

Augen Software Group & Kiwi Connection Tech Hub

New Zealand technology engagement with Vietnam & ASEAN region



Mitchell Pham – Speaker Background

- **Business Entrepreneur**

Augen Software Group, Kiwi Connection Tech Hub, Benecura, Smart Links Swiss, Lina.network, other tech ventures & projects

- **Technology Innovation**

Banking, insurance, finance, healthcare & social services, building & construction, education & training, professional services, infrastructure services, transport & logistics, tech businesses

- **Industry Leadership**

ANZBC/ABA, NZTech, FinTechNZ, InsurTechNZ, GITA, WealthTechNZ, NZHIT, HiNZ, NZAL, EPIC-NZ, VSVN, BAOOV

- **Civil Society**

Refugee Services Aotearoa, NZRC, ARFT, FOSTR-NZ, HOST International NZ, Asia Society, World Economic Forum

- **Government Advisory**

MBIE, MFAT, NZTE, DIA, Asia:NZ, Kiwi Connection Tech Hub



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Augen Business: Software Services & Resource Scalability

Software Services

Banking, Finance, Insurance
Healthcare, Hi-tech
Logistics & Transport
Professional Services
Software Companies

Efficiency
Integration
Customer Experience
Innovation
Transformation

New Zealand – Vietnam Resourcing Model

Agile
De-risking
Disruptive
Scalability
Speed-to-Market



Connect

Creating a national coordinated tech ecosystem
by connecting & supporting tech associations.

The Tech Alliance



- AgriTechNZ a member of Farm2050 and leader of new Global Disruptive Nutrient Technology initiative
- FinTechNZ a member of ASEAN FinTech Network
- InsurTechNZ a founding member of Global InsurTech Alliance (GITA)

Emerging groups:

- CreativeTech
- FoodTech
- SportsTech
- TransportTech...

OTHER GROUPS
IN ALLIANCE



Challenges standing in the way of building and delivering tech innovation:

1. Lack of skilled resource to develop and deliver technology innovation
2. Lack of experience & capacity in managing and scaling resources to meet needs – when it comes to utilising resources external to the business
3. NZ is ‘too-small’ a market so must go global – lack of skills / DIY culture
4. In foreign markets – lack of presence and capacity to deliver on the ground

NZ’s ultimate challenge: CAPACITY & SCALE

Solution: COLLABORATION & LEVERAGE

Smarter Scaling of New Zealand Innovation Development Capacity



‘New Zealand company wins at Vietnam’s prestigious IT excellence awards’



Ho Chi Minh City, Vietnam



Augen's Location: Largest Software Park in Vietnam



Presence + Engagement = Relevance

- | | |
|-------------|--|
| A. Office | Quickly establish physical location in Vietnam |
| B. Staff | Quickly employ local staff on the ground in Vietnam |
| C. Support | Technical software support to customers and sales team |
| D. Delivery | Software development, implementation, integration |
| E. Partner | Engaging with business networks and local partners |
| F. Scale | Build-Operate-Transfer options |

1. Presence – 13 years in Vietnam
2. Reputation – well known, high-quality brand, awards
3. Knowledge – business ecosystem
4. Experience – operating, dealing with staff, businesses, government
5. Network – business partners, government contacts
6. Understanding – local culture and regional dynamics
7. Offices – well located, nice to work in
8. Critical Mass – not a tiny operation
9. People – VN management & staff tuned-in to working with Kiwis
10. Culture – Kiwi business-friendly
11. Proximity – ICT/hi-tech/innovation, and we are in New Zealand
12. Collective Strengths – more critical mass for branding, support and synergy

