



Wednesday, 30th April 2025

## Update from the Executive Director

Kia ora!

Our eyes remain firmly on the United States and what may lie ahead on the trade policy front. After a flurry of tariff announcements and postponements earlier this month, things have gone a little quiet as the administration begins negotiating "deals" with some of the hardest-hit trade partners. New Zealand is not currently negotiating, having been hit with the minimum 10% tariff rate. You'll find more on this in this month's [Trade & Advocacy Update](#) below.

Speaking of the US, earlier this month I spoke with Stuff's Gill South about what early-stage exporters need to know when entering the U.S. market, how to diversify, and how businesses are already reacting to the new tariffs. You can check out the [interview here](#).

In some good news, ExportNZ, Business Central, and ASB are proud to bring back the Hawke's Bay Export Awards for an 11th year! Applications and nominations for the award categories are now open — [you'll find more information at the bottom of the newsletter](#).

That's all from me for now,  
Josh



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### [Contents:](#)

- 1: [Trade Update - April 2025](#)
- 2: [Primary Industries New Zealand Summit & Awards 2025](#)
- 3: [Record growth in research and development to drive a stronger economy](#)
- 4: [Talking Tariffs: Resources to Support NZ Exporters with US Tariffs](#)
- 5: [What Early-Stage NZ Exporters Need to Know About the US Market as Tariffs Kick In](#)
- 6: [ALTIOS: 2025 Trade Turbulence: 4 Strategic Moves Mid-Caps Should Make Now](#)
- 7: [Sustainability for SMEs and Exporters](#)
- 8: [ExportNZ ASB Hawke's Bay Export Awards 2025](#)



## Trade Update - April

The trade policy world continues in some turmoil, with huge uncertainty continuing to exist about the details of US trade policy. How other jurisdictions react to US policy is just as important as US policy itself...

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## Primary Industries New Zealand Summit & Awards | 24-25 June | Christchurch

The Primary Industries NZ Summit and Awards are a mainstay in the industry calendar.

This event continues to bring together influential stakeholders and leaders from across the primary sectors of New Zealand. It's an opportunity to hear strategic insights and celebrate our most successful and innovative primary industry producers and businesses.

This year's main themes are:

- Trump 2.0, tariffs and the dramatically shifting geo-political environment,
- Global consumer and customer market insights and megatrends,
- New Zealand trade and exports in a volatile world,
- Ownership and succession in New Zealand farming
- Changing the narrative of global farming,
- Balancing environmental outcomes with productivity and using nature-based solutions to land use challenges,
- Research, science and agri-tech innovation current, near term and future opportunities.

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## Record growth in research and development to drive a stronger economy

Science, Innovation and Technology Minister Dr Shane Reti has welcomed a significant milestone in New Zealand's research and development (R&D) sector, with new figures showing total expenditure on R&D has climbed to \$6.4 billion – a 21% increase since 2022.

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## Talking Tariffs: Resources to Support NZ Exporters with US Tariffs

Learn about the US 10% tariff on New Zealand goods, and find resources and events to help you understand what this might mean for your business.

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## What early-stage NZ exporters need to know about the US market as tariffs kick in

ExportNZ is talking to NZ exporters about how they are handling the new 10% tariffs and says newcomers to the market need to do a lot of prep.

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## ALTIOS: 2025 Trade Turbulence: 4 Strategic Moves Mid-Caps Should Make Now

Why mid-caps are under pressure  
Strategic Move #1: Map your trade & tariff exposure  
Strategic Move #2: Reprioritize your global market strategy



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**NEW ZEALAND**  
**FOREIGN AFFAIRS & TRADE**  
Manatū Aorere

## MFAT Market Intelligence Reports

- New Approach to Gene Editing in England
- Update on US Tariffs - 17 April
- the European Commission's 'Omnibus' Proposal for Cutting 'Green Tape'
- Indonesia's Economic Plans
- Through Smoke & Uncertainty: Strengthening NZ's Future in Film

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# EVENTS



## Touchpoint USA - Navigating USA for Trade, Are We Ok? [Hastings]

There is a constant change of US trade policy which affects New Zealand exporters and NZ US relations are changing with it.

Join Fiona Cooper – Executive Director NZ US Business Council, Mike Atkins – ASB Head of International Trade, and Stephen Jacobi, Executive Director – NZ International Business Forum who will outline the state of play in US trade policy following the announcement of decisions in Washington on 2 April. In a roundtable conversation they will discuss with those present the implications for NZ and Hawke's Bay exporters.

**Date & Time:** Friday, 9th May, 11am-12.30pm  
**Venue:** Foodeast Haumako, Tōmoana

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## Sustainability for SMEs and Exporters [Auckland]

Join us for a panel discussion with industry experts, sharing practical steps for business leaders in export and small to medium enterprises (SMEs) to introduce and develop sustainable practices while embedding a sustainability culture and mindset.

This will enable your business to adapt to ongoing legislative and regulatory changes, both domestic and offshore, and to meet the sustainability demands of the international market.

**Date & Time:** Wed 28 May, 2.30pm arrival for 3pm start time  
**Venue:** EMA Business Hub Grafton Auckland

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## ExportNZ ASB Hawke's Bay Export Awards 2025

The ExportNZ ASB Hawke's Bay Export Awards is returning in 2025 to celebrate the successes of local businesses on the world stage. Now in its 11th year, the Export Awards is a celebration of outstanding exporters in the Hawke's Bay and Gisborne region and their contribution to the wider economy.

**Category entries close on the 5th June.**  
**You can apply for:**

- ContainerCo Best Emerging Business
- T&G Global Best Emerging Business
- ZIWI Excellence in Innovation
- NZME Services to Export Award
- Napier Port Unsung Heroes Award

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