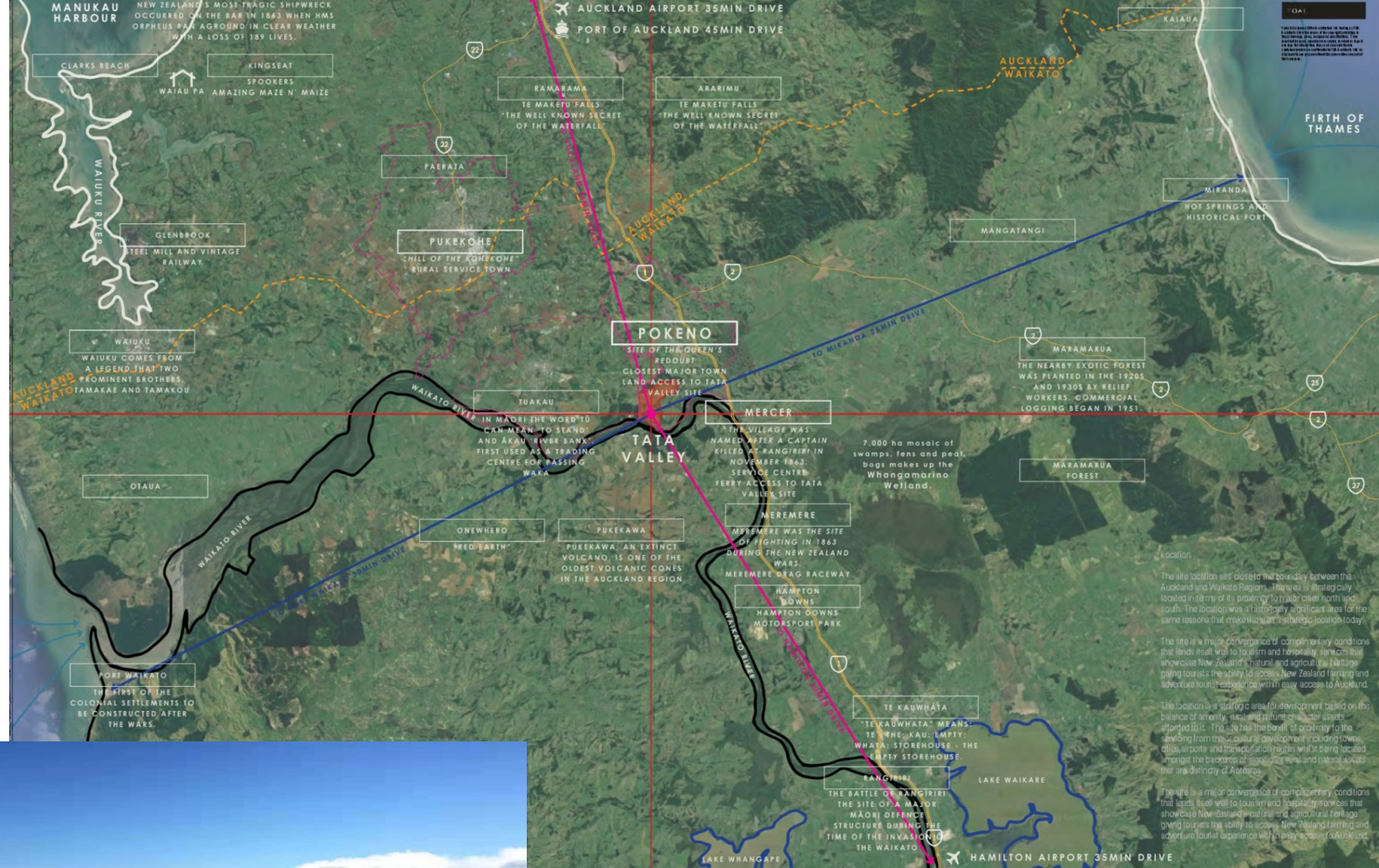
## Vision

- Window of New Zealand
- Showcase NZ agriculture, manufacturing and technology
- 'Walk through' product cycle
- Visitors can stay, relax, explore and be entertained
- Live streaming to promote worldwide
- Create jobs



## Why this land?

- Fits the 'Kua' Value business model
- Large enough site for 'one stop shop'
- Pokeno Location advantage
- Variety of natural features
- Waikato River on the boundary
- Private and secluded in the valley



