



News release
22 November 2023

Martin Snedden CNZM appointed BEIA Board Chair

Former international cricketer and experienced CEO, Martin Snedden CNZM is the new Independent Chair of Business Events Industry Aotearoa (BEIA).

BEIA Chief Executive, Lisa Hopkins says the board is excited to have Snedden agree to head the industry's flagship organisation.

"We are delighted to have Martin join the industry, as we head into a new era for New Zealand's business events presence on the world stage," she says.

He takes on the position previously held by Steve Armitage, who is now CEO of Hospitality New Zealand.

Hopkins says the work of BEIA has grown and developed under Armitage's leadership over the past two years.

"The industry will be forever appreciative of Steve's guidance during this crucial crisis and recovery period for our industry sector."

Martin Snedden is well known as an international cricketer who represented New Zealand. He was CEO of Rugby World Cup 2011 and made a Companion of the New Zealand Order of Merit in 2012. As CEO of the Tourism Industry Association, he led New Zealand's tourism industry, during 2012 and 2013, through the creation of 'Tourism 2025'. He has since held a variety of governance roles including, until recently, Board Chair of New Zealand Cricket.

Outgoing Chair, Steve Armitage welcomed Snedden's appointment.

"Martin's governance background, knowledge of membership associations, and experience leading major events will be an absolute asset to the business events sector going forward."

Martin Snedden says he is thrilled to be taking on a new challenge leading an industry sector which encompasses tourism, economic development, social and environmental issues.

“I am excited to be working with the BEIA Board, Lisa and her team and look forward to gaining many new insights, and to sharing my experience with this engaged and passionate industry,” Snedden says.

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About [BEIA](#)

Business Events Industry Aotearoa (BEIA) is the official membership-based association of New Zealand’s business events sector. It has more than 460 members across a broad range of industries.

BEIA works to actively promote the sector for its members and New Zealand. It provides advocacy with central government; and offers assistance, information, professional development and business connections to its members.

New Zealand’s leading annual business events exhibition, BEIA MEETINGS broke records this year for the value of business it generated. BEIA’S post-MEETINGS buyer survey shows \$157 million will be placed over the next five years following the two-day event in Wellington this June — a significant increase on 2022’s results.