KIWI CONNECTION Tech Hub: Launched 6th June 2016



KIWI CONNECTION Tech Hub: A base for NZ Tech Sector in South East Asia



KIWI CONNECTION: Thanking Co-founders, Collaborators, Partners, Supporters



- New Zealand Trade & Enterprise (NZTE)
- Ministry of Foreign Affairs & Trade (MFAT)
- New Zealand Technology Industry Association (NZTech)
- Auckland Tourism, Events & Economic Development (ATEED)
- Wellington Regional Economic Development Agency (WREDA)
- New Zealand Health Information Technology (NZHIT)
- New Zealand Software Association (NZSA)
- Asia New Zealand Foundation (ANZF)
- ASEAN New Zealand Business Council (ANZBC)
- KPMG Vietnam & Frasers Vietnam
- Air New Zealand
- Simmonds Stewart (NZ & Singapore)
- University of Auckland Business School (UABS)
- AUT University





English | 简体中文

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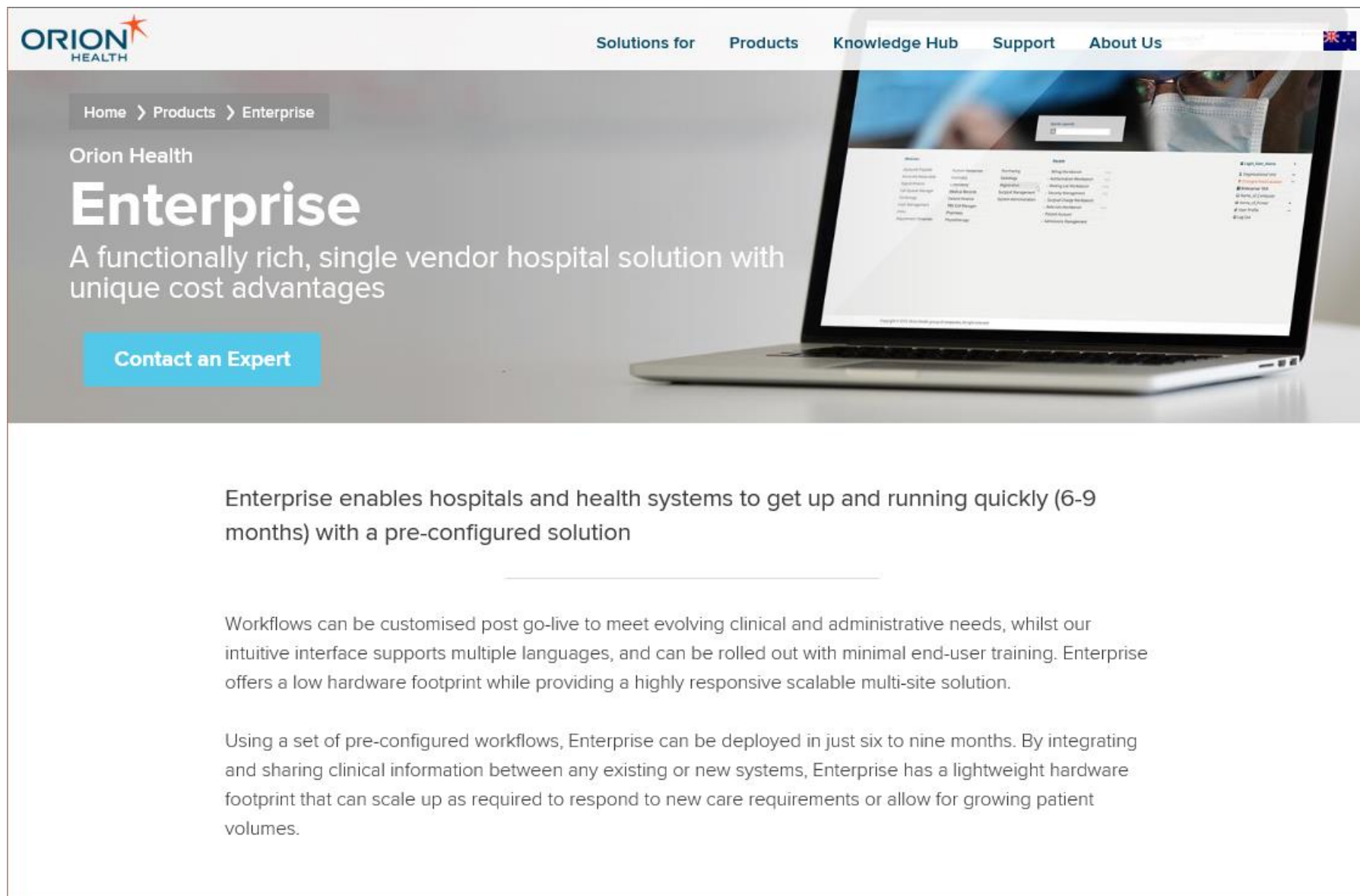
"ShapeShifter adheres to our most complex nesting rules"