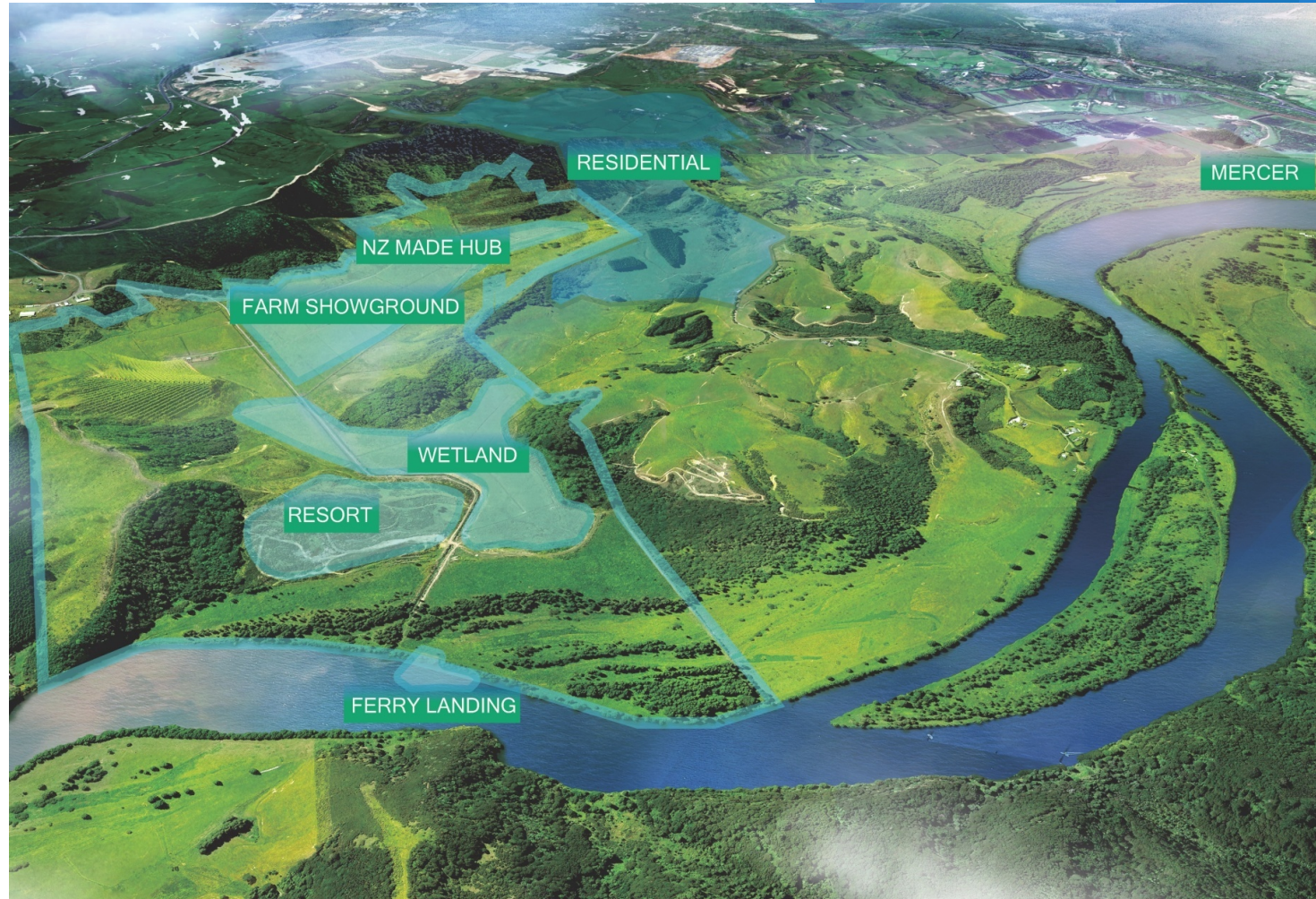


## TaTa Valley Proposal

- Farm Showground and NZ Made Hub
- Resort
  - Hotel Accommodation
  - Spa and Recreational Facilities
  - Restaurant
  - Conference Centre
- Wetland
- Ferry Landing
- Variety of activities

