



# Connecting Your Region to China's Jiangxi Province

A Structured, Low-Risk International  
Engagement Platform for New Zealand Local  
Government

**Simon Appleton**

Eastern Bridge Limited

# What We Will Cover Today

## **1 The Opportunity**

Why Jiangxi, Why Now

## **2 The Challenge**

What Councils Face Without a Managed Framework

## **3 The Solution**

The Bay of Plenty–Jiangxi Sister Province Platform

## **4 Eastern Bridge Education**

A Regional Capability Asset

## **5 Risk & Governance**

Financial Transparency & Mitigation

## **6 How to Join**

Simple Steps, No Standing Obligation

# Eastern Bridge: New Zealand's Specialist in Sister-City Engagement



## Eastern Bridge Limited

Relationship management, governance coordination, delegation facilitation, trade and investment introduction.



## Eastern Bridge Education (EBE)

NZQA-registered Private Training Establishment delivering workforce development, cultural preparation, and international education pathways.



## Jiangxi Programme

The structured operational framework connecting New Zealand regions to Jiangxi Province through official channels.

*Track Record: Active since 2019 in the Bay of Plenty-Jiangxi relationship. Established EBE in 2022, registered PTE 2025. Operating across five regional locations.*

# Jiangxi Province: A 45-Million-Person Economy at Your Region's Door

With a population comparable to Spain and a GDP of ~NZD 800 billion, Jiangxi is a strategic inland powerhouse.

**45 Million**

POPULATION

Comparable to Spain

**3.42 Trillion**

GDP (RMB)

+5.1% Growth in 2024

**465,000**

NEW URBAN JOBS

Created in 2024

**34.4 Billion**

SOLAR EXPORTS (RMB)

+42.7% Year-on-Year

**165,000**

EV PRODUCTION

Vehicles produced annually

**1.05 Million**

UNDERGRADUATES

Talent pipeline

**ALREADY INVESTING IN NZ**

NZD 34m in Bay of Plenty honey processing • NZD 12m in tourism infrastructure • Active interests in plastics, medical devices, and solar generation.

# Six Sectors Where Your Region Can Benefit



## Agri-food & Exports

Market access for seafood, beef, lamb, dairy, and honey into a growing middle class.



## Clean Technology

Municipal pilots in waste minimisation, energy efficiency, and solar generation.



## Tourism

Inbound Chinese tourism promotion and regional branding in Jiangxi.



## Education

Student exchanges, teacher upskilling, and international student recruitment.



## Youth & Rangatahi

Fully funded volunteer placements, scholarships, and leadership development.



## Cultural Exchange

People-to-people connections, iwi cultural diplomacy, and community cohesion.

# International Engagement Is Valuable — But Costly and Complex to Manage Alone



## 1. Capacity Constraints

International relationship management requires dedicated staff time, language skills, cultural knowledge, and diplomatic protocols. Most councils lack this internal capability without significant cost.



## 2. Financial Scrutiny

Any overseas travel or expenditure attracts public and media attention. Without a structured, transparent framework, councils are exposed to reputational risk every time they engage internationally.



## 3. Geopolitical Sensitivity

Engaging with China requires careful navigation of NZ Government guidance, MFAT protocols, and community perception. Getting the framing wrong can create political problems that outweigh the benefits.



## 4. Fragmented Relationships

Without a shared platform, councils negotiate individually with Chinese counterparts who have far greater resources and negotiating experience. The result is imbalanced relationships with unclear outcomes.

**The consequence:** Many councils have existing sister-city or friendship agreements with Chinese cities that are dormant, under-resourced, and delivering no measurable value — yet carry ongoing reputational and governance obligations.

# Most Sister-City Relationships Underperform Without Active Management

## THE AUDIT: ASK YOURSELF

-  When did you last receive a formal report on the relationship's outcomes?
-  Do you have a dedicated staff member managing the relationship?
-  Has it generated measurable economic, educational, or community benefit in the last 3 years?
-  Do you have a clear governance framework, risk register, and escalation pathway?
-  Are your iwi partners meaningfully included?

## The Reality

Sister-city agreements are easy to sign but difficult to sustain. Without active programme management, they become a liability—consuming staff time, generating no pipeline, and creating reputational exposure without corresponding benefit.