"The team at ShapeShifter have always been ready to offer support and advice."

Welcome.

ShapeShifter Technology provides innovative CAD solutions to the apparel industry. Our products are designed to reduce fabric consumption, and to automate and optimise production planning and processes.

- SS-Automatic:** Creates production and costing markers faster and more efficient than any other automatic software. Save 2 - 5% of fabric.
- SS-Optimiser:** Intelligently manipulates markers to decrease their length. By improving an existing marker fabric reduction is guaranteed.
- SS-Planner:** Produces a set of markers to fulfil an order at the lowest possible production cost.
- SS-API:** Integrate any ShapeShifter function into another CAD system. Add ShapeShifter's optimisation expertise into your own applications.

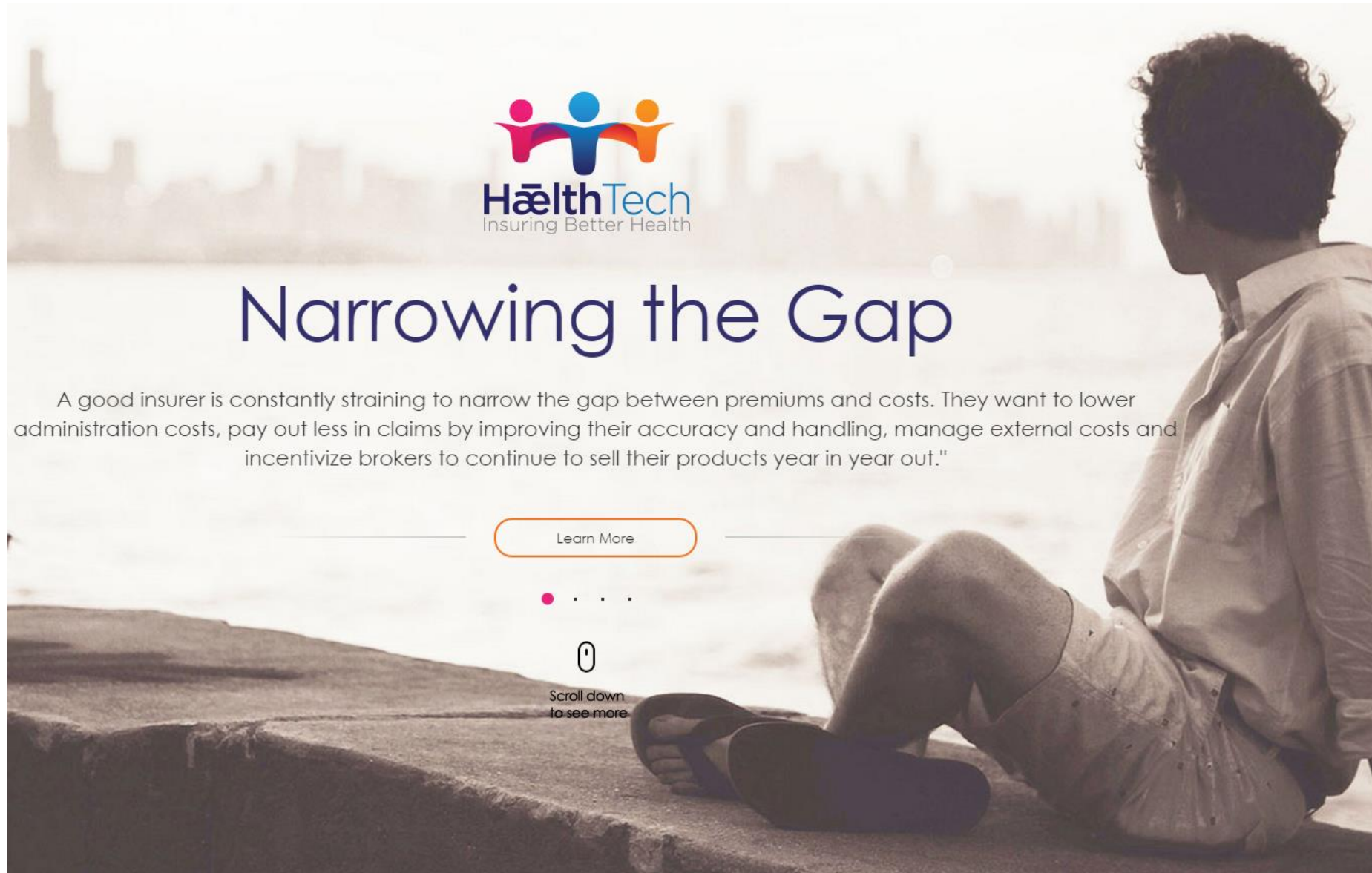


The screenshot shows the Orion Health Enterprise website. The header includes the Orion Health logo and navigation links: Solutions for, Products, Knowledge Hub, Support, and About Us. A breadcrumb trail reads: Home > Products > Enterprise. The main heading is "Orion Health Enterprise" with the tagline "A functionally rich, single vendor hospital solution with unique cost advantages". A blue button labeled "Contact an Expert" is visible. The background features a laptop displaying a complex software interface with various modules and a sidebar menu.

Enterprise enables hospitals and health systems to get up and running quickly (6-9 months) with a pre-configured solution


Workflows can be customised post go-live to meet evolving clinical and administrative needs, whilst our intuitive interface supports multiple languages, and can be rolled out with minimal end-user training. Enterprise offers a low hardware footprint while providing a highly responsive scalable multi-site solution.

Using a set of pre-configured workflows, Enterprise can be deployed in just six to nine months. By integrating and sharing clinical information between any existing or new systems, Enterprise has a lightweight hardware footprint that can scale up as required to respond to new care requirements or allow for growing patient volumes.

