

Bruce Howe

Bruce graduated from the University of Auckland in 1972 with a Bachelor of Commerce degree and as a member of the Institute of Chartered Accountants of New Zealand, held an ACA certificate for 30 years.

During the 1970's, as an employee of a packaging company here in Auckland, Bruce was responsible for conceiving of, designing, developing and implementing what was then a very advanced computer system to manage the box making manufacturing process. After some time it became obvious that these programs were saleable and he purchased the intellectual property rights to the programs and set about selling these to the world. The biggest market was in the USA and he moved there and stayed for 11 years.

He returned to New Zealand in 2000 and the business was sold in 2007. At that time there were 800 customers in 35 countries and 200 employees.

Bruce's current passion is to see appropriate long term decisions being made with respect to the future of Ports of Auckland.

Bruce is a member of the Rotary Club of Remuera and has been a Rotarian for 12 years. He enjoys the community contributions he is able to make through the club's activities such as Books in Home for decile 1 local schools and live in outdoor challenge camps for visually impaired children.

Bruce's presentation today is "There are better options for Ports of Auckland"