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**Eastern Bridge can change that.** We provide the infrastructure, cultural expertise, Jiangxi relationships, and governance framework—so your council gets the benefit without the burden.

# A Governance-Led, Low-Risk Framework Built for Local Government

The Bay of Plenty–Jiangxi Sister Province relationship is not a standard trade mission or a bilateral agreement.

It is a structured, multi-council platform designed specifically to operate within local government mandates, Treaty obligations, and New Zealand's national security settings.

***"You are not joining a trade body. You are joining a governance platform."***

## **Official Channel**

Engagement is conducted through Jiangxi's Foreign Affairs Department, not through informal intermediaries.

## **Governance-Led**

A Steering Group of participating councils and iwi provides collective oversight; no single council carries the relationship alone.

## **No Standing Financial Obligation**

There is no annual membership fee. Costs arise only when a council elects to participate in a specific initiative.

## **Sovereign Authority Preserved**

Councils and iwi retain full control over funding and participation decisions at all times.

## **Treaty-Aligned**

Iwi representation is embedded at governance level; no initiative proceeds without appropriate engagement.

# From Light Engagement to Active Partnership — You Choose Your Level

## Observer

Receive information and monitor opportunities without commitment.

### TYPICAL ACTIVITIES

- ✓ Quarterly reports
- ✓ Sector roundtables
- ✓ Pipeline briefings
- ✓ Information sharing

FINANCIAL COMMITMENT

**None**

## Active Partner

Participate in specific initiatives that align with your priorities.

### TYPICAL ACTIVITIES

- ✓ Join delegations
- ✓ Sector pilot projects
- ✓ Education exchanges
- ✓ EBE programmes

FINANCIAL COMMITMENT

**Activity-based cost recovery**

## Strategic Partner

Shape the relationship's direction and lead major initiatives.

### TYPICAL ACTIVITIES

- ✓ Steering Group seat
- ✓ Co-lead sector initiatives
- ✓ Host inbound delegations
- ✓ Governance oversight

FINANCIAL COMMITMENT

**Activity-based + Pre-approved**

# Eastern Bridge Education Brings International Engagement to Your Community

## What EBE Delivers

-  Foundation and Level 1–4 certificate and diploma programmes
-  Employment preparation, work-readiness, and life skills training
-  Migrant English language and workplace integration (~30% of delivery)
-  Industry-aligned endorsements and disability-inclusive cohorts
-  Chinese language, culture, and business etiquette training
-  Pre-departure preparation for Jiangxi Volunteer Programme

## Accreditation & Funding

- ✓ Registered Private Training Establishment (PTE)
- ✓ NZQA Quality Assured
- ✓ TEC Funded (Free to learners)
- ✓ MSD & MBIE Approved Partner

## Regional Footprint

Napier	Hastings
Rotorua	Whakatāne
Ōpōtiki	<i>Gisborne (Planned)</i>
<i>Thames (Planned)</i>	

## THE CONNECTION TO JIANGXI

EBE provides the cultural preparation infrastructure that makes the relationship work. Every volunteer, delegate, and student is trained before they

# An EBE Site in Your District Creates Lasting Local Value



## **For your workforce**

Funded training programmes aligned to regional employment priorities, delivered locally rather than requiring learners to travel to larger centres.



## **For your migrant community**

English language, workplace communication, and acculturation programmes that support integration and reduce social services demand.



## **For your rangatahi**

International exposure pathways, volunteer placements in Jiangxi, scholarship-funded study exchanges, and leadership development opportunities.



## **For your schools**

Structured international engagement pathways once EBE achieves approved international education provider status (anticipated Q2 2026), enabling fee-paying international student recruitment.



## **For your economy**

Cultural competency training for local businesses engaging with Chinese partners, investors, and tourists — building the human capital that underpins commercial success.

# Every Major Risk Has a Named Owner and a Mitigation Plan

## RISK OWNERSHIP

### Councils / Iwi

Approve participation in initiatives; retain sovereign funding authority.

### Steering Group

Oversight of strategic and reputational risks.

### Eastern Bridge

Operational risk management and reporting.

## KEY RISK MITIGATION

Risk Category	Mitigation Strategy
<b>Political / Geopolitical Sensitivity</b>	Scope kept within local government functions; MFAT engaged where required; formal Council mandate maintained.
<b>Sensitive Expenditure</b>	Pre-approved travel; gift register; public reporting of delegation costs; council procurement policies followed.
<b>Foreign Interference</b>	No informal commitments; written records of all meetings; intermediaries vetted; governance oversight.
<b>Reputational Risk</b>	Transparent reporting; Treaty-consistent engagement; no over-promising of economic outcomes.
<b>Data / Privacy</b>	No sharing of personal data without consent; legal review of all agreements.

# No Annual Fee. No Automatic Co-Funding. No Hidden Obligations.

The financial model eliminates the risk of unexpected expenditure. Every dollar spent is subject to prior sovereign approval by the participating council or iwi.

SERVICE / ACTIVITY	COST TO COUNCIL
Relationship maintenance, governance coordination & reporting	<b>NO COST (Included)</b>
Participation Status (Observer, Active, Strategic)	<b>NO COST (No membership fee)</b>
Attending a delegation (Inbound or Outbound)	Your own travel & accommodation only
Hosting an official visit	Activity-based costs (scoped in advance)
Sector roundtables and workshops	Venue & logistics (agreed beforehand)
Clean-tech or pilot projects	Project-funded only (upon written approval)

## THE STRUCTURAL SAFEGUARD

Eastern Bridge Limited may earn commercial revenue from facilitation, trade introductions, and education delivery. This commercial income is entirely separate from governance coordination and does not create financial obligations for councils.

# The Framework Operates Squarely Within Your Statutory Mandate

 <b>Foreign Policy</b>	<b>NOT FOREIGN POLICY</b>	Sub-national cooperation within local government mandate; no diplomatic positioning.
 <b>Trade Agencies</b>	<b>COMPLEMENTARY ROLE</b>	Focused on facilitation and relationship-building; clear referral pathways to NZTE / MFAT.
 <b>Statutory Scope</b>	<b>WITHIN LG FUNCTIONS</b>	Activities aligned to economic development, community wellbeing, education, and tourism.
 <b>Security</b>	<b>FULLY COMPLIANT</b>	Transparent engagement; no sensitive data exchange; intermediaries vetted against NZ guidance.
 <b>Financial Prudence</b>	<b>NO AUTOMATIC FUNDING</b>	Participation is voluntary; sovereign funding approval required for every initiative.

# Iwi Are Governance Partners, Not Afterthoughts

## TREATY PRINCIPLES

*"International engagement must reflect Treaty principles of partnership, participation, and protection."*



### Governance Representation

Iwi representation on the Steering Group with equal advisory voice in strategic direction.



### Tikanga Integration

Delegations incorporate tikanga Māori where appropriate (pōwhiri, mihi, reciprocal respect).



### Protection of Mātauranga

No sharing of indigenous knowledge without explicit consent; confidentiality clauses embedded.



### Documented Engagement

No initiative proceeds in a rohe without documented iwi engagement and support.



### Economic Pathways

Active support for Māori-led export, tourism, and creative industry enterprises in Jiangxi.



### Rangatahi Development

Volunteer placements, scholarships, and cultural exchanges designed with iwi input.

# A Conservative Pathway That Grows Only Where Value Is Demonstrated

## FOUNDATION

Year 1

### STRATEGIC OBJECTIVES

- Establish governance structure
- Operationalise Steering Group
- Deliver 2-3 pilot initiatives (education, volunteer)

### FINANCIAL MODEL

No annual fee; activity-based only; delegation costs borne by participants.

## EXPANSION

Years 2-3

### STRATEGIC OBJECTIVES

- Formalise 2-3 priority sector packages
- Expand participation (optional)
- Develop conservative opportunity pipeline

### FINANCIAL MODEL

Written project agreements only; no automatic co-funding; cost recovery.

## CONSOLIDATION

Years 4-5

### STRATEGIC OBJECTIVES

- Scale only proven initiatives
- Formalise recurring exchange programmes
- Expand tourism & agri-trade where proven

### FINANCIAL MODEL

Multi-year agreements only where justified; maintain no standing cost policy.

# Joining Is Simple, Transparent, and Fully Within Your Control

**1**

## **Internal Council / Iwi Resolution**

Pass a resolution confirming intent to participate. No financial obligation is created at this stage.

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**2**

## **Engage with Eastern Bridge Limited**

Enter a Participation Agreement defining EBL's role as Programme Lead and confirming no standing financial commitment.

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**3**

## **Letter of Endorsement**

Council or iwi issues a formal letter recognising EBL as relationship coordinator. Does not transfer sovereign authority.

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**4**

## **Appoint Steering Rep (Optional)**

Nominate an elected member or senior official to the Steering Group for governance oversight.

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**5**

## **Draft Friendship Agreement**

Non-binding city-to-city pact with a Jiangxi city. Sets intent and areas of cooperation.

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**6**

## **Provincial Recognition**

Jiangxi Province formally aligns the city agreement within the broader provincial framework.

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**7**

## **Public Communication**

Media release framed around economic development, education, and cultural exchange — not foreign policy.

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**8**

## **Governance Onboarding**

Induction briefing covering the risk matrix, reporting expectations, Treaty alignment, and escalation pathways.

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# Bring Eastern Bridge Education to Your District

## WHAT THIS INVOLVES

- **1. Community Needs Assessment**  
Conducted by EBE in partnership with your council and local employers to identify skills gaps.
- **2. Venue Identification**  
Selection of appropriate delivery venue (often utilizing existing community facilities).
- **3. TEC-Funded Delivery**  
Programmes commence within one academic term of approval.
- **4. Programme Integration**  
Connection with Jiangxi Volunteer Programme and cultural preparation training.

## WHAT YOUR COMMUNITY GAINS

- ✓ Free-to-learner workforce development programmes delivered locally.
- ✓ Structured pathways for rangatahi into international experience.
- ✓ Cultural competency training for local businesses.
- ✓ Platform for future international student recruitment (from Q2 2026).

### THE ASK

Express your interest today. We will conduct a feasibility assessment at **no cost to your council.**

# The Relationship Is Already Delivering Results

*This is not a theoretical framework. It is an active, productive engine for regional growth, already delivering tangible outcomes for participating districts.*

## ECONOMIC DEVELOPMENT

### \$34m

#### Honey Processing

Direct investment in Whakatāne processing facility, creating local jobs.

### \$12m

#### Tourism Infrastructure

Investment in Rotorua tourism assets to support inbound visitor growth.

## ECONOMIC DEVELOPMENT

### E-com pilot

#### F&B export pilot

A container of products sent to Jiangxi for sale through eCommerce / influences.

### Tours

#### Culture and Study Tours

Organized tours developed in partnership with local operators.

## EDUCATION

### Volunteers

#### Fully funded 3 month immersion

Volunteer programs for young people to learn about Chinese language, culture.

### Funded Edu

#### Scholarships and Exchanges

Ongoing student and teacher exchanges and scholarships.

# Access Without Overexposure. Opportunity Without Automatic Obligation.

## THE ACCESS



### Direct Channel

A formal, managed gateway to Jiangxi Province's 45 million people and NZD 800b economy.



### Targeted Opportunities

Specific pathways for education, tourism, and primary industries—not vague "friendship".



### Local Benefit

Eastern Bridge Education sites delivering workforce training and rangatahi pathways in your district.

## THE PROTECTION



### Sovereign Control

Your council retains full authority over funding. No initiative proceeds without your specific approval.



### Governance Oversight

A collective Steering Group and Treaty-aligned framework manages risk and reputation.



### No Standing Cost

No annual membership fee. You pay only for the activities you choose to join.

# Three Things We Ask You to Do Today

01

## **Express Interest**

Signal your intent to explore the relationship. This is non-binding but allows us to include you in upcoming briefings and sector updates.

02

## **Review the Documentation**

Read the full Strategy, Risk Matrix, and Participation Agreement to understand the governance safeguards and value proposition in detail.

03

## **Assess Feasibility**

Invite Eastern Bridge Education to conduct a no-cost assessment of your district's potential for a satellite education site.

**THANK YOU**

**Connecting Your Community to the World —  
Responsibly, Sustainably, Together**

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**Eastern Bridge Limited**

[www.easternbridge.co.nz](http://www.easternbridge.co.nz)