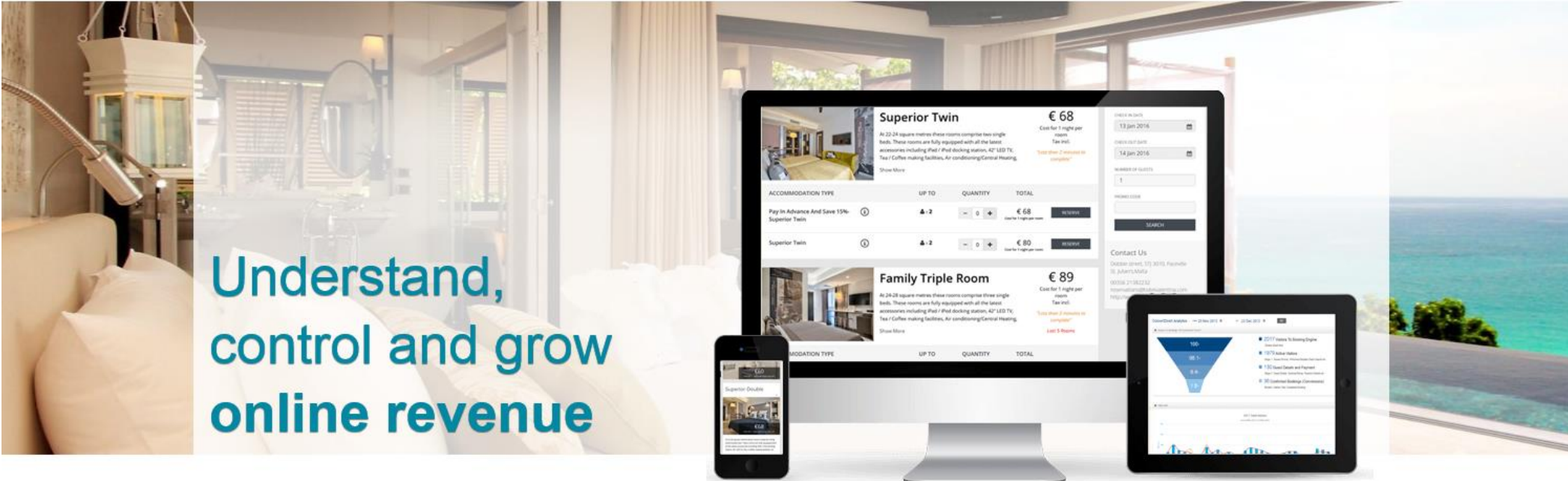


KIWI CONNECTION Tech Hub: Early Adopter 4 – In Progress

