



Friday, 22 March 2024

MESSAGE FROM THE EXECUTIVE DIRECTOR

Kia ora!

We had some great news overnight as the EU-NZ Free Trade Agreement passed its third and final reading. The Bill will now receive Royal Assent from the Governor-General bringing it into law and completing the ratification process. Next step - Entry into Force (Which we understand will be on the 1st May). Keep an eye out as we're working with some great partners on a few EU-focused events and bits of materials in the lead up!

While one agreement enters its final ratification stages, another is being proposed - earlier this month, Minister Todd McClay announced a proposal to begin negotiations on a "Comprehensive Economic Partnership" with the United Arab Emirates - you can find more information in our Trade Update below.

Finally, it is great to hear from the horticulture sector about the bountiful apple and kiwifruit seasons this summer, especially after an incredibly difficult 2023 season. Wishing the sector all the best with the harvests!

Have a great weekend!
Josh



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Trade Update - March

- India - Foreign Minister Peters visit
- China - Foreign Minister Wang Yi's visit to New Zealand
- Comprehensive and Progressive Trans-Pacific Partnership (CPTPP)
- United Arab Emirates
- World Trade Organization
- Supply Chain Disruption

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Government moves to quickly ratify the NZ-EU FTA

"The Government is moving quickly to realise an additional \$46 million in tariff savings in the EU market this season for Kiwi exporters," Minister for Trade and Agriculture, Todd McClay says.

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Implications of shipping disruptions in the Red Sea: a view from Europe - March 2024

Further to our report on the implications of shipping disruptions in the Red Sea, this report analyses the impacts that Houthi attacks are having on commercial shipping in Europe.

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New Zealand Kiwifruit Harvest Looking Fruitful

Weather creating ideal growing conditions for much of the country has meant that the 2024 season is forecast to ship a significantly higher volume of 193 million trays, up from the 133 million trays exported last year. On average, each tray has around 30 pieces of kiwifruit.

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Apple exports signal rosier times ahead for Hawke's Bay - and NZ

Hawke's Bay orchards are bustling with activity as the region's apple season kicks into high gear. Amidst the lush greenery, the first shipment of apples to the season is poised to embark to distant shores - marking a significant moment for both growers and consumers alike.

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Something has been brewing at Ozone

For the Ozone Coffee Roasters International team, the challenge was trying to fund business expansion whilst establishing a relationship with a bank in the UK. This is where the team at New Zealand Export Credit (NZEC) come into the picture.

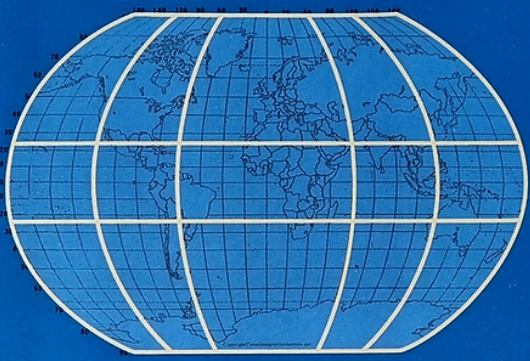
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Going Global: Building a world-wide branded business

Kerry Paul, Founding CEO Manuka Health has launched a new book: GOING GLOBAL Building a world-wide branded business. In 226 pages entrepreneurs are presented with the principles in each of 12 major subject areas, Kerry has employed to build global businesses delivering branded consumer

GOING GLOBAL

Building a world-wide branded business



by Kerry Paul
Founding CEO
Manuka Health New Zealand

products to 45 countries. Case studies are employed particularly from his success with Manuka Health New Zealand to show how the principles work in practice. The reader is stimulated to adapt the learnings to their own situation.

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How New Zealand F&B is perceived in India

Learn what affluent consumers in Delhi and Mumbai think of New Zealand's food and beverage and get insights on how to position your products to fetch premium prices.

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Incoterms® 2020 practical free wallchart

FREE Incoterms2020 chart available for download. This free practical chart outlines the obligations, costs and risks of buyer and seller under each Incoterms® rule.

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MFAT Market Intelligence Reports

- Decarbonisation of Norway's Cruise Industry - March 2024.
- Weekly Global Economic Report - 11 March 2024.
- Weekly Global Economic Report - 18 March 2024.
- Implication of shipping disruptions in the Red Sea: a view from Europe - March 2024.
- Saudi Arabia: Food Security Strategy - February 2024.
- California dreaming: Golden State economic review - February 2024

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Doing Business with the USA/ SelectUSA Roadshow, Wellington

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.

When: April 8, 2.30pm - 4.30pm

Where: BNZ Partners Centre, Level 1, BNZ Place, 1 Whitmore St, Wellington

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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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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

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