

Friday, 27th June 2025

Update from the Executive Director

Kia ora!

Earlier this month, we celebrated the Central Region Export Awards in Palmerston North. It was a fantastic evening with many proud exporters.

Congratulations to NZ Pharmaceuticals for taking out the Exporter of the Year Award, and to all our other winners and finalists. A big thank you to Business Central, our delivery partners in the region, and to ASB, DHL Express, Gallagher Insurance, and CentrePort for backing these awards and our local exporters.

This month we have awards gala evenings in Hawke's Bay and the Bay of Plenty, so check below for how to attend!

Tariff news has quietened down somewhat over the past few weeks, but with tensions rising in the Middle East, there is still much that exporters must stay up to date on. Mark 9 July in your calendars, as it is the day that the pause on "L-Day" reciprocal tariffs is due to end – more on that and on other trade news and work we've been doing in our Trade News & Advocacy Update.

Finally, we have a new event series launched! Exploring new markets? Want to learn about the new FTA with the United Arab Emirates or the upgraded FTA with the ASEAN Region? Then we have the event for you! We'll be in Christchurch, Tauranga, and Auckland with sessions exploring the United Arab Emirates and Southeast Asian markets. With an upgrade FTA with the ASEAN region and an FTA coming into force soon for the UAE, it's a great time to learn about these two markets from officials and experienced businesses.

Happy Friday! Josh



Joshua Tan Executive Director ExportNZ <u>jtan@businessnz.org.nz</u>

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 Barometer Survey
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Trade Update - June

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

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ExportNZ DHL Export Barometer Survey

Last Call! Respond to the

is due to close on Monday, 30th June. We've had a great response rate so far and we've come to the last couple of days of the survey.

We know you're also navigating an

This year's ExportNZ DHL Barometer Survey

increasingly complex global trading environment – from emerging tariffs and trade restrictions to geopolitical uncertainty and shifting demand patterns. Now's your chance to update us: What's

What support do you need to operate in today's environment?

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changed? What's still holding you back?



Support NZ Exporters with US Tariffs Learn about the US 10% tariff on New

Talking Tariffs: Resources to

events to help you understand what this might mean for your business.

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Zealand goods, and find resources and

2025



This edition features prominent voices on NZ-China trade from first-time contributors.

NZBRiC Q2 Industry Report

including Consul General Chen Shijie of the Consulate-General of the P.R.C. in Auckland and Joshua Tan, Executive Director of ExportNZ. We're delighted to share their insights with our readers as we continue to foster informed dialogue and stronger connections within the business community. In this edition, we explore:

• Chinