

Having trouble viewing this email? [View it in your browser](#). Not interested anymore? [Unsubscribe instantly](#).



THIS ISSUE

- ▶ How do you sell and market your products?
- ▶ Congratulations go to...
- ▶ And another congratulations to
- ▶ Growing world class companies

Grow Wellington Weekly Newsletter - 9 December 2009

Welcome to our new look newsletter!

We hope you enjoy reading our weekly publication as much as we have enjoyed putting it together. This newsletter is aimed at connecting, inspiring and facilitating high-growth, aspirational businesses in the Wellington region. If you have any items of interest that your business peers might be interested in, please email them to info@growwellington.co.nz

How do you sell and market your products?

For the second time, PricewaterhouseCoopers is teaming up with marketing and strategy development company Concentrate to conduct a national study of how Kiwi technology companies market and sell their products.

The 2008 survey revealed some fascinating insights into the practice. Market Measures 2009 is aimed at showing how the sales and marketing of New Zealand's technology products compares to international benchmarks, and identifying what sales and marketing approaches correspond closely to growth.



For more information [click here](#)

Congratulations go to...

New Zealand's largest game production studio, Sidhe, has been awarded the Best Downloadable Title Award at the Game Developers Association of Australia (GDAA) Game Developers Awards 2009.

The Wellington-based company won the award for its original title, Shatter for Playstation Network. Shatter is a retro-inspired brick-breaking game that merges familiar action with a modern-crafted production approach.

Mario Wynands, Managing Director of Sidhe, says receiving the award is a major accolade that recognises the hard work and risk the team took in making the game.

The GDAA Game Developer Awards annually recognise excellence in games development by Australian and New Zealand developers. They were held in Melbourne this year.

For more information [click here](#)

And another congratulations to

Wellington production company Sticky Pictures has struck gold with its film *The Six Dollar Fifty Man* which has been selected to screen at the prestigious Sundance Film Festival.

The selection comes hot on the heels of the film's success at the Cannes Film Festival where it was awarded a Special Distinction award. What makes the Sundance success even sweeter is that *Six Dollar Fifty Man* was one of only 70 short films selected from more than 6,000 submissions.

Written and directed by Mark Albiston and Louis Sutherland, the short film centres around a gutsy eight-year-old boy and his retreat into a world of make-believe to escape from a playground bully.

It will screen at the Sundance Film Festival in Utah next month.

The film also won a raft of awards at this year's New Zealand film and television awards.

For more information [click here](#)



Growing world class companies

Grow Wellington is a TechNZ partner, delivering the TechNZ business investment programme on behalf of the Foundation for Research, Science and Technology. TechNZ is focused on growing world class New Zealand companies through innovative technology.

Grow Wellington can work with you through the application process, help you to achieve your Research & Development growth plans more effectively and also help to identify the most appropriate experts to work with on your R&D. We are actively looking to work with innovative companies who are interested in taking their R&D plans to the next level.

For more information [click here](#)



About Us...

Grow Wellington is the regional economic development agency charged with the delivery of the economic aspects of the Wellington Regional Strategy.

[Unsubscribe](#)

CONTACT US

Phone **+64 4 3...**
 Fax +64 4 382 0098
 Email: info@growwellington.co.nz
 Level 5, 50 Manners St
 PO Box 10-347
 Wellington 6143, New Zealand

www.growwellington.co.nz

CONNECT  INSPIRE facilitate