



NEW ZEALAND CHINESE ASSOCIATION
AUCKLAND INC
紐西蘭屋崙華聯會



Make Way for Rising Dragons, Soaring Bananas



Auckland, New Zealand (June 2009) –

A popular and iconic cultural event that challenges perceptions of what it means to be Chinese and peels open the journeys, stories and identities of high profile Chinese personalities returns to Auckland on Saturday 18 and Sunday 19 July at The University of Auckland Business School.

Presented by the New Zealand Chinese Association Auckland Inc. and the International Society for the Studies of Chinese Overseas (ISSCO), the ***Rising Dragons, Soaring Bananas International Conference*** brings to life talented voices of Chinese descent making an impact in New Zealand and on the global stage.

Star-studded speakers span the creative arts, media, academic, community and business sectors and include: Libby Wong (Writer and former Hong Kong Legislative Councillor); Marcus Lui (Creative Director, The One Centre, Sydney); Mai Chen (Chen Palmer, Public Law Specialists); Don Ha (Real Estate Entrepreneur); Paul Spoonley (Massey University); Ron Sang (Architect and Art Collector); Chang Hung (Radio Producer and TV Presenter); Peap Tarr (Urban Artist); Natalie Chan (Fashion Designer and Milliner); Jock Phillips (Editor, Te Ara, The Encyclopedia of New Zealand); Peter Li (University of Saskatchewan); Tan Chee-Beng (Chinese University of Hong Kong).

“Our event throws a spotlight on stories of those who have overcome personal and professional challenges on the road to success. Stories provide us with a means to connect with each other and understand the complexities around who we are,” said Kai Luey, Chairman of the New Zealand Chinese Association Auckland Inc.

“The collaboration with ISSCO adds a deeper dimension, lifting the conference from local stories to a global conversation around the place of the Chinese overseas. Audiences can enjoy a rare chance to sample a variety of international viewpoints from Russia to South Africa, from Australia to the United States,” added Professor Manying Ip, Oceania Director, ISSCO.

Going Bananas is a leadership initiative that continues the work of the New Zealand Chinese Association to lead New Zealand Chinese into the future. Affectionately known as the ‘Banana Conference’, this year’s event is the fourth effort in the Going Bananas cycle. Cultural storytelling forms the backbone of the conference and contributes to its ability to disrupt stereotypes and build a community of interest in Chinese lives and experiences.

Principal Sponsors are New Zealand Post, The University of Auckland Business School and BNZ.

ENDS

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KEY INFORMATION FOR EDITORS

Rising Dragons, Soaring Bananas is presented by the New Zealand Chinese Association Auckland Inc. and the International Society for the Studies of Chinese Overseas (ISSCO).

DATE: Saturday 18 and Sunday 19 July, 2009

VENUE: The University of Auckland Business School, 12 Grafton Road, Auckland

COST: \$150 per individual (Special Group Offer - three or more individuals who book together); \$170 (individual); \$200 (organizations per person); \$90 (full-time students/persons 65 years +)

REGISTRATION: Open now. Register and pay online

URL: www.goingbananas.org.nz

Facebook Fan Page (keyword: 'Going Bananas International Conference')

NEW ZEALAND CHINESE ASSOCIATION

Established in 1935, the New Zealand Chinese Association www.nzchinese.org.nz is the oldest Chinese organisation of its kind in New Zealand. As a national body with 13 branches nationwide, it represents the interests of long-established and new migrants, leading New Zealand Chinese into the future.

ISSCO

International Society for the Studies of Chinese Overseas www.issco.info is a collective of international scholars whose works push the boundaries of Chinese migration and diasporic studies. Membership ranges from countries as diverse as Denmark, Russia, South Africa, Singapore, Australia and the USA.

BANANA

Historically, a pejorative term to describe Asian people born outside of Asia who have assumed Western cultural characteristics: yellow on the outside, white on the inside. Reclaimed in recent times, it has become a symbol that identifies those living outside of Asia who celebrate and embrace a blend of Eastern and Western cultures and influences.