Hamilton City Council
Te kaunihera o Kirikiriroa

ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

Auckland Market Visit

Summary

Council's economic development team regularly engages with businesses from across key growth sectors to uncover opportunities that can lead to new investment and job creation in our region.

A market visit to Auckland in November 2025 included in-person meetings with leaders from Amazon Web Services (AWS), Windcave and Outset Ventures, sharing our value proposition and competitive advantages.

Value delivered

Business relationships

Taking a professional, targeted message directly to national and global organisations positions the city as a trusted partner.

Business insights

These engagements generate insights into factors that shape future business investment and operational decisions.

Investment attraction

Clear follow-up actions and regular outreach strengthen our commercial relationships and ensure we remain top-of-mind.

Successful investment attraction is built on trusted relationships that are developed over time, with purposeful market visits serving as an ideal forum to establish or grow those connections.

Our direct and consultative approach is welcomed by corporate decision-makers who are constantly balancing issues like workforce attraction, technology and innovation, operational costs and competing investment priorities.

These conversations also provided a snapshot of industry trends and market intelligence that informs our economic development efforts.

Background

Proximity to Auckland and its concentration of corporate headquarters, large-scale manufacturers and globally connected logistics operations make Hamilton and the Waikato region an ideal option for business expansion or relocation. Business attraction efforts like market visits position us as proactive partners when businesses are looking to expand or relocate.

Hamilton City Council Economic Development Programme

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