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STAAH 

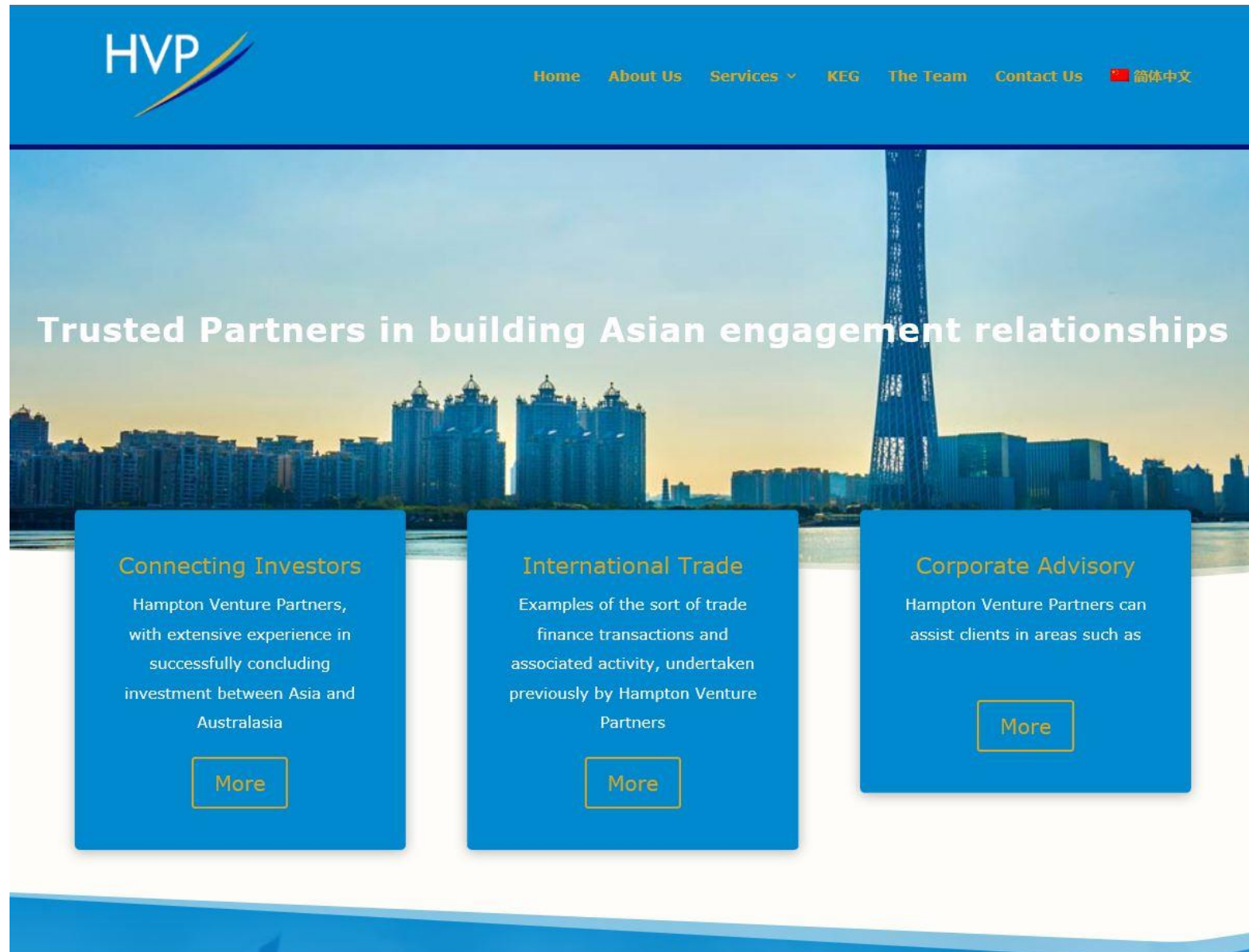
