

Apiculture NZ

Board member application 2017 – Market sector

Section 5: Statement of relevant experience/skills

MARCUS ANDREW HUGH RUDKIN

1 Understanding of Apiculture and the wider sector, including packing, processing, exporting, manufacturing health and food products etc:

- I have advised honey industry companies and individuals in all these areas for over 7 years on the law and how to ensure they are meeting the local New Zealand and overseas requirements depending upon where their markets are.
- I have been a primary-produce international trader as well as a commercial and regulatory lawyer which gives me a unique understanding of how to maximise profit while understanding the rules and regulations.
- I have advised beekeepers in the North Island and the South Island, honey manufacturers, packers, processors and exporters. I have lobbied industry groups and government in New Zealand and overseas in relation to the apiculture industry, met with international specialists, scientists, and international customers that buy honey.
- I have an excellent understanding of the regulatory framework in relation to the honey industry, how it works and how to work within it.
- I have a detailed and deep understanding of all levels of the sector and members can feel comfortable that I understand the industry and know all the types of players within it.

2 Business and commercial acumen

- As mentioned I have owned and operated international trading companies mostly focussing on exporting New Zealand primary products to Europe. I set up a French company to import the goods and lived in Europe for many years.
- I have owned and run two law firms in New Zealand – both successfully. My primary legal practice is commercial law, but I have also spent a significant amount of time on regulatory matters which is ideal given the apiculture industry at present.
- The majority of my time is spent assisting clients with their commercial decision making. I am therefore very experienced with commercial acumen and business having practised them for more than 25 years.

3 Governance

- I understand governance responsibilities from the deep legal knowledge I possess.
- If I am elected I will be making sure that everyone on the board understands and acts with the highest level of governance principals to ensure fairness across members and the industry as I get annoyed when people on boards are unable to distance themselves from their own personal businesses when trying to make decisions for an industry as a whole.
- I am a director of many 10 active companies and have been a company director for many years. I advise others on how to be a good director and on governance and shareholder issues.

4 Financial and legal compliance

- My commercial legal skills and experience make me highly qualified in this area.

5 Educational qualifications

- I obtained a Bachelor of Laws from the University of Canterbury in 1984.
- I completed Year one of a Masters of Commercial Law at Auckland University in 1996.

6 Professional memberships etc

- I am a Barrister and Solicitor of the High Court of New Zealand.
- I am a qualified solicitor - England and Wales.
- I am an Associate member of the Institute of Directors, New Zealand.