



ExportNZ

ALL OF GOVERNMENT ROADSHOW

Ministry for Primary Industries
Manatū Ahu Matua



NEW ZEALAND
STORY



NEW ZEALAND
EXPORT CREDIT



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere

With support from:

Centres of
Asia-Pacific Excellence





Welcome

What is ExportNZ?

We are a not-for-profit, industry association organization and are a division of BusinessNZ.

ExportNZ advocates for, inspires, connects, and celebrates New Zealand exporters. We aim to build a thriving ecosystem that supports each other.

We are exporters helping exporters.

ExportNZ represents approx. 2,000 exporters nationwide.

BusinessNZ represents 76,000 businesses around New Zealand.



ExportNZ in the BusinessNZ Network



ExportNZ Advocacy Work Past 18 Months

- Productivity Commission – Immigration, Fit for the Future
- FADT Committee – UK-NZ FTA (March 2022)
- MBIE – Te Ara Paerangi – RSI Sector Review
- MoT – NZ Freight & Supply Chains Issues Paper
- MFAT – NZ Participation in IPEF
- MBIE - Advanced Manufacturing ITP
- FADT Committee – UK-NZ FTA (August 2022)
- Environment Court – Extension to Port of Tauranga
- MFAT – CPTPP, Three Year Review
- MPI – Modern Export Legislation
- MFAT – Trade & Labour Framework
- MfE – Agricultural Emissions Consultation
- MBIE – Screen Production Grant Review
- MBIE – Future of the Skilled Migrants Category
- Health Select Committee – Therapeutic Products Bill
- MBIE – Future of Workforce Supply
- MPI – Food & Beverage ITP
- Productivity Commission – Immigration Inquiry Feedback
- FADT Committee – NZ EU FTA Examination

Agenda – Speaker Line Up

Partner Speaking Slots (15min Each):

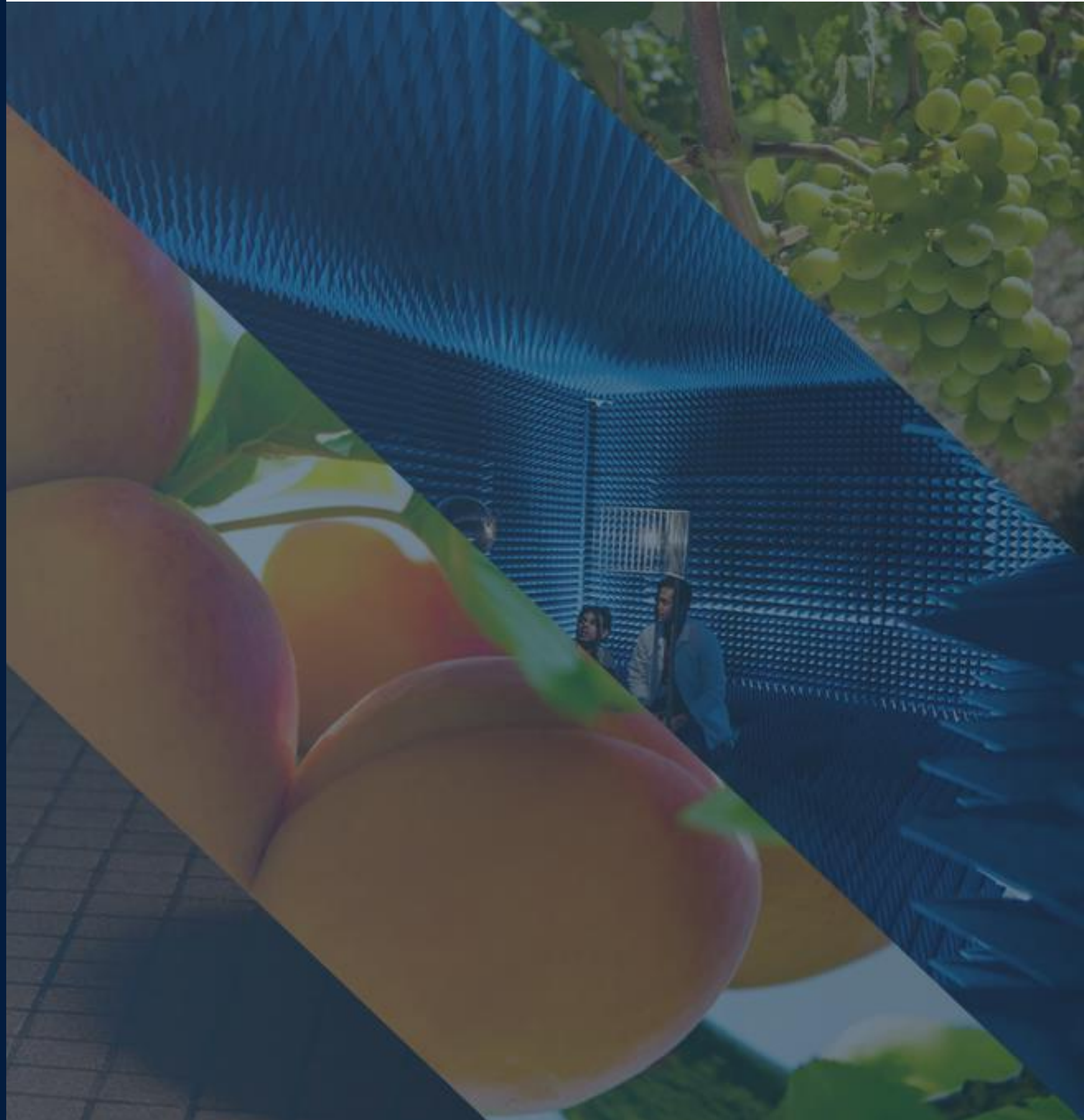
1. Ministry of Foreign Affairs & Trade
2. Ministry for Primary Industries
3. New Zealand Export Credit Office
4. New Zealand Story

Panel Session & Questions from the Audience (30mins)





NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere



THE INTERNATIONAL TRADE LANDSCAPE

EXPORTNZ ALL OF GOVERNMENT ROADSHOW

JULY 25th to AUGUST 4th

ABOUT MFAT

MFAT is a government department with three main responsibilities:

- **Policy.** We provide advice to Ministers on foreign affairs and trade policy.
- **Diplomacy.** We advocate for New Zealand's interests overseas.
- **Consular functions.** We help New Zealand citizens abroad.



Hon Damien O'Connor
Minister for Trade and Export
Growth



Hon Nanaia Mahuta
Minister of Foreign Affairs



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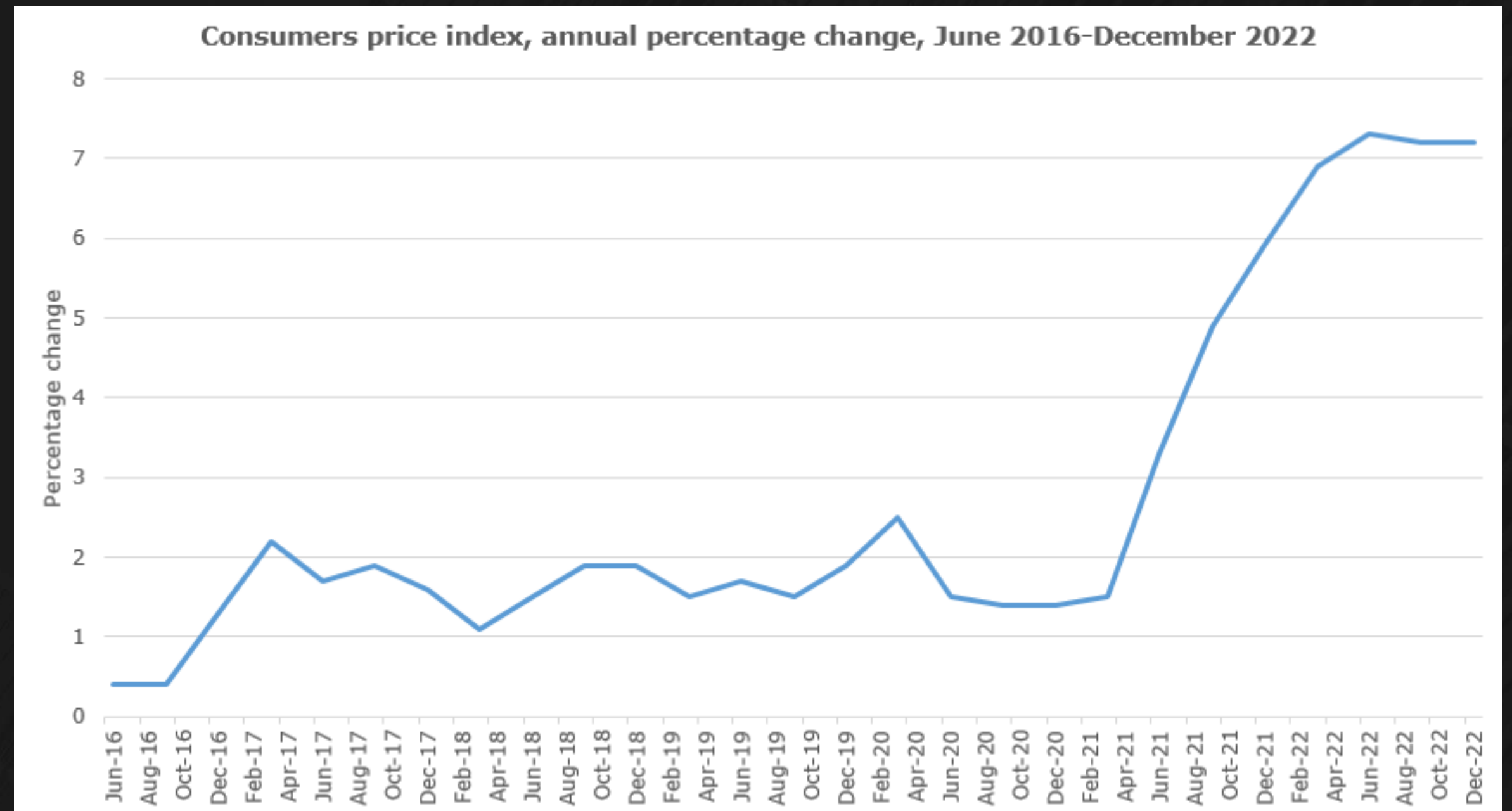


PRESENTATION OUTLINE

- Global economic trends.
- Geostrategic update.
- What MFAT is doing.

GLOBAL ECONOMIC UPDATE

- The world is experiencing slow economic growth and high inflation.
- The medium-term outlook is uncertain.
- But there are some positive signs, such as global supply chains stabilising.



GEOSTRATEGIC UPDATE

We are seeing three key trends:



**Rules to
power**



**Economics
to security**



**Efficiency to
resilience**

TRADE RECOVERY STRATEGY

S

Sustainable and
inclusive trade

T

Trade and export lift
of New Zealand
exporters' capability and
performance in offshore
markets

A

Strengthening
international and
regional trade
architecture

R

Building resilience
against future
shocks

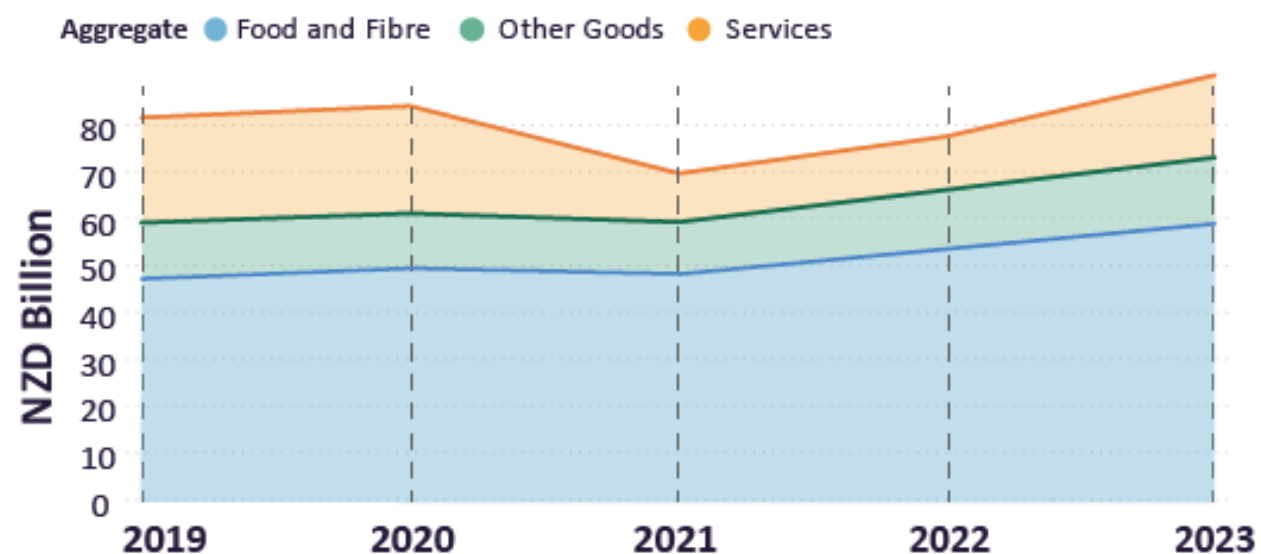
SUSTAINABLE & INCLUSIVE TRADE

Expansion of Inclusive Trade Instruments		
	Total members	Change since Mar 2022
Inclusive Trade Action Group (ITAG)	6	+2
Global Trade and Gender Arrangement (GTAGA)	8	+4
Indigenous Peoples Economic and Trade Cooperation Agreement (IPETCA)	4	

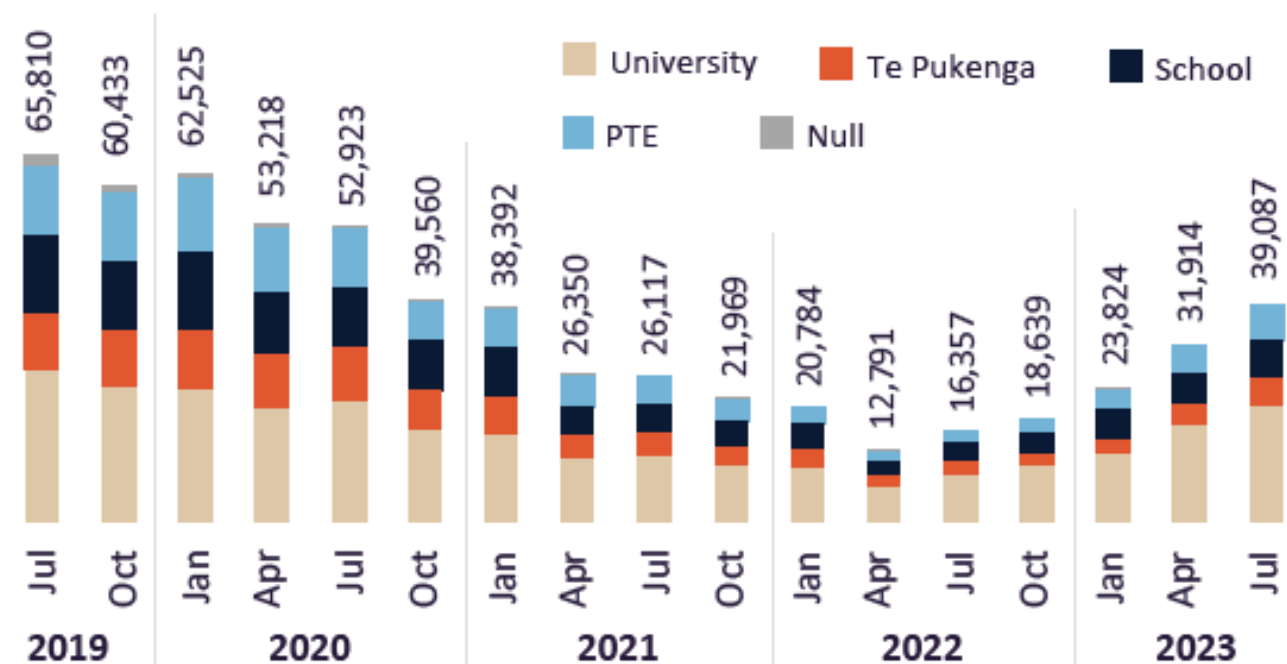


TRADE & EXPORT LIFT

Value of Total Exports, Mar Year End



International student visa holders by sector



Overseas visitor arrivals

519,500

↑73%

cf Apr to Jun 2022

*Provisional statistics only as not all of June is included



MFAT Market Intelligence Reports

Apr - Jun 2023

312

 new subscribers

(total 2942)

(↑ 38 cf. Jan - Mar 23)

34

 reports published

(↑ 5 cf. Jan - Mar 23)

Non-Tariff Barriers

Apr to Jun 2023

\$1bn

 approximately

value of NTBs resolved (11)

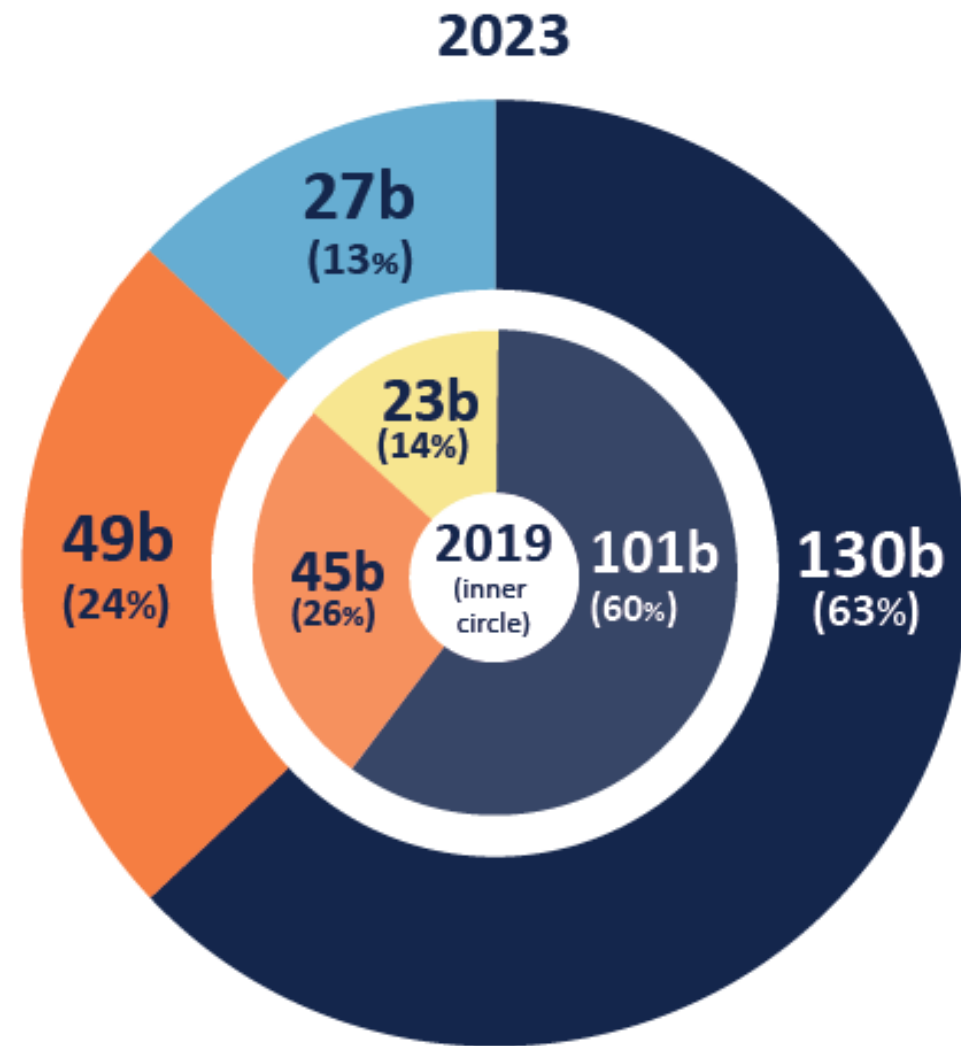
(↑\$721m (8) since Mar 23)

*This figure is currently based on Ministry of Foreign Affairs and Trade NTB tracker. Future reporting will endeavour to incorporate, and align with, MPI's Fit for a Better World target on NTBs.

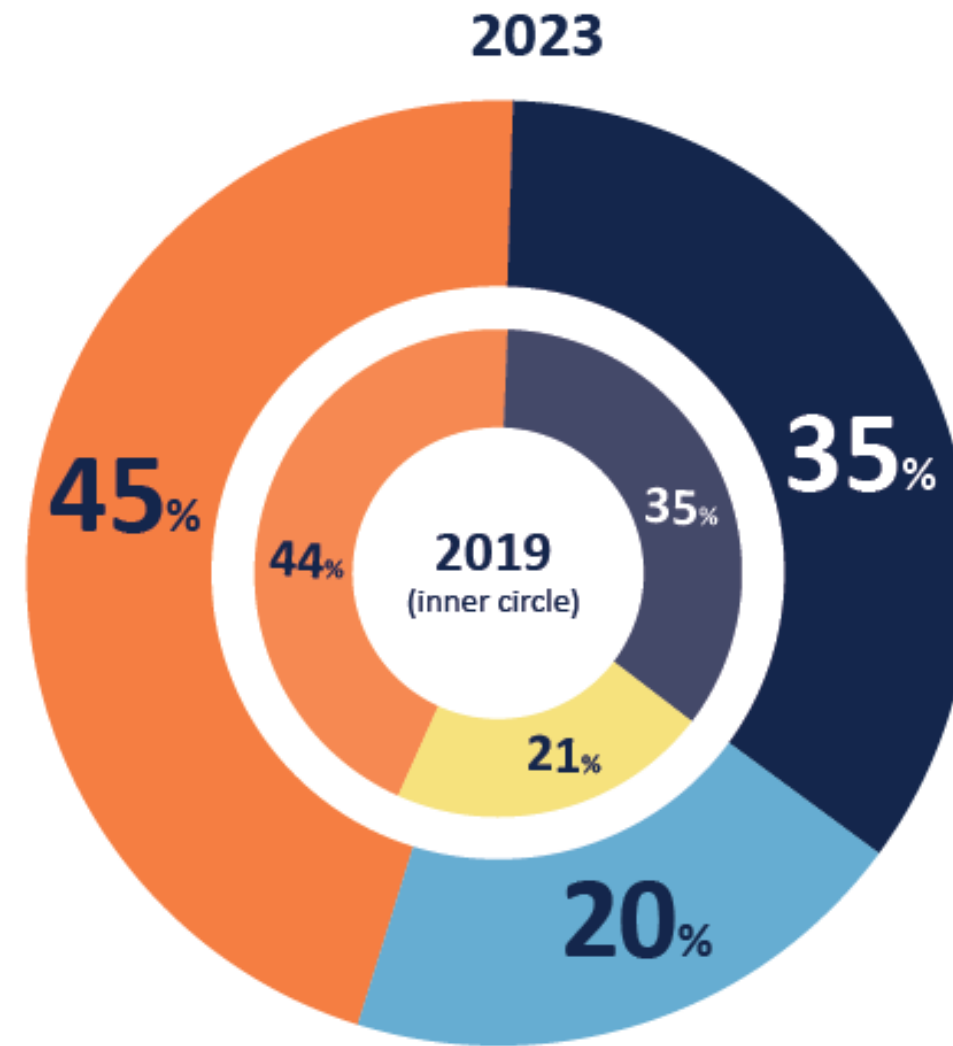
*Note this figure is higher than usual as MFAT Posts have recently updated their NTB data during the Apr-Jun quarter.

ARCHITECTURE

NZ Export and Import FTA Coverage
2019 cf. 2023
(Goods and Services, Mar 2023)



Global GDP Coverage by FTA
2019 cf. 2023
(IMF Data for GDP, June 2022)



FTA in force

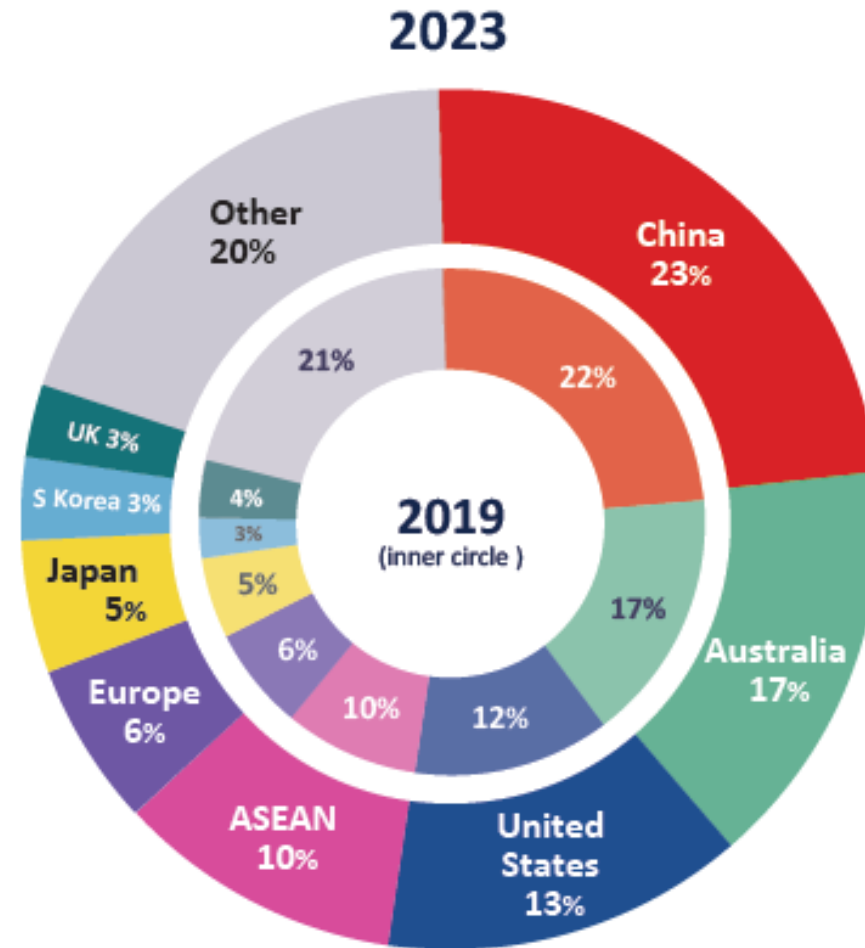
FTA under negotiation (UK & EU)

FTA concluded not in force

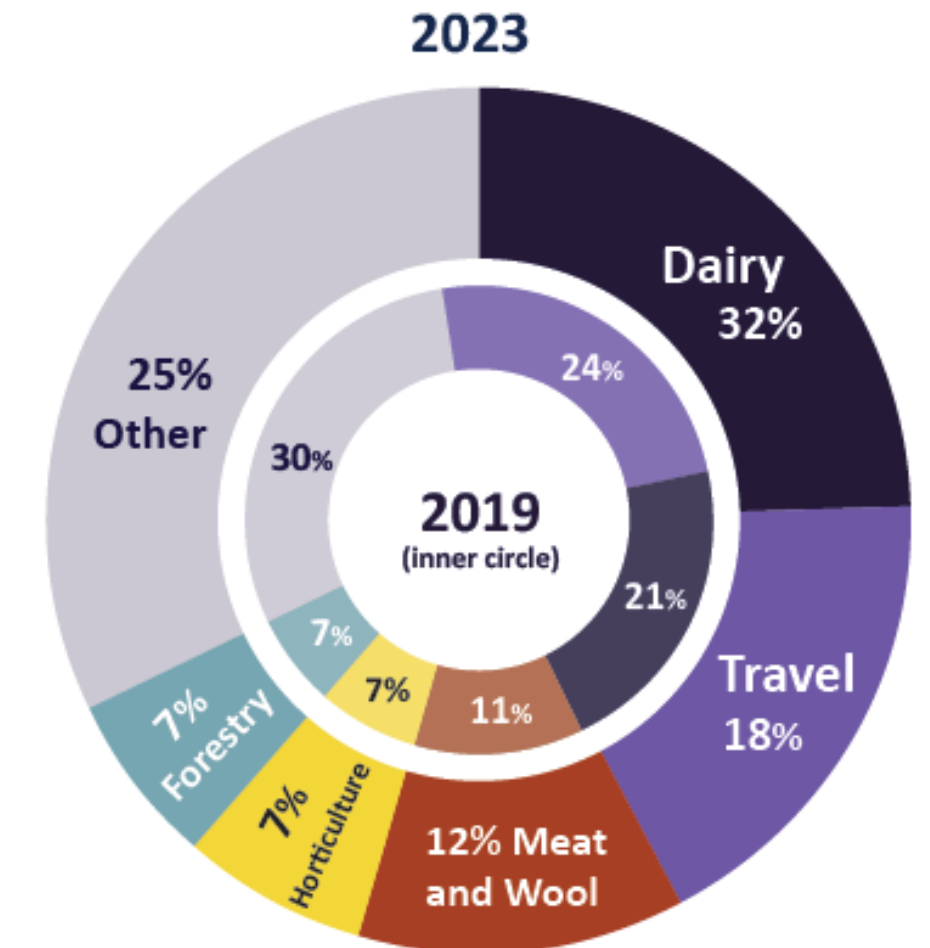
No FTA

RESILIENCE

New Zealand Export Concentration Markets
2019 cf. 2023
(Goods and Services, Mar 2023)



New Zealand Export Concentration Products
2019 cf. 2023
(Goods and Services, Mar 2023)



FREE TRADE AGREEMENTS (FTAs)



NZ-UK FTA

Virtually all our current trade (99.5 percent) now duty free.



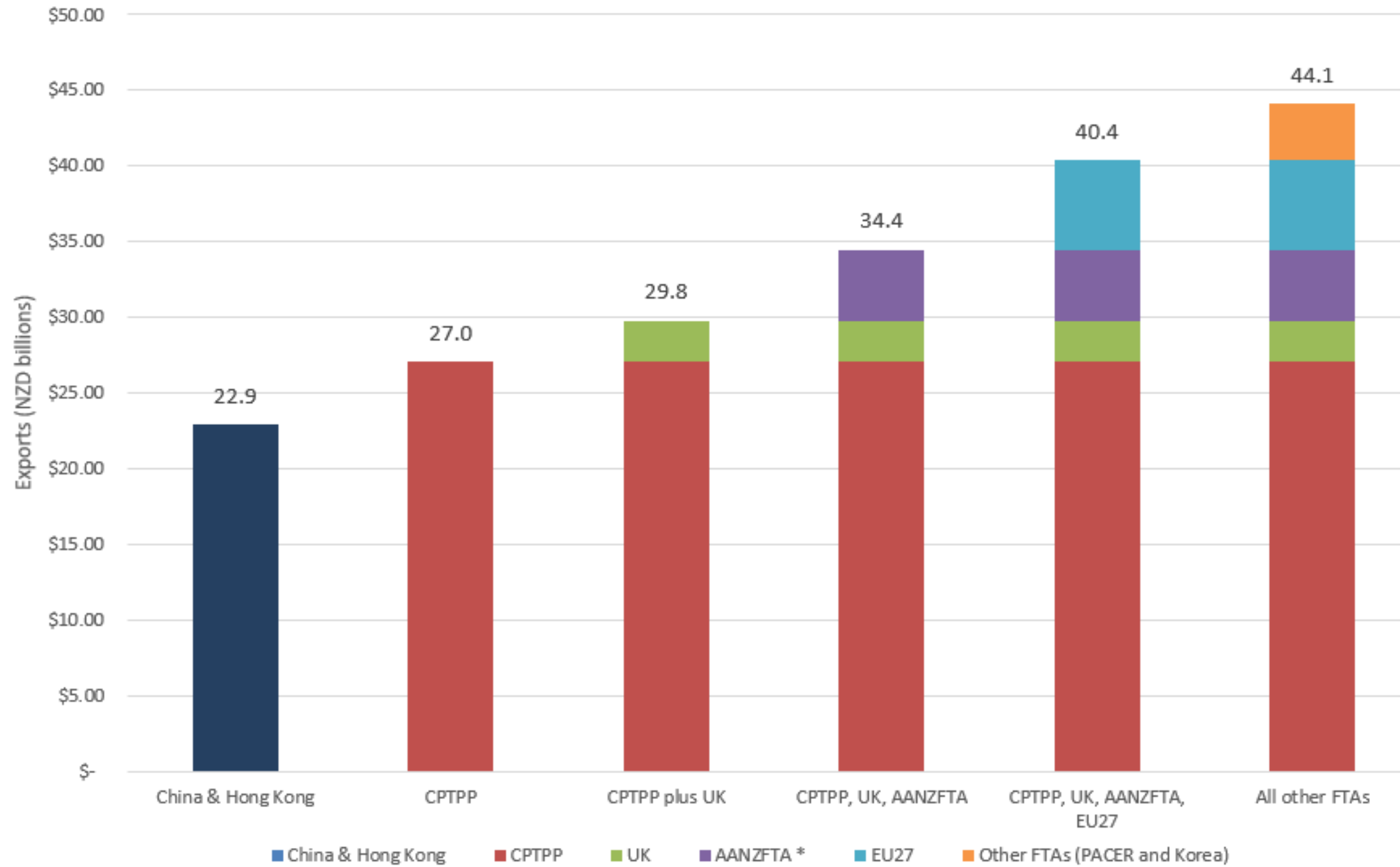
NZ-EU FTA

91% of our current trade will enter duty-free from day one.



**+13 other
FTAs**

NEW ZEALAND'S FTA COVERAGE



FTAs cover approximately **73%** of New Zealand's exports (year ended March 2023).

MARKET INTELLIGENCE

REPORTS

Since February 2020, MFAT has published **467** reports on topics of interest to the export community. The reports aim to keep them up-to-date with global economic and trade developments.



Reports published

+8 from previous quarter



Page views on MFAT website*

-4529 from previous quarter

*This figure is a partial record of full readership because reports are often redistributed via other channels.



Feedback responses from NZ

+31 from previous quarter



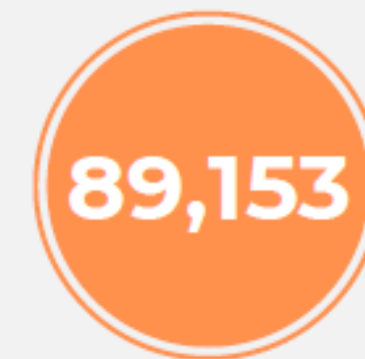
Feedback responses from overseas

+16 from previous quarter



Readers who found the report they read useful

+3.4% from previous quarter



Views of social media promo material*

+31,909 from previous quarter

*Includes 675 shares, 58 comments and 30 link clicks across Twitter, Facebook and LinkedIn.

EXPORT HELPDESK

MFAT runs an Export Helpdesk where businesses can get in touch with questions about exporting to offshore markets. Exporters can contact us by phone, email, or through the [Trade Barriers website](#).



New requests

+14 from previous month



Requests solved

+1 from previous month



Average first reply time

-57.1 hours from previous month



Average full resolution

-21.6 days from previous quarter



Feedback responses

+4 from previous month



Satisfaction

-2.2% from previous month

NTB TRACKER

Non-tariff barriers (NTBs) are a subset of **non-tariff measures (NTMs)**. NTMs are legitimate policy measures, other than tariffs, that can potentially have an economic effect on international trade.

Where NTMs unfairly restrict or distort trade, they are referred to as NTBs.

The **key difference between NTMs and NTBs** is the extent to which they serve a legitimate purpose with the least possible disruption to trade. NTBs are often motivated by protectionism and are intended to favour domestic producers over competitors from other markets.

In total, we are tracking
218 NTBs covering
approximately **NZ\$9.1b**
worth of trade.

10+ NTBs covering over
NZ\$1b of trade have been
resolved in the past two
years.

These numbers are higher than usual due to Posts recently being formally tasked to update their data for the first time since November 2021.



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Manatū Aorere

TARIFF FINDER

The Tariff Finder is an online tool where exporters and importers can look up the tariff rates and Harmonised System (HS) codes for 150+ offshore markets. Its purpose is to help maximise benefits from New Zealand's free trade agreements.

The number of searches recorded for the quarter was:

31,793

This is +681.% from the previous quarter,

EXPORTER SUPPORT SERVICES



Scan to access these services

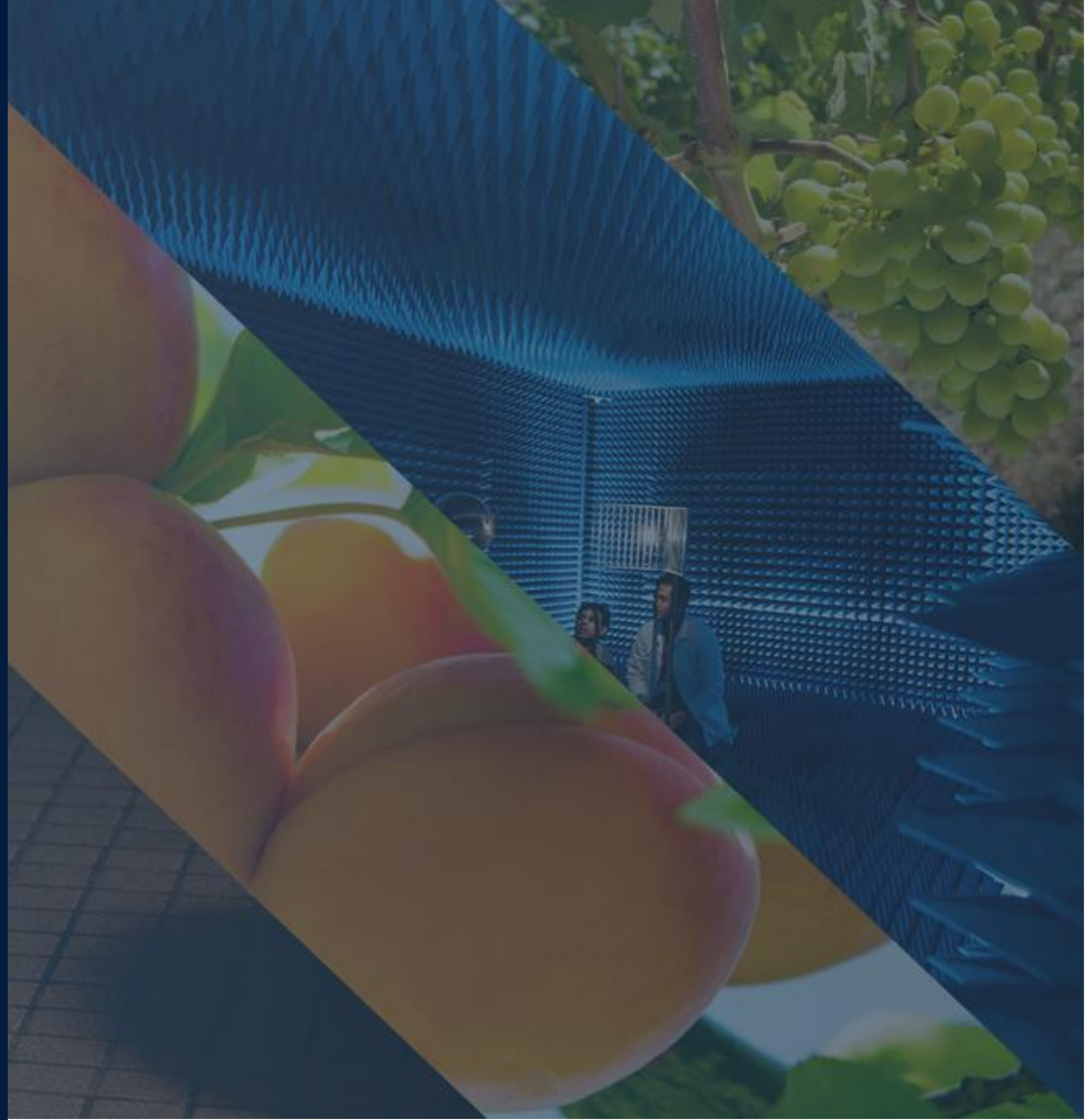
- Read our market intelligence reports:
mfat.govt.nz/market-reports
- Look up tariff rates:
www.tariff-finder.govt.nz
- Get services exporting information:
services-exporter-tool.govt.nz

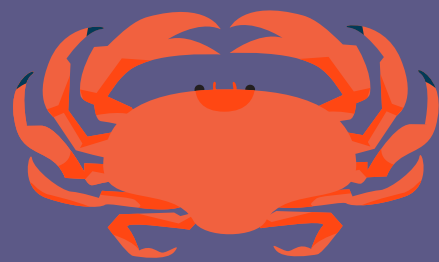
Email: exports@mfat.net

Call: 0800 824 605

Visit: tradebarriers.govt.nz

Ministry for Primary Industries
Manatū Ahu Matua





New Zealand Food Safety

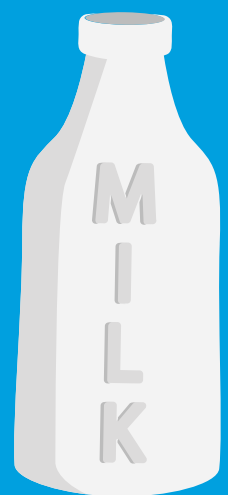
Ministry for Primary Industries

Manatū Ahu Matua

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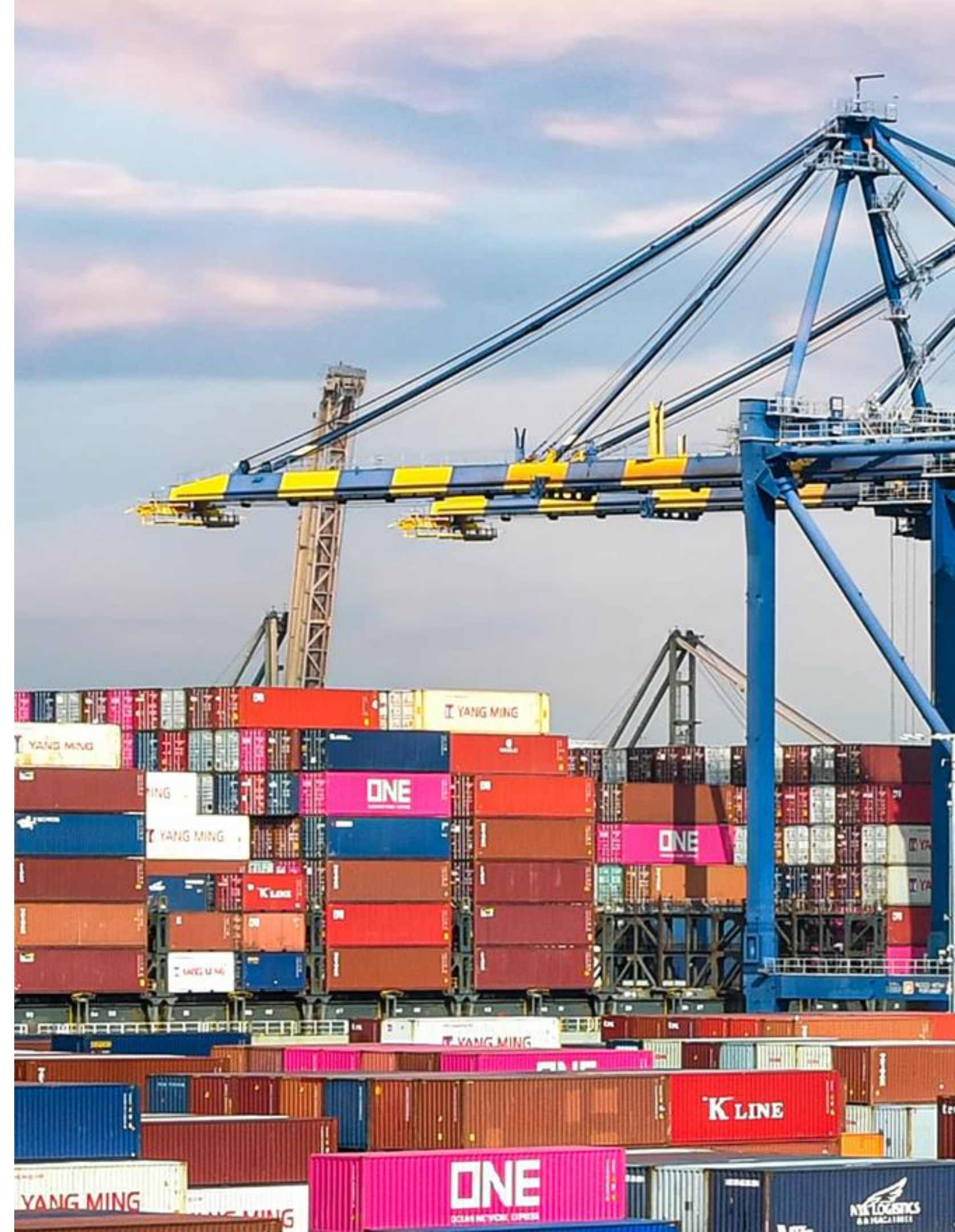
ExportNZ Road Show 2023