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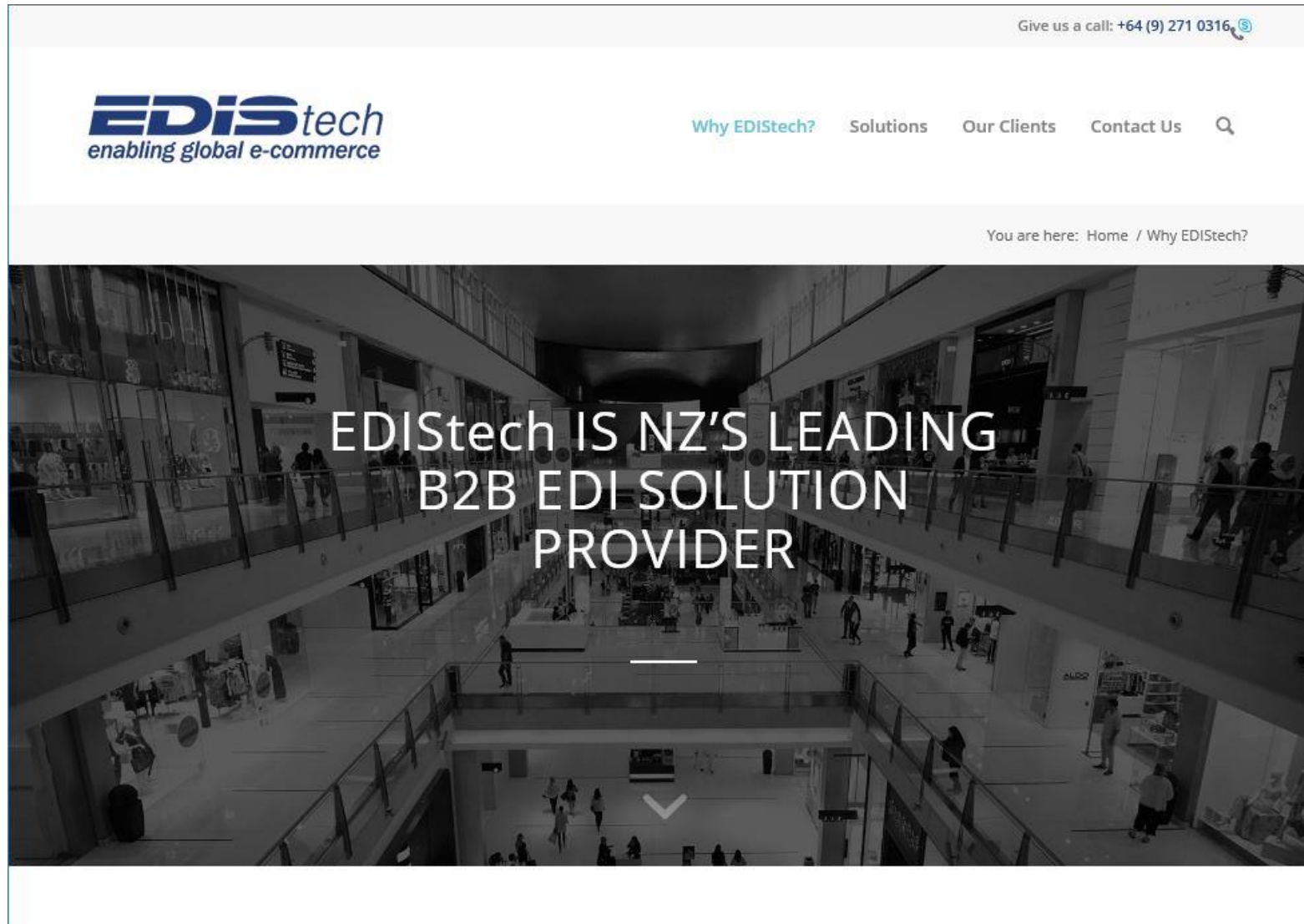
Understand, control and grow online revenue

