



Friday, 23 February 2024

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Kia ora! Happy Friday!

It's a packed edition of the ExportNZ newsletter with plenty going on in Aotearoa New Zealand and abroad.

If you are an exporter in the Wellington region or know of someone in the region then please check out our ExportNZ ASB Wellington Export Awards for 2024 - entries are currently open! It's a fantastic way to showcase your business and celebrate the work, the effort, and the innovation that is coming out of the sector - more details below.

The all-important WTO MC13 meeting is kicking off next week in Abu Dhabi and we've got our focus on three key issues, check the ExportNZ Trade & Policy Update for more information and updates on other trade and policy issues currently bubbling away.

And lastly, down the bottom of the newsletter we're showcasing three great events around the country in Christchurch, Auckland, and Hawke's Bay - NZ's burgeoning space industry, the current global trading environment, and accessing the South Korean market, are all on the agenda!

Have a great weekend,  
Josh



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### Trade Update - February

- World Trade Organisation - MC13
- Comprehensive & Progressive Trans-Pacific Partnership
- Asia-Pacific Economic Community - Peru 2024
- Gulf Cooperation Council & the United Arab Emirates
- India-New Zealand Relations
- European Union-New Zealand Free Trade Agreement

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### Entries Open for the ExportNZ ASB 2024 Wellington Export Awards!

Every business has a story to tell, and we want to hear yours. Tell us about your successes, your experiences and celebrate your team, with the opportunity to showcase that story on a national and international stage. These awards are organised to recognise the excellent exporters in the wider Lower North Island region and share their importance to our country.

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### New research report on diplomatic like-mindedness with Latin America

A report by the New Zealand Institute of Economic Research on the extent and significance of New Zealand's diplomatic collaborations with Latin America and the steps required to enhance our linkages with this region in an age of reduced certainty. ExportNZ is delighted to have contributed to the report.

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### How to navigate the Singapore Market

NZTE trade commissioner: "You've got three different cultures in an area the size of Lake Taupō; that's going to make for some really interesting conversations."

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### Red Sea Attacks "May hit EU-NZ Trade Deal"

As the ripple effects of Israel's war in Gaza continue, Kiwi officials warn our businesses could become more badly affected by shipping disruptions in the Red Sea.

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### Implications of shipping disruptions in the Red Sea - February 2024

New Zealand Ministry of Foreign Affairs & Trade has collated up-to-date information regarding the disruptions to shipping via the Red Sea and Suez Canal. This is an important source of relevant information for all exporters using the Red Sea shipping passage.

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### NZ Businesses in China: "We'll never have that stampede again"

Heading into 2024, New Zealand businesses on the ground continue to see China as a key market, but are realistic that COVID has put a dent in the record, and the days of headlong growth have passed.

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### MFAT Market Intelligence Reports

- Weekly Global Economic Report - 19 February 2024
- Implications of shipping disruptions in the Red Sea - February 2024
- China: 2023 annual growth target attained, what's in store for '24?
- German Digital Health Market Update - February 2024
- Weekly Global Economic Report - 12 February 2024
- European Union Corporate Sustainability Due Diligence - February 2024

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### **Business Canterbury - ExportNZ Breakfast: Shifting Global Markets - Christchurch**

To kick start the 2024 ExportNZ Breakfast Series, we'll be discussing how exporters can navigate the current geopolitical climate and its impact on global trade - focusing on the financial and economic impacts.

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### **Unlocking Space: Opportunities for Manufacturers in the Growing Space Industry - Auckland**

Join Space Trailblazer as they introduce New Zealand manufacturers to the exciting prospects awaiting in New Zealand's space industry!

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### **Thriving in South Korea's Experienced Based Economy - Hawke's Bay**

How can NZ businesses grow in overseas markets such as Korea's, where consumers seek out memorable experiences? This 3 hour in-depth and interactive workshop (including lunch) will feature business cases, insights from industry experts, latest market research, and best-of-breed tools to create better value for consumers in saturated markets.

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