

Ministry for Environment
New Zealand

13 October 2020
Commercial in confidence

To whom it may concern,

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 originates, 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 project on screen infrastructure development. We have recently been working alongside MBIE, NZ Film Commission, MSD and MCH on a project to establish new purpose built studio infrastructure, support skills development and training, provide a pipeline of international productions to New Zealand, and support local content creation.

Earlier this year we commissioned a report from leading global consultants in the creative industry, Olsberg, which highlighted the significant lack of infrastructure in New Zealand and the global growing demand for studio infrastructure as streaming content grows significantly. New Zealand's COVID 19 response has been viewed positively globally which has also increased the appeal of New Zealand as a production location.

We are working with sponsors of a number of studio projects that are of a greenfield nature. The Silverlight Studios Project is of the most significant scale of all the projects we have seen and also fits well with the criteria of what the government is looking to support in terms of providing infrastructure and supporting skills development and training, which will be essential when growing the industry capacity so significantly. We also note that the facility will provide a significant number of jobs and is located in a region which has been particularly hard hit by lack of tourism.

Our initial, high level, assessment suggests this project has the potential to result in an investible proposition to support the screen 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 screen and 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 this project.

Kind Regards,



Eric Swale
Investment Director - Greenfields
New Zealand Trade & Enterprise