We are specialists in cloud based [hotel booking engine](#), [channel manager](#) and [website](#) tech for hotels, motels, apartments, resorts, B&Bs, guest houses, hostels and vacation rentals.

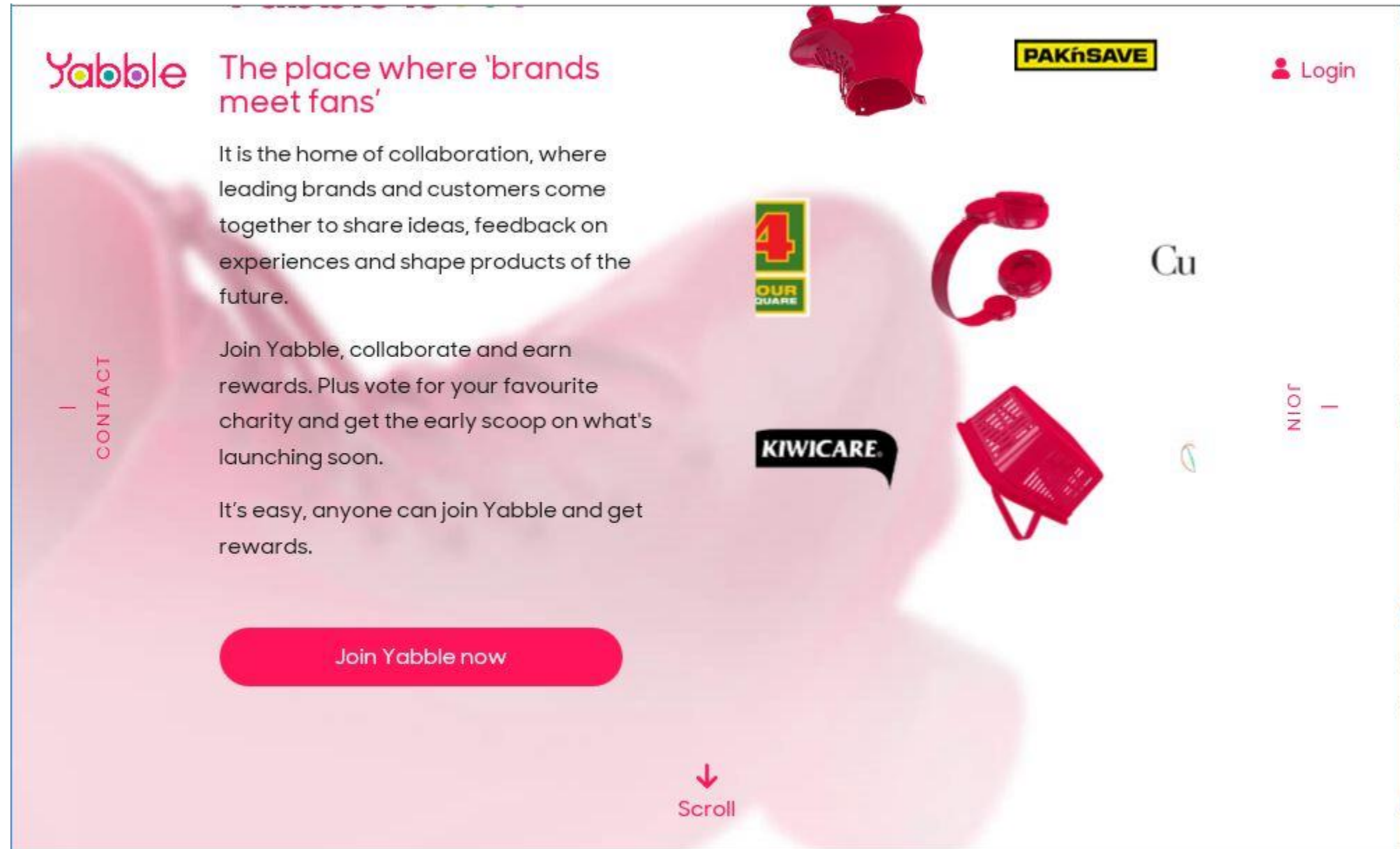
KIWI CONNECTION Tech Hub: Early Adopter 5 – In Progress



KIWI CONNECTION Tech Hub: Early Adopter 6 – In Progress



KIWI CONNECTION Tech Hub: Early Adopter 8 – In Progress



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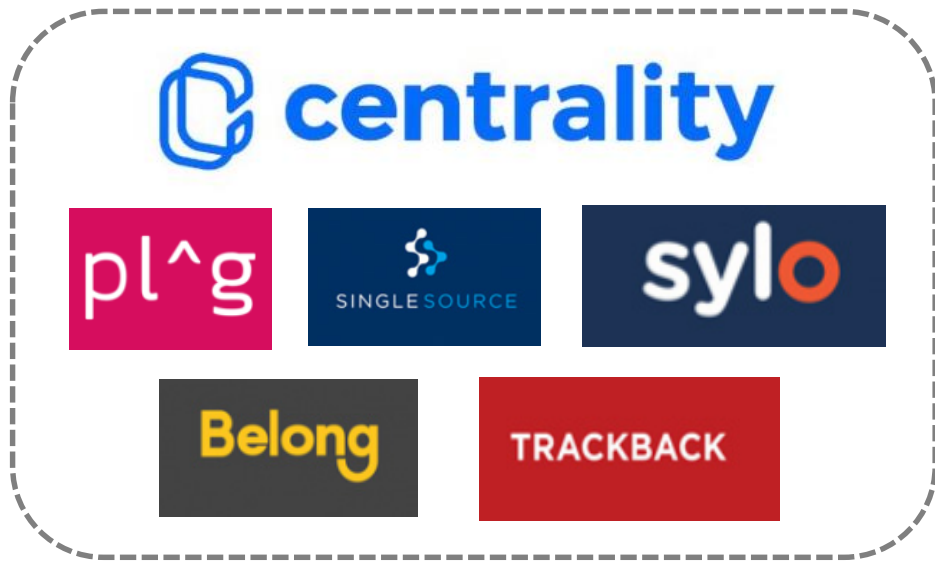


We have everything you need to build a dApp

Starting from scratch can be the biggest barrier to success – don't waste time building everything yourself. We're building an extensive library of tools that every developer, business and start-up needs to create world-class blockchain applications.







1. Rapid **eco system growth** – all benefit.
2. Companies using Blockchain (decentralised ledger) based on proven '**real-world**' business case.
3. Platforms; '**Blockchain-as-a-Service**' adding value to enterprise organisations & software products.
4. **Multiple use cases and sectors**
Technology is a part of the stack in the background.
5. **Fundraising strategies** using TGE (token generating events); shareholder equity.
6. **FinTechNZ/InsurTechNZ** – significant investment.



Top 10 megatrends:

1. High GDP Growth
2. **Golden Demography**
3. Rising Middle Class
4. Increasing Urbanisation
5. Growing Consumerism
6. Strong Foreign Direct Investment
7. Expanding Private Sector
8. Increasing Macro-Economic and Political Stability
9. Trade Liberalisation
10. **Large and Fast-Growing Digital Economies**



ASEAN Opportunity for NZ Tech Sector: Customers, Talents, Capital



Thanks from the team

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