## Resource Consent Packages

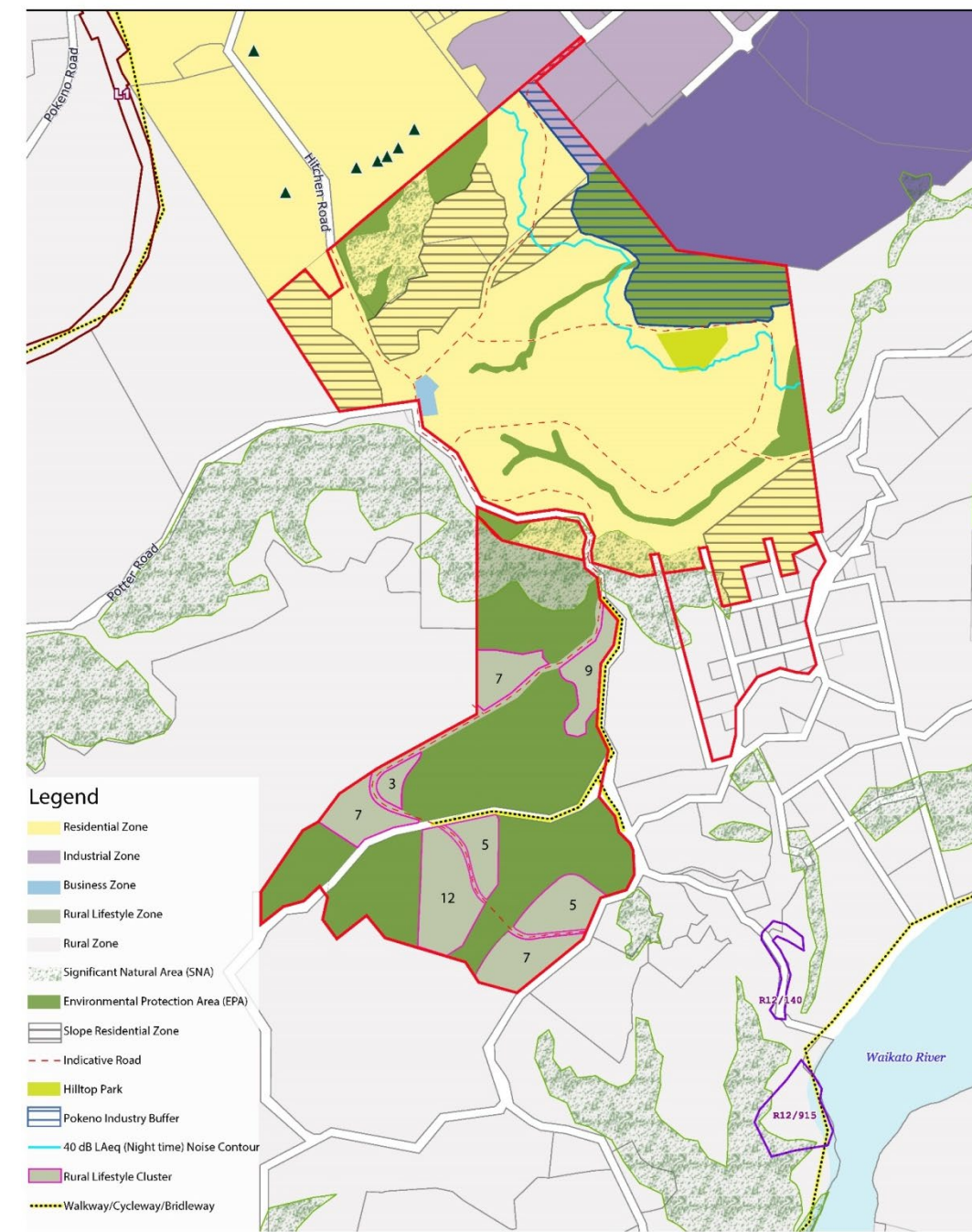
- Hotel Earthworks approved
- Farm Showground Pre-load Testing approved
- Resort Package underway
- River Package underway
- Road Package underway
- Further consent packages in planning stage





## Havelock Proposal

- Pokeno Rapidly Expanding
- High quality residential and lifestyle neighborhood
- Unique Waikato River view living
- 600 residential lots of varying sizes
- Walking and Cycling Connections to the Town Centre
- Expert team guiding master planning process
- Providing connectivity and community integration
- Employment opportunities at neighborhood center





## Pokeno Plans

- Committed to delivering infrastructure and services
- Pokeno on a whole will have improved connectivity to the Waikato River
- Committed to long-term growth of Pokeno
- TaTa Valley employees will have a place to live in Havelock
- Leading experts developing Havelock and TaTa Valley plans



