



Asia New Zealand
Foundation

Te Whītau Tūhono

Nutraceutical & Functional Food Ingredients

Business Delegation

China

December 2025



Biographies

David Wilkinson



David is the manager of Bio-Mer Ltd, a Christchurch-based nutraceutical manufacturer founded in 2004 that specialises in seafood-derived products. Over the years, the company has expanded to include animal and vegetable-based nutraceuticals for both humans and companion animals. Bio-Mer offers a full range of services from contract manufacturing and bulk supply to its own small retail line. David joined Bio-Mer in 2019 in a sales-focused role and has since progressed to general manager, supporting the team in delivering New Zealand-made products for the Bio-Mer brand and their clients.

Hayley-Jean Rahman



Hayley-Jean is the brands partner of PharmaNZ, New Zealand's premier GMP and TGA-certified manufacturer of dietary supplements, specialising in capsules and tablets. PharmaNZ brings a collaborative, end-to-end approach from formulation to fulfilment to help Brands create high-quality, market-ready health products. With a strong focus on innovation, regulatory excellence and product integrity, the company provides full support across formulation development, manufacturing, packaging, certification, and export documentation. Hayley-Jean is an accomplished life sciences executive with over 20 years of international experience across pharmaceuticals, government relations, and business development. As brands partner at PharmaNZ, she leads sales, marketing, and customer-engagement strategies that drive business growth and innovation. With a strong background in international trade and investment, including senior diplomatic roles with the Government of Canada, Hayley-Jean's role reflects PharmaNZ's commitment to quality, innovation and partnership, connecting New Zealand's world-class supplement manufacturing with Asia's growing health and wellness markets.



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Tristan Vine



Tristan is the co-founder and CEO for Mānuka Performance. Mānuka Performance is a New Zealand nutraceutical and biomedical R&D company specialising in the manufacture and export of high-value Mānuka and native-honey-based products for global markets based on trending consumer need. The company's pioneering science division is at the forefront of honey-based research from polyphenolics and bioavailability through to applied human health, clinical trials and adding value across their entire ecosystem supply-chain. Mānuka Performance develops leading consumer products for sports and athletes, health and recovery, animal performance and pet health. The company also develops nutraceutical ingredients, and knowledge / IP across these areas. Mānuka Performance is focused on building cooperative partnerships between China and New Zealand to foster leading biomedical solutions that bridge culture, tradition and science.

Maxine Shortland



Maxine Shortland is a trustee at Ngāti Hine Forestry Trust, a large and rapidly expanding operation located in the mid-north region, Taitokerau, New Zealand. The Trust has substantial interests in forestry, horticulture and manuka honey. There are more than 6,000 shareholders who, like her great-grandfather and other Ngāti Hine tūpuna before them, expect her and the other trustees to generate wealth, foster enduring local, national and international partnerships and continue growing and diversifying the iwi's assets for future Ngāti Hine uri (generations). Maxine is on various governance boards ranging from philanthropy to large scale housing initiatives. She has co-founded two family companies that have been in operation for over 15 years with a focus on start-ups, primary industry and construction sectors. As a former chair of the NZ Public Health Association, Maxine has held senior executive roles in both NGO and the public sector.



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Alex Devereux



Alex is CEO & co-founder of ANDFOODS, a company that has crafted a pioneering and scalable fermentation process that creates dairy-free creams and ingredients from pulses that rival traditional dairy in taste and texture and have multiple unique applications. Alex brings his five years of experience from Fonterra where he was part of the corporate finance and global foodservice teams before venturing into the start-up world, scaling New Zealand's largest casual staffing platform, advising companies raising capital at Snowball Effect before spinning out ANDFOODS from the Riddet Institute.

Rob Kelly



Dr Rob Kelly is the chief scientific officer and co-founder of Tertiary Extracts Ōtautahi. Dr Kelly has 28 years' experience in development and commercialisation of biobased innovations in the nutritional, personal care, medical device and pharmaceutical fields. In 2024 he co-founded Tertiary Extracts Ōtautahi Limited (TEO), a biotech company specialising in advanced alternative protein extraction using New Zealand biologicals, pioneering the future of dietary wellness with a focus on women's health. TEO delivers science-based ingredients to global health and nutrition markets to solve unmet needs in women's health, while enhancing the value of New Zealand's primary products. TEO's Ovitage® biotechnology solution converts sheep skin by-products of the meat industry into high nutritional value, bioavailable proteins. This process not only reduces the environmental impact of waste produced by the New Zealand primary sector but also satisfies unmet global market needs in health and wellness. TEO sells the branded ingredient range Ovitage® and the finished product range Everee Women™.



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