



Monday, 21st July 2025

Update from the Executive Director

Kia ora!

Last week was a busy one for ExportNZ. We were on the road hosting events focused on the opportunities emerging from the upcoming UAE CEPA and the recently upgraded AANZFTA agreement. It's been great to work alongside MFAT, NZTE, the New Zealand Middle East Business Council, and the ASEAN New Zealand Business Council to connect exporters with the latest insights and market contacts.

Last Friday, we were in Tauranga to celebrate the ExportNZ ASB Bay of Plenty Export Awards, back after a five-year break, and we're thrilled to see them return. Congratulations to all our finalists and winners, thanks to our main sponsors, ASB, and each of the awards sponsors, Air New Zealand Cargo, Page Macrae, Sharpe Tudhope Lawyers, Zespri, and Orbit World Travel. Check below to see the winners!

On the international front, the Trump Administration recently announced a delay in the resumption of reciprocal tariffs. However, letters have been sent to several countries outlining new tariff rates that could be imposed if "deals" aren't reached. New Zealand has not received such a letter and is expected to remain at the 10% baseline tariff for most exports to the US.

And finally, a big thank you to all the exporters who took the time to complete the ExportNZ DHL Export Barometer survey. We're now crunching the numbers and preparing the report, keep an eye out early next month for the results and a webinar unpacking the trends.

Have a good week!

Josh



Joshua Tan
Executive Director
ExportNZ
jtan@businessnz.org.nz

Contents:

1: [ExportNZ Policy & Trade Update](#)

2: [ExportNZ ASB Bay of Plenty Export Awards Winners Announced](#)

3: [Calm Seas Don't Make Good Sailors](#)

4: [Talk Tariffs - Preparing your D2C business for the removal of US de Minimis Thresholds](#)

5: [Exploring Taiwan: Insights into NZ's Food and Beverage Exports](#)

6: [UAE Opportunity There for the Taking.](#)

7: [Events around the Country.](#)



ExportNZ Policy & Trade Update

Things appear a little calmer on the international trade front, but geopolitical tensions have risen considerably in the Middle East. This will have implications in terms of supply chain uncertainty, increased energy prices etc...

[More ->>](#)



ExportNZ ASB Bay of Plenty Export Awards Winners Announced

Chair of the ExportNZ BoP Executive Committee Warwick Downing says,

"This year's winners exemplify the innovation, resilience, and global ambition that define the Bay of Plenty's export community.

"Their success is a testament to the region's ability to compete, and thrive, on the world stage."

See more about the winners using the link.

[More ->>](#)



Calm Seas Don't Make Good Sailors

As global trade becomes more fragmented, directors must adapt risk governance and strategy to meet a new era of disruption, says ExportNZ Executive Director, Josh Tan.

[More ->>](#)



Talk Tariffs - Preparing your D2C Business for the Removal of US de Minimis Thresholds

Join this webinar to gain insights from experts on:

- The current de minimis situation for New Zealand
- How changes have been applied to China and Hong Kong - and what that could indicate for future implementation
- Potential customs documentation requirements
- Scenario planning for different duty rates
- Impacts on pricing, margins and business models

[Click to Register](#)



Exploring Taiwan: Insights into NZ's Food and Beverage Exports

In May 2025, Richard Rennie, senior agri-journalist for NZ Farmers Weekly, embarked on a comprehensive visit to Taiwan to investigate the burgeoning opportunities for New Zealand's food and beverage exporters. Richard travelled to Taiwan with the support of an Asia New Zealand Foundation media travel grant.

[More ->>](#)

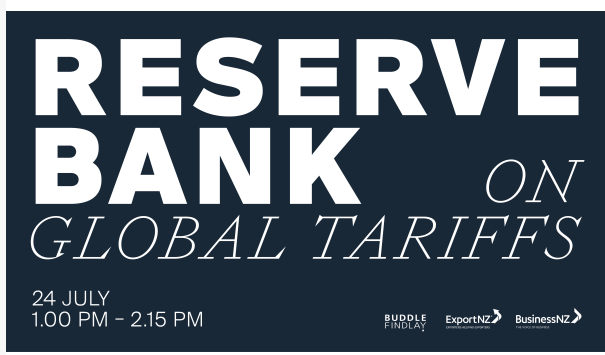


UAE Opportunity There for the Taking

The free trade agreement between New Zealand and the United Arab Emirates is not only the fastest ever to be signed by this country, it is also a welcome lever to grow and rebalance trade between the two countries, says NZ Trade and Enterprise commissioner Ahmad Zakkout.

[More ->>](#)

EVENTS



[Reserve Bank on Global Tariffs](#)

BusinessNZ and ExportNZ invite members to a briefing in Wellington on Thursday, 24th July, led by the Reserve Bank of New Zealand.

We are pleased to host Paul Conway, Chief Economist at the Reserve Bank, who will speak about global tariffs covering:

- The various ways global tariffs will impact us here in New Zealand; and
- How the RBNZ is thinking through the impacts on inflation and the economy more broadly.

Thanks to our hosts, Buddle Findlay.

- Thursday, 24th July
- 1:00 pm to 2:15 pm
- Online Only [In-person Tickets Sold Out]

[More ->>](#)



[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.

- Thursday, 31st July 2025
- 6:00 pm to 10:30 pm
- Toitoti: Hawke's Bay Arts & Events Centre

[More ->>](#)



[Exporting to Germany & the EU: All Workshops Confirmed - Secure Your Spot Today](#)

This workshop series offers insider knowledge and practical advice from experienced exporters, helping you navigate the German market with confidence.

You'll learn how to leverage opportunities from the EU-NZ Free Trade Agreement, connect with peers and trade professionals, and walk away with actionable steps and tools to support your export journey.

[More ->>](#)



[Focus Taiwan 2025](#)

Focus Taiwan 2025 is the premier platform for exploring the future of New Zealand-Taiwan business relations, co-hosted by the New Zealand Taiwan Business Council and the Taiwanese Business Association of New Zealand.

Building on the success of the 2022 event, which brought together leaders from government, business, and academia, Focus Taiwan 2025 returns with a forward-looking agenda examining new opportunities for trade, investment, and collaboration between two of the Asia-Pacific's most dynamic economies.

Date & Time: Monday, 28 July, 10:00 am - 4:00 pm

Venue: Ellerslie Event Centre, 100 Ascot Avenue, Auckland

[More ->>](#)



[Newsletter Archive](#)

Missed an issue of *The Exporter*? [Click here](#) to access all previous issues in our Newsletter Archive.



[LinkedIn](#)



[Youtube](#)



[Email](#)