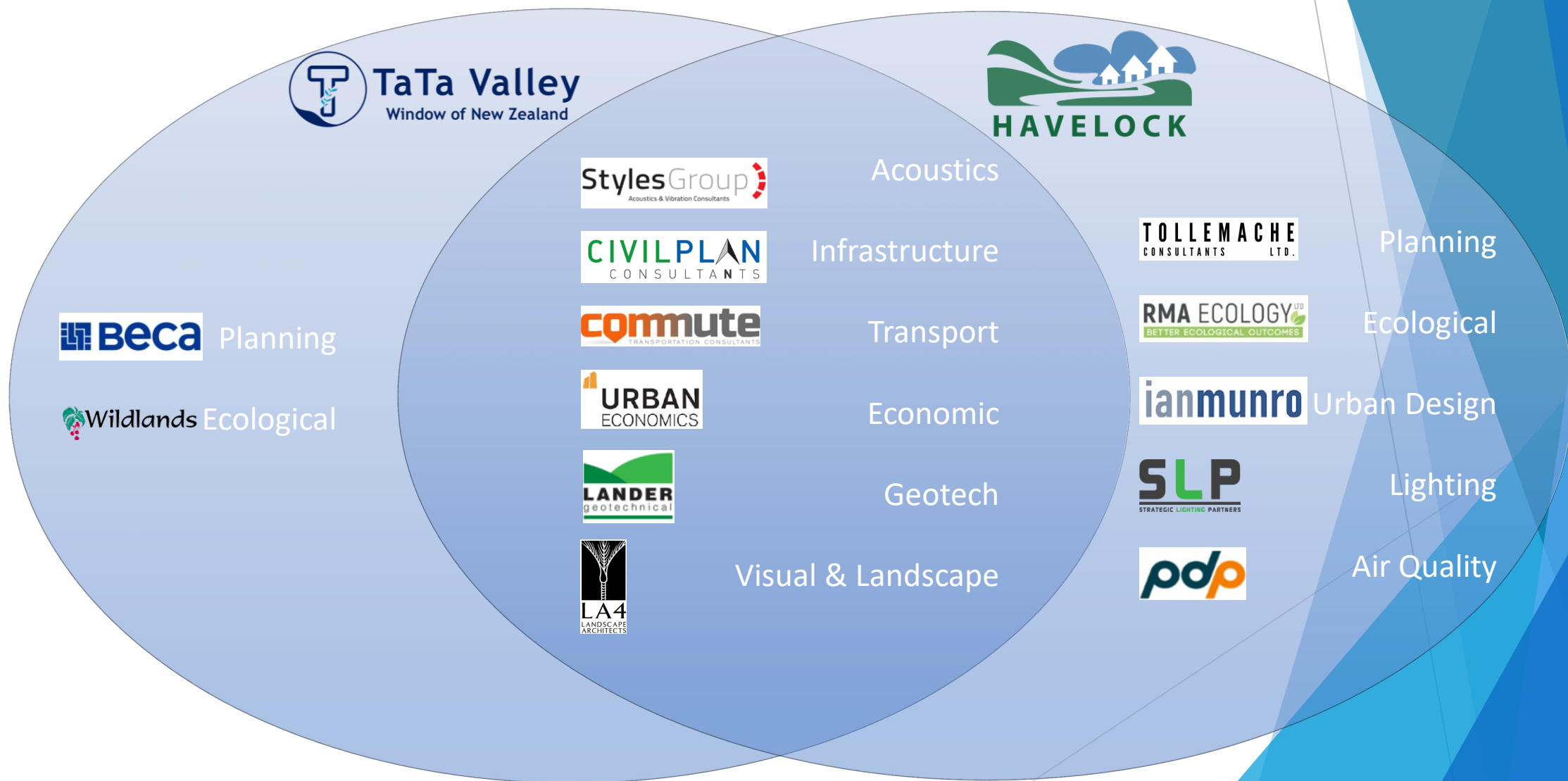


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## Expert Team





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## Stakeholder Engagement

- Mana Whenua
- Waikato District Council
- Waikato Regional Council
- Local Community
- Trade and Tourists Operators
- New Zealand Industry Leaders



## Support Letters

**CTS** 新西兰中国旅行社有限公司  
China Travel Service (N.Z.) Limited

Waikato District Council  
New Zealand  
30 September 2020

Dear Sirs and Madams,

My name is Lisa Li. It is my pleasure to support TaTa Valley's submission on the Proposed Waikato District Plan to become the TaTa Valley Resort Zone.

Twenty years ago, I was asked to open and am now serving as the Managing Director of the New Zealand overseas branch of China Travel Service (CTS) to handle ground arrangements for Chinese inbound tourists. Shortly after opening New Zealand was awarded Approved Destination Status (ADS) as well as inbound Business Delegations (BD). The company has grown to become one of the premier China specialists for inbound Chinese tourists.

Previously, I was a board member of Tourism Expo Council for two terms. I am very active in Auckland's business and Chinese community, serving as Secretary General of the Chinese Chamber of Commerce in New Zealand for the past 10 years.

I have recently been recognised by China National Tourism Administration (Australia & New Zealand) for an "Outstanding Contribution Promoting Tourism Exchange Between New Zealand and China."

CTS have been in close discussions with TaTa Valley since they purchased their first piece of land in 2017. CTS values its relationship with TaTa Valley as a business partner and appreciates they are trying to attract more international tourists into New Zealand. TaTa Valley will become a unique tourism destination to showcase what New Zealand has to offer, by promoting Waikato river tourism, agriculture environmental sustainability and efficient use of technology. Their vision is to provide visitors with an immersive showcase of the rural lifestyle in a "Window of New Zealand." The project encompasses various tourism and entertainment elements, together intended to create a unique destination for both overseas and domestic tourists.

Based on years of working experience, international tourists from large cities around the world do not want to stay in the comparatively small Auckland city but rather in a beautiful rural environment which TaTa Valley resort zone can provide. Changing the TaTa Valley land from rural to the proposed TaTa Valley Resort Zone is crucial as it will help enable development which will benefit New Zealand on a local, regional, and national scale.

I am confident that TaTa Valley will measure up to and exceed your expectations as an international tourism destination site and I sincerely hope that TaTa Valley will gain the support of the Waikato District Council as well as the independent panel in charge of the plan change.

Warm Regards,

Lisa Li  
Managing Director of China Travel Service (NZ) Ltd  
Secretary General of the China Chamber of Commerce in New Zealand

**NEW ZEALAND**  
TRADE & ENTERPRISE  
In Partnership  
With the Government

Waikato District Council  
New Zealand  
7 September 2020  
Commercial in confidence

Dear Sirs,

New Zealand Trade and Enterprise (NZTE) is the New Zealand Government's international trade promotion and business development agency. Its purpose is to grow companies internationally for the good of New Zealand, in an increasingly competitive environment, our government has mandated that NZTE investment generate productive, sustainable, and inclusive investment opportunities. The investment team engages, prepares and connects investment opportunities to investors that accelerate the growth of New Zealand.

NZTE is leading the investment arm of the New Zealand government's tourism strategy. The objective is to professionalise the approach to, and accelerate investment in, commercial tourism projects in New Zealand. NZTE have conducted a nationwide stock take of high-quality commercial tourism projects.

In recent years, NZTE investment has been discussing a proposed tourism development of TaTa Valley with GMP. We have supported with development of the business model, providing tourism information and project planning.

Our initial, high-level, assessment suggests this project has the potential to result in an investible proposition to support the tourism sector in the region and will likely have the following benefits: provide significant employment opportunities to the local community during and post construction, add a high-quality tourism product to the regional offering, and provide economic benefits to the community and New Zealand.

NZTE investment will continue to support the development and preparation of the project.

Kind Regards,

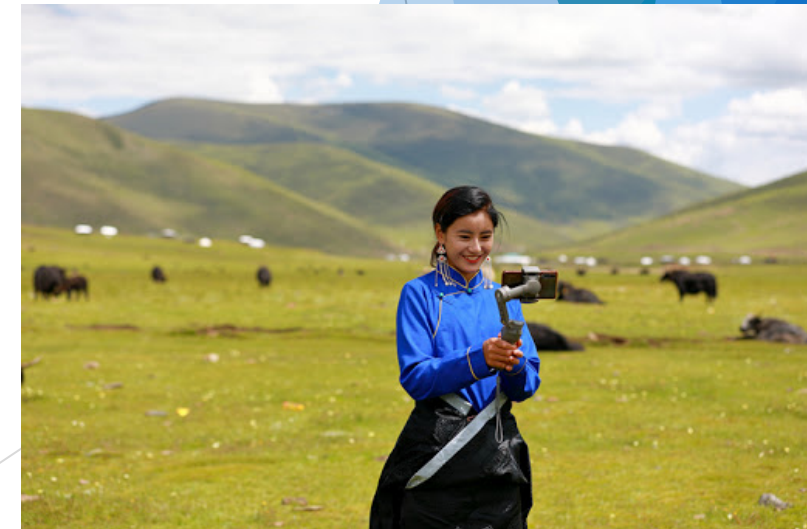
Eric Twiss  
Investment Director - Greenfields  
New Zealand Trade & Enterprise





## Conclusion

- Establishing and operating a farm park has been a lifelong ambition
- Passionate and committed to delivering an even better Pokeno
- Goal to increase connectivity amongst Pokeno and to the Waikato River
- Environmental Protection and Enhancement is Essential





Thank you for your support!