Exporter Regulatory Advice Service and Market Access



What we will cover today

- MPI exporting requirements
- How Exporter Regulatory Advice Service support food, fibre and beverage sector exporters
- Latest market trends
- Market Access purpose and role



Exporter Regulatory Advice Service



Ministry for Primary Industries exporting journey



**Meet New Zealand
requirements**



**Meet overseas market
requirements**



**Get certification
(if needed)**

Why exporters contact us



Clarification



Barrier



Searching

How ERAS can help



One on one
support



Resources



Webinars



AP E-cert
capability
sessions



Referral to
subject matter
experts



Conference
speaking

Our reputation for safe, quality food is critical

Join the
team of
**successful
New Zealand
Exporters**



Market Access



Market Insights – to March 2023

(June 2023 Situation and Outlook for Primary Industries)

Top 10 export destinations

Year to 31 March 2023,
NZ\$ million



Top export products

Product	Export revenue (NZ\$ million)	% of total
Dairy	25,425	44%
Meat and wool	12,375	22%
Forestry	6,685	12%
Horticulture	7,064	12%
Seafood	2,007	4%
Arable	242	0,5%
Processed food and other products	3,440	6%
Total	57,238	100%

Market Access – Part of a bigger whole

- **Whole of Government** – Trade for all
- **Whole of NZ Inc** – Fit for a Better World - link fitforabetterworld.org.nz

- **Whole of MPI Legislation Reforms**

Organic Products and Production Act 2023 – link:

[Organics Products and Production Act- The Act](#)

Modern Export project – link:

[Modernising our export legislation for food and fibre products](#)



Market Access – our purpose and role



Build and maintain relationships, mutual understanding, trust and confidence with trading partners



Deal with unjustified trade restrictions to achieve preferential market access



Understand industry's aspirations/needs to prioritise our work programme



Integrate and leverage off wider MPI activity to enhance market access

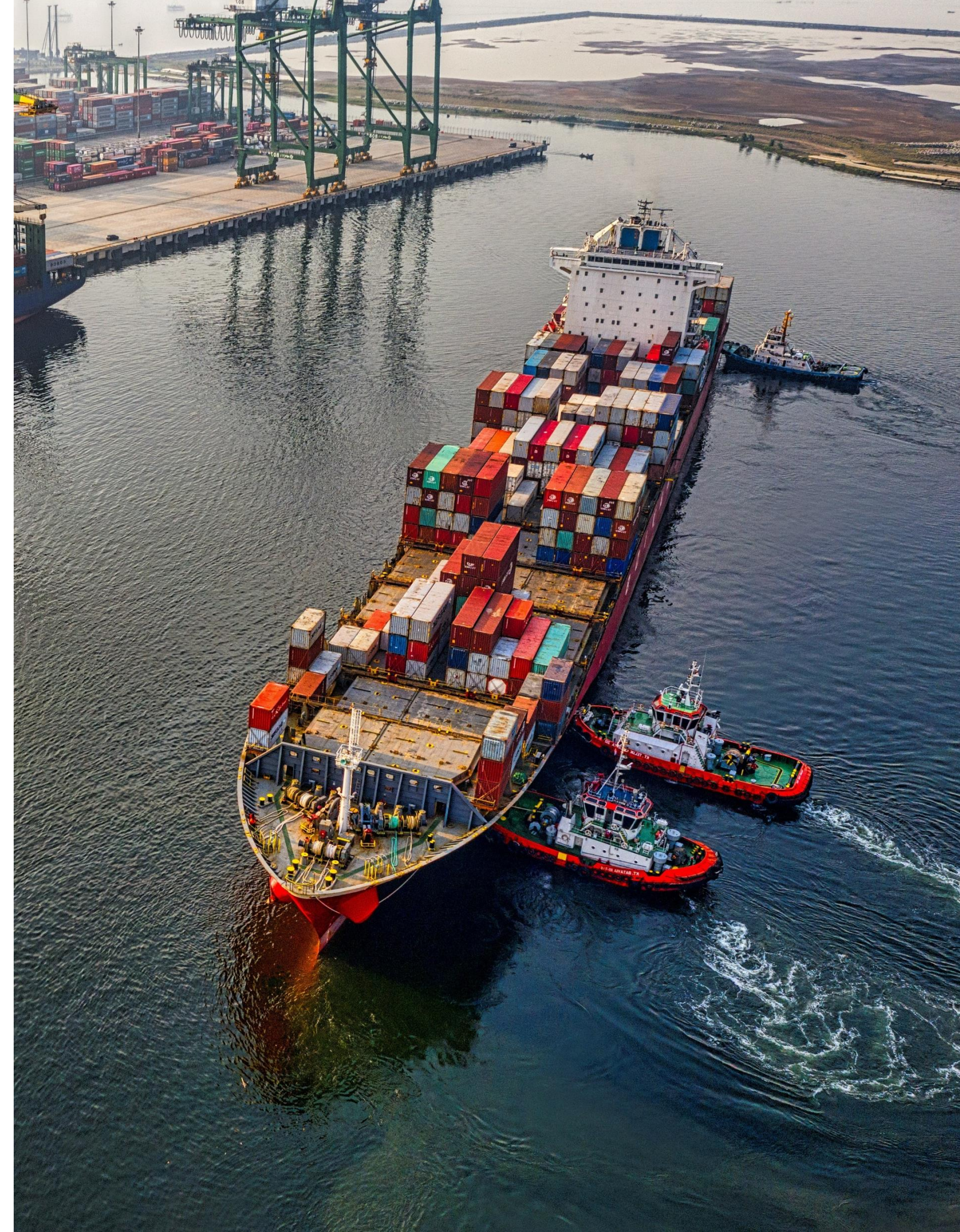


Build and enhance expertise, capability and systems

Market Access – strategic approach

- **Understanding where we are at currently**
 - Trends in current trade
 - From the point of view of industry and commercial and market access enabling
- **Analysing what challenges we will likely face**

Economic, political, demographic, regulatory trends, disease contamination, changing products, processes and distribution channels
- **Predicting what success will look like**





Market Access - issue awareness

- **Keep up to date as best you can**
– things can change without much warning
- **Once registered as an exporter –**
regularly check for updates –
OMARs, FYIs
- **If you or your importing contact
become aware of changed
requirements – please let us
know – its appreciated if you do**

Market.Access@mpi.govt.nz

Summary

- Engage with MPI early
- ERAS are here to help
- Importing country requirements can change unexpectedly
- MPI will endeavour to keep you up to date, but let us know if you find out first.



Thank you Pātai?



New Zealand Food Safety

Ministry for Primary Industries

Manatū Ahu Matua

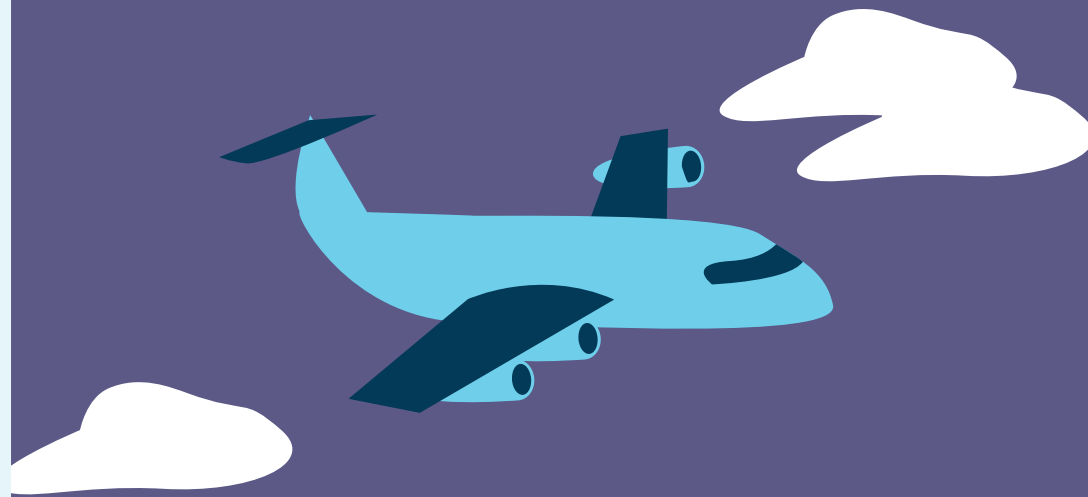
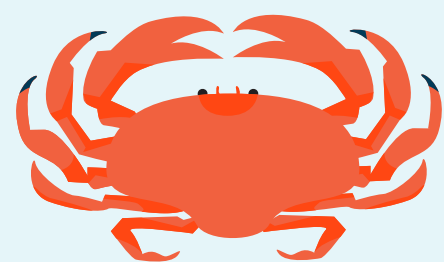
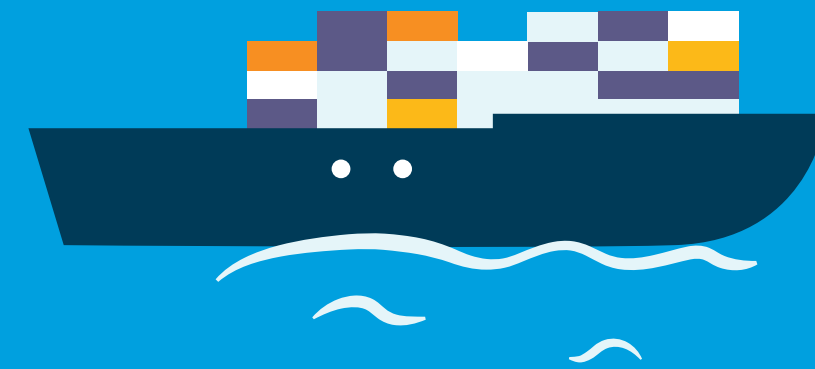
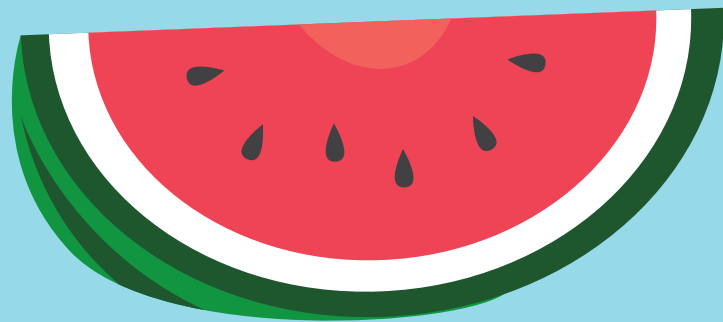
Exporter Regulatory Advice Service

Web: MPI.govt.nz/exporting

Phone: 04 894 0269

Email: exporterhelp@mpi.govt.nz

Email: market.access@mpi.govt.nz





NEW ZEALAND EXPORT CREDIT





New Zealand Export Credit

Helping New Zealand exporters grow and manage risk

July/August 2023



What does NZEC do?

Help Exporters and their Supply Chain to:



Manage
Payment Risk



Access Finance
from banks



Secure Sales

Insurance	Guarantee
Trade Credit Insurance	General Contract Bond Guarantee
Export Credit Guarantee	Loan Guarantee

“Complement not Compete”

Exports supported to date



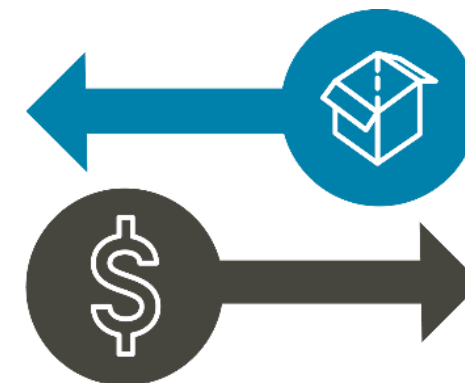
Exports to **112**
countries supported



241 exporters
supported



1087
policies issued

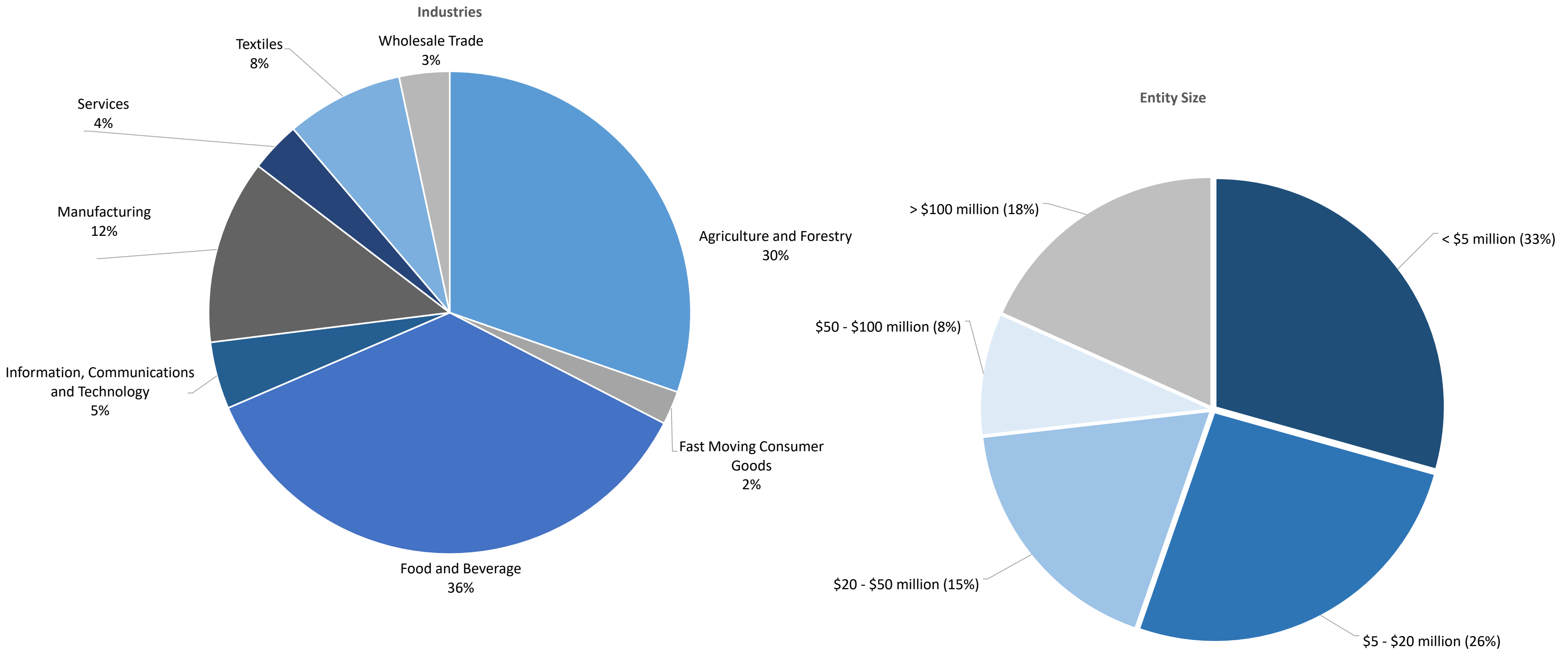


NZD **4.47 billion** of
trade supported



NZD **2 billion** of
exposure underwritten

Who have we helped?



NZEC Solutions - Guarantees

Contract Bond Guarantee



The Challenge: Manco was awarded a significant contract in Sydney, which requires sizeable bond

The Solution: New Zealand Export Credit used its General Contract Bond Guarantee to support Manco's bank, BNZ. With NZEC's offer to share the risk, BNZ was comfortable to provide the bonds Manco needed to secure the contract.

The Benefit: Being a key contractor on Australia's largest public transport infrastructure project has brought unprecedented attention to Manco, directly leading to further substantial contracts across Australia.

Loan Guarantee



The Challenge: a three-month lag between paying its suppliers and selling its exported stock created a significant cashflow issue, exceeding the limits of their working capital facility.

The Solution: New Zealand Export Credit provided its Loan Guarantee to BNZ, which supported Mons Royale's higher working capital requirements.

The Benefit: Having sufficient working capital to keep pace with international orders in 2020 enabled growth for Mons Royale, with forward orders for 2021 surpassing expectations.

NZEC Solutions - Insurances

Trade Credit Insurance



The challenge: COVID increase payment risk. Primary insurer couldn't provide full cover.

The Solution: NZEC provides additional limit on a range of buyer.

The Benefit: The insurance provided Mr. Apple with the confidence to continue exporting during uncertain times.

Letter of Credit



The challenge: Repayment risk for bespoke builds in new and difficult markets.

The solution: NZEC guaranteed payment of a letter of credit issued by the international buyer's bank.

The benefit: NZEC's guarantee helped Fabrum Solutions deliver the cryocoolers and receive payment.

Did You Know?

- New Zealand Export Credit (NZEC) has a streamlined assessment process for its Trade Credit Insurance.
- For SME exporters (less than \$30 million annual turnover), NZEC has waived its application fees and may also provide a higher level of cover
- You may have Trade Credit Insurance already. NZEC is willing to provide higher limits of “top-up cover” without additional due diligence, where your primary insurer provides its consent

What are the benefits to you?

- Lowers barriers to obtaining trade credit insurance for the first time;
- Gives you confidence to enter new markets or buyer relationships;
- Provides you additional top-up capacity to maintain or grow your sales

Questions?

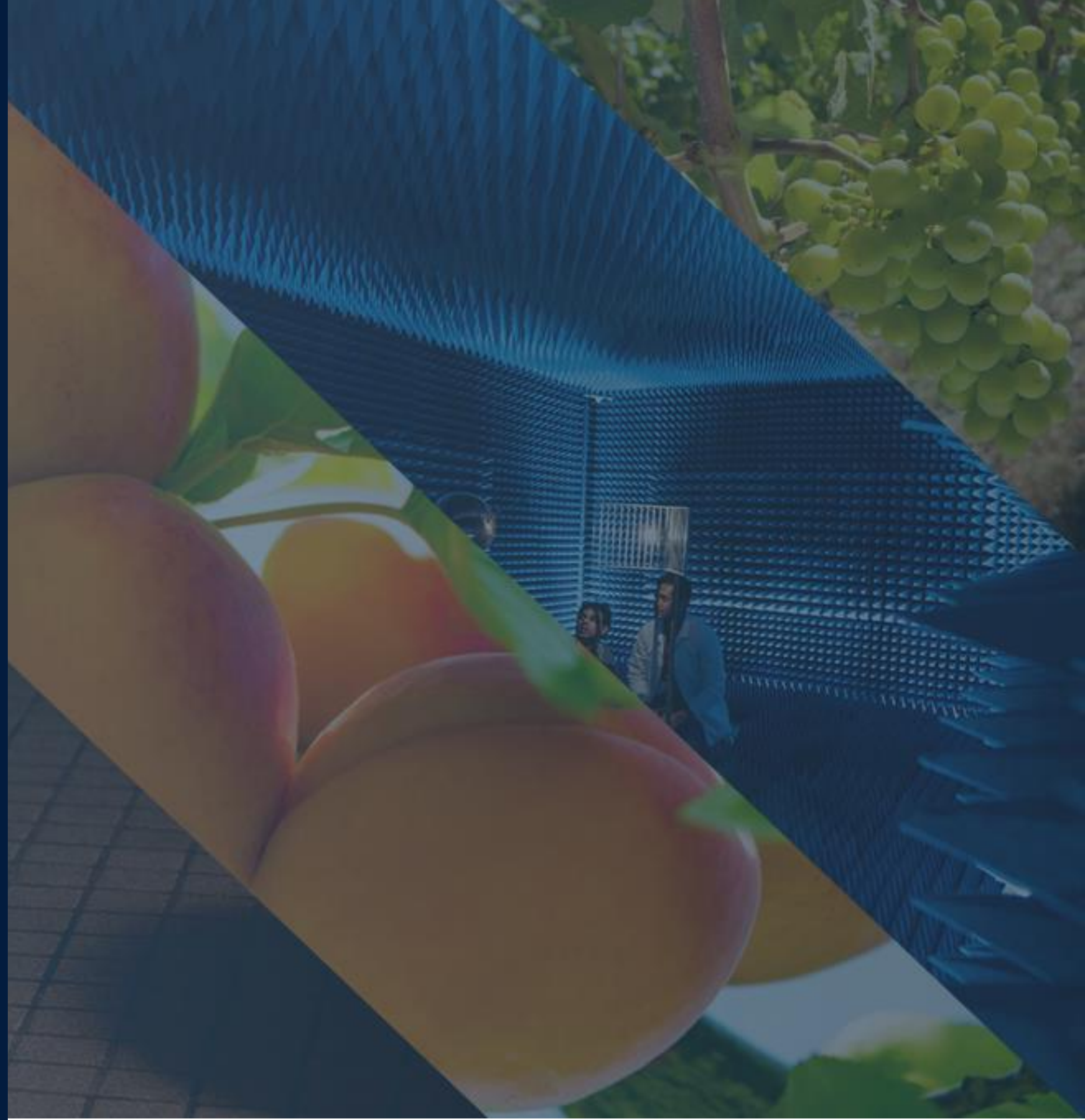




NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono



NEW ZEALAND
STORY





ALL OF GOVERNMENT ROADSHOW

NZTE key facts

5,400
EXPORT CUSTOMERS

1,600
INVESTMENT
CUSTOMERS

800
PEOPLE

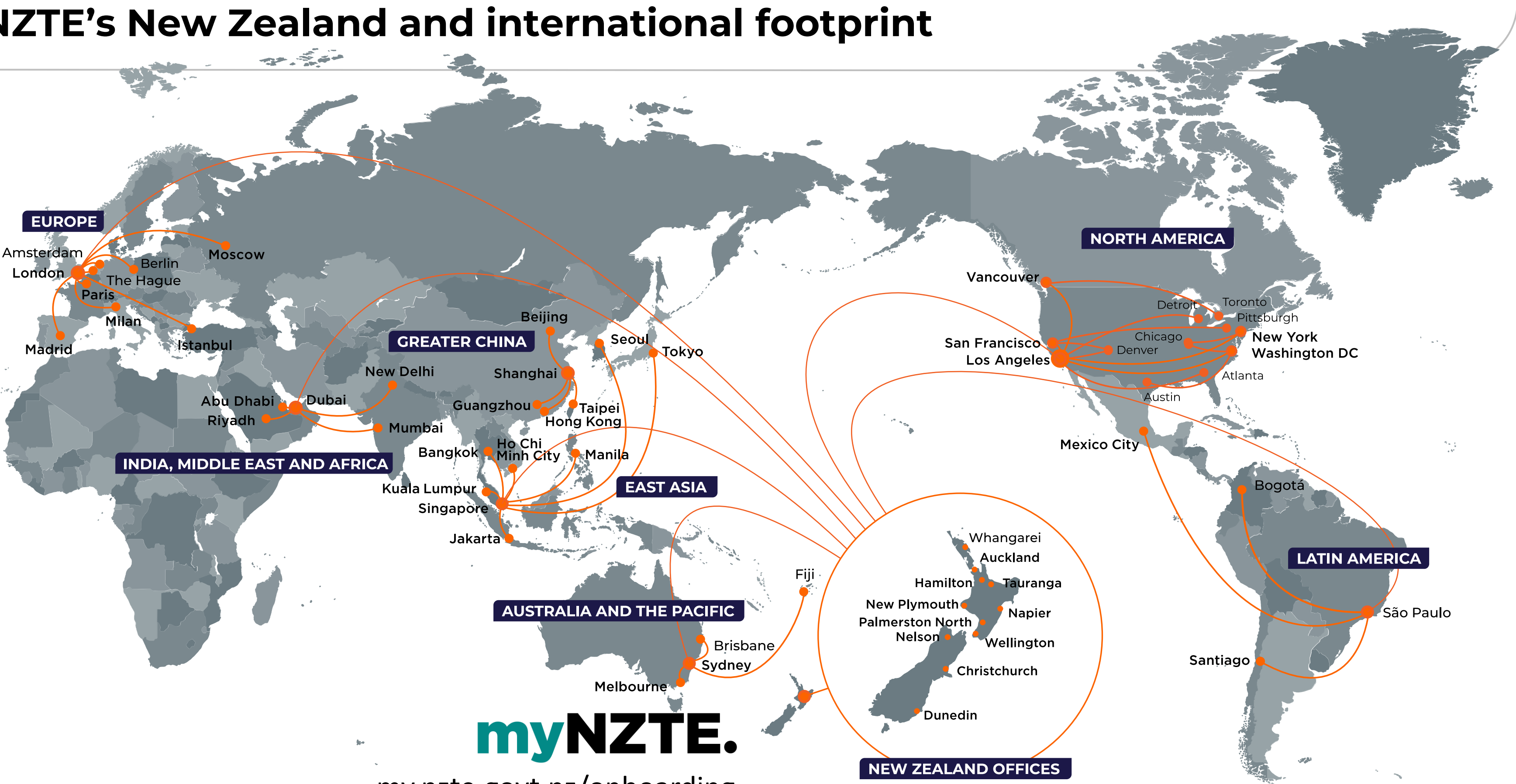
**CROWN
ENTITY**
WITH PRIVATE BOARD

\$287m
BUDGET 2021/22

41
INTERNATIONAL
LOCATIONS

**To grow companies internationally
— bigger, better, faster —
for the good of New Zealand**

NZTE's New Zealand and international footprint



myNZTE.

my.nzte.govt.nz/onboarding

NEW ZEALAND STORY



NEW ZEALAND
STORY

ExportNZ All of Government Roadshow 2023

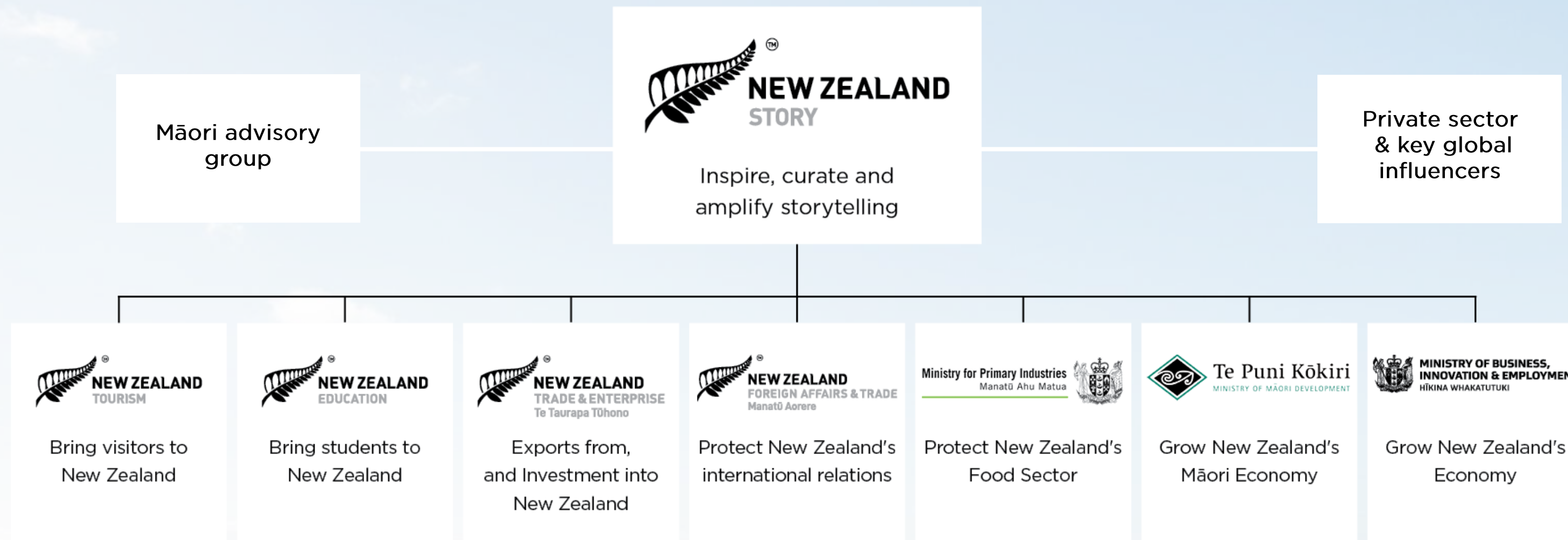
MAKING NEW ZEALAND FAMOUS
FOR MORE GOOD THINGS

TELLING NEW ZEALAND'S STORY



New Zealand Story works across NZ Inc to communicate more consistent and compelling stories about New Zealand.

We also work with the private sector to help them tell a consistent story about New Zealand and our shared values on the world stage.



OUR MOST VISIBLE STORY

**100% PURE
NEW ZEALAND**

EXPANDING OUR STORY BEYOND THE KNOWN



WHAT IS OUR NEW ZEALAND STORY?

Our country's narrative is built on international perception research and underpinned by values that define us as people and as a country. The more the world knows about these, the greater our chance to grow New Zealand's global reputation. We showcase this through stories like these, from Aotearoa New Zealand's export sector.



FISHER & PAYKEL HEALTHCARE

Through care, ingenuity and original thinking, Fisher & Paykel Healthcare have changed the way the world delivers respiratory humidification to patients in critical care around the world. Throughout a 50-year history in New Zealand, they have developed innovative solutions that help patients in 120 countries.



3SIXTY2 AND CARBONCLICK

Marlborough winery 3sixty2 has become the first winemaker in New Zealand to offer carbon offsetting to customers at checkout. Partnering with the Kiwi company, CarbonClick, they take action on their carbon footprint. Each transaction includes a small contribution towards balancing out the carbon emissions of the purchase. CarbonClick funds forest restoration, tree planting, and renewable energy projects in New Zealand and around the world.



...and many more



WHY DOES COUNTRY BRANDING MATTER?

A strong country narrative is important for many reasons, and particularly so for a distant market like New Zealand that is reliant on exports, tourists and students.



Attract foreign investment, tourism and talent.



Help make products more desirable and valuable.



Strengthen diplomatic relations with other countries.

Country branding is most effective when government, business, expats and allies tell a consistent story.





NEW ZEALAND
STORY

THE COMMON THREAD

CARE FOR PEOPLE,
AND CONNECTION TO PLACE,
DRIVES OUR INGENUITY.

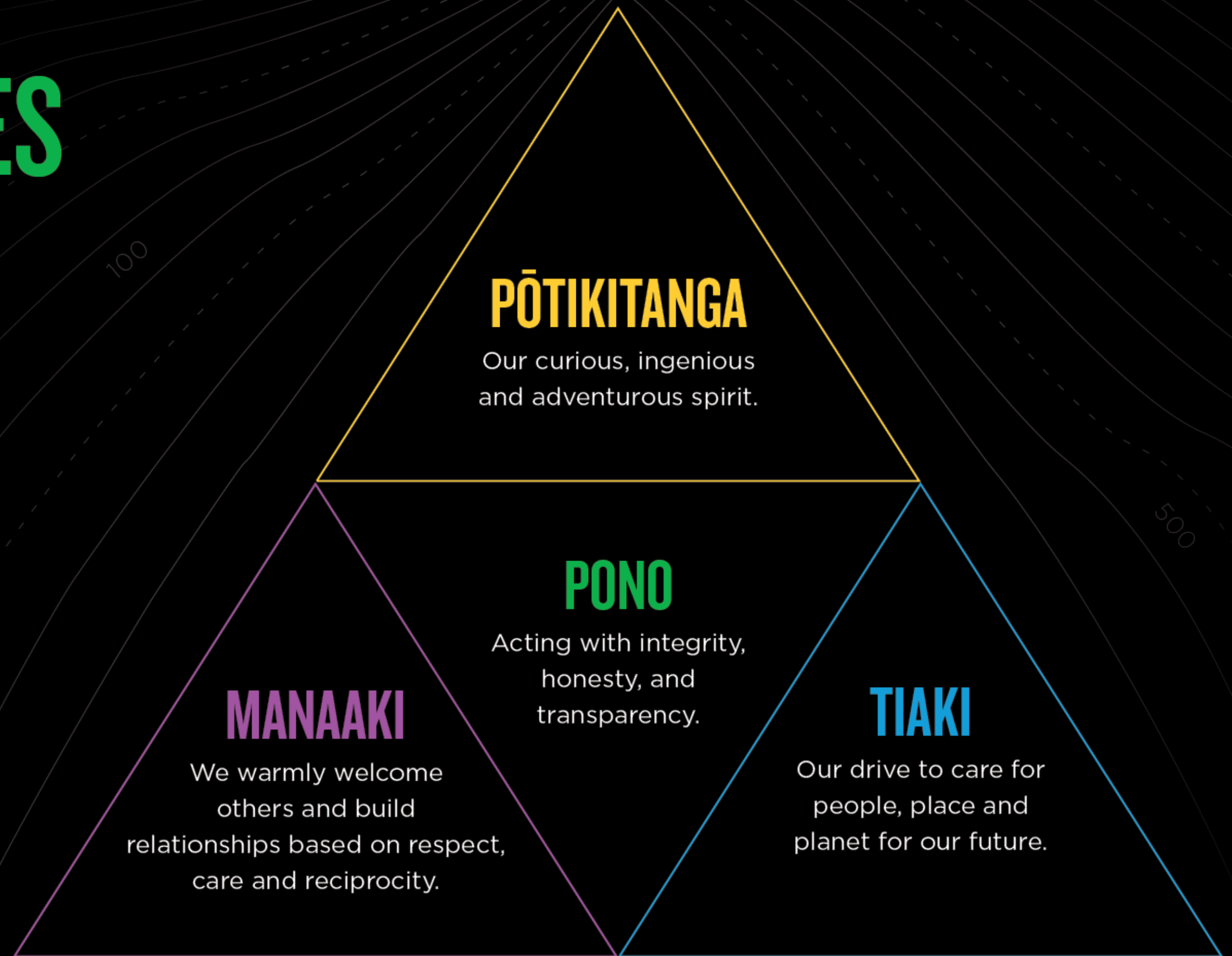


UNDERPINNED BY CORE VALUES

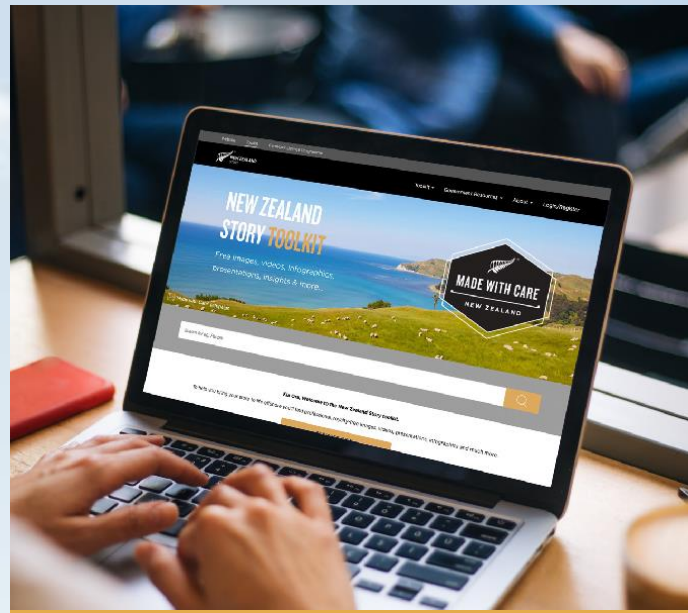
Our core values, Ngā Mātāpono, collectively underpin New Zealand's offering to the world.

They are represented here in the form of a Kōkiri. In times of old the Kōkiri was a Māori triangular fighting formation whereby any of the three points could lead or defend an attack, today the term is used to describe a less aggressive but no less powerful concept of driving forth together in unison to champion or lead a shared cause, kōkiritia!

The values are arranged in this Kōkiri form to illustrate how any value can lead in any direction, whilst always backed up by the others, as it is not any one value alone that makes us unique, it is how they work together that shapes what we have to offer the world.

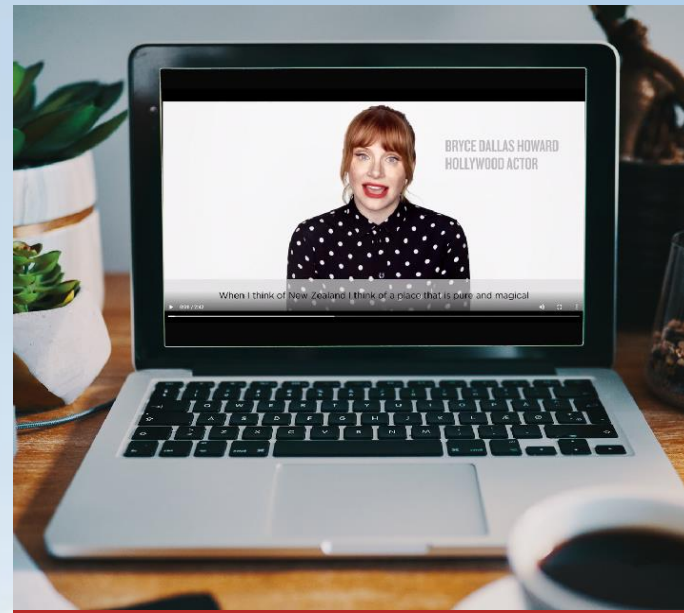


OUR SERVICE OFFERING



TOOLKIT

We produce a wide range of royalty-free images and videos, infographics and key messages, all free for use to help tell your story.



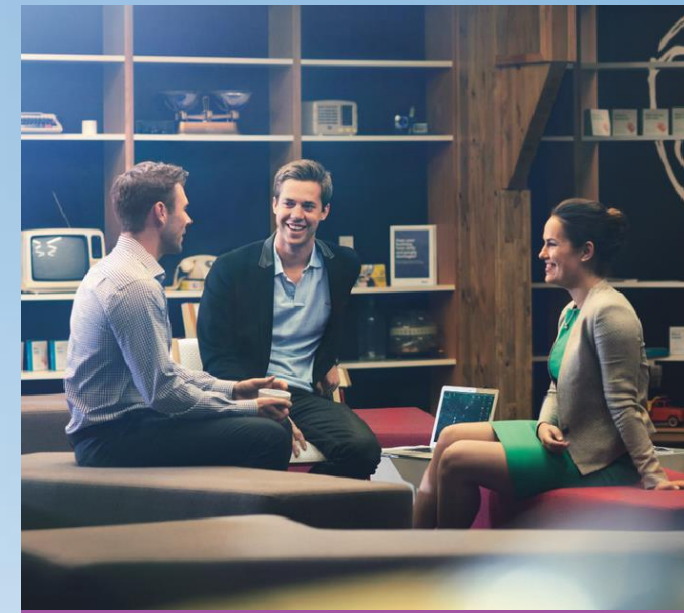
CONTENT

We create and curate stories, videos and campaigns that tell New Zealand stories, in a variety of formats.



RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas markets.



CONSULTANCY

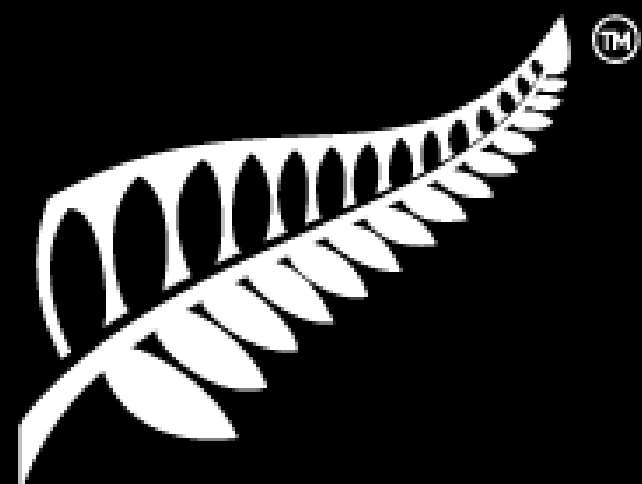
We work with government agencies, companies, industry groups, and major events on how to use the New Zealand story.



FERNMARK

The FernMark Licence Programme helps promote and protect New Zealand products and services on a global scale.

FERNMARK LICENCE PROGRAMME



NEW ZEALAND.COM
Licence No.123456

1

GIVE YOUR BRAND INSTANT
COUNTRY-OF-ORIGIN
RECOGNITION



2

LEVERAGE OUR NATION'S
BRAND AND REPUTATION
WITH A GOVERNMENT
BACKED ACCREDITATION



3

ASSURE CONSUMERS AND
BUILD TRUST WITH
TOOLS TO VERIFY YOUR
FERNMARK STATUS



SUPPORTING OUR EXPORT STORY



THE CLINICIAN

“The FernMark helps differentiate us on the world stage of digital healthcare providers. Leveraging the beautiful things associated with being from New Zealand.”



“The FernMark is such a great shortcut for quality, New Zealand, and a tick of endorsement.”

ecostore

“For us, the FernMark is about authenticity, and representing brand New Zealand.”



Tidy

“The FernMark represents in a visual way many aspects of New Zealand’s value-add to the world and extends our country’s unique brand identity.”

SECTOR CAMPAIGNS

AGENCY CAMPAIGNS

OUR CAMPAIGNS
(Explicit)

MADE WITH CARE
(F&B)

GOOD VALUES MAKE
FOR GOOD BUSINESS
(Investment)

100% PURE
NEW ZEALAND
(Tourism NZ)

POWERED BY
PLACE
(Agritech)

SEE
TOMORROW FIRST
(Tech Sector)

FIT FOR A
BETTER WORLD
(MPI)

I AM NEW/
THINK NEW
(Education NZ)

OUR
PROPOSITION

CARE FOR PEOPLE, AND CONNECTION TO PLACE, DRIVES OUR INGENUITY.

OUR VALUES
(Implicit)

TIAKI

MANAAKI

PŌTIKITANGA

PONO

THANK YOU NGĀ MIHI



NEW ZEALAND
STORY

2023

MAKING NEW ZEALAND FAMOUS
FOR MORE GOOD THINGS



ExportNZ

ALL OF GOVERNMENT ROADSHOW

Thank You

Ministry for Primary Industries
Manatū Ahu Matua



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