



Friday, 19 January 2024

MESSAGE FROM THE EXECUTIVE DIRECTOR

Kia ora!

Happy 2024, I hope the start of the year has treated you well.

Ongoing issues with both the Red Sea/Suez Canal and Panama Canal, means that we're keeping an eye on New Zealand's supply chain situation. While there aren't any broader capacity issues at the moment, the situation is uncertain and could deteriorate quickly. Exporters should keep in contact with their freight forwarders and logistics providers and make sure they have a plan going forward as this could be a long-term issue. If you have any questions or concerns, please get in contact with me.

We're kicking off the year by partnering with the American Chamber of Commerce for their Doing Business in the USA events in Auckland and Christchurch on the 14th and 15th February. Come along and hear from the experts who have been successful there and from those who can assist you to enter and do business in the US market. See below for more information!

Have a great weekend,
Josh



Joshua Tan
Executive Director
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Red Sea conflict: Supermarkets bring forward orders to ride out shipping delays

Supermarket group Foodstuffs is re-ordering some groceries sooner than it would normally do to reduce the chances of shoppers being affected by shipping problems in the Red Sea and on the Panama Canal.

But it is exporters and car importers that appear most nervous about the potential impact of shipping delays and extra transport costs.

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Owning Your Online: Online Security Basics for Business

Are you a business owner wanting to know where to start with your online security? Join us for an interactive webinar as we unravel the world of online security - in a way that's approachable and tailored for your small business.

What to Expect?

- Understanding the Basics
- Exposing Online Threats
- Practical Tips for Business Owners
- Interactive Q&A Session

Why Attend? Cyber-attacks on businesses are continuing to rise. Whether your business is big or small, learn about protections you need in place to keep your data, networks, customer information, and your reputation secure.

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Te Kāwanatanga o Aotearoa
New Zealand Government

New Zealand dairy products can now enter China duty-free

All New Zealand dairy products are now able to enter China duty free, with the end of safeguard duties on milk powder starting, Trade and Agriculture Minister Todd McClay says.

"In 2008, China agreed to remove all tariffs on dairy products in the New Zealand-China Free Trade Agreement (FTA). With the safeguard duties on milk powder now removed as of 1 January 2024, this marks the final liberalisation of dairy access under the FTA.

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Exports hit by new blow to shipping

Some New Zealand dairy exports are taking nearly three weeks longer to reach international markets as they are diverted to avoid military tensions in the Red Sea and delays traversing the Panama Canal due to drought.

Santiago Aon, Fonterra's director of global supply chain, said carriers are diverting around the Cape of Good Hope to avoid conflict in the Red Sea, which increases transit times for the co-operative's cargo by 14-17 days.

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MFAT Market Intelligence Reports

- Brazil Green Hydrogen and Offshore Wind: A Green Saudi Arabia? - January 2024
- Weekly Global Economic Report - 15 January 2024
- United Kingdom: Border Target Operating Model - January 2024
- South Africa: agriculture opportunities - December 2023
- Weekly Global Economic Report - 18 December 2023
- Lights, camera, (finally) action - and relief - December 2023

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Thriving in South Korea's Experienced Based Economy

How can NZ businesses grow in overseas markets such as Korea's, where consumers seek out memorable experiences? This three-hour in-depth and interactive workshop 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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Growing in Japan's Quality Conscious Market

How can NZ businesses convince customers in highly established markets such as Japan to appreciate new products and solutions? This workshop explores how to navigate 'stable' markets exemplified by Japan. We will tackle the challenge of growing a business in a market where customers are very happy with current offerings and will develop analytical lenses for understanding such markets by focusing on:

- From 'Made in Japan' to 'Made for Japan'
- Fast followership strategies and value creation
- The blurring of customer segments in Japan

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Doing Business in the US/ Select USA Roadshow - Auckland & Christchurch

The USA is New Zealand's third largest export market. In the last 12 months NZ's exports have grown by 10.4%. with goods exports totaling \$8.3 billion plus over \$3 billion in services. Come along and hear from the experts who have been successful there and from those who can assist you to enter and do business in the US market.

Dates:

- **Auckland - 14 February 3:00 to 5:30pm**
- **Christchurch - 15 February 3:00 to 6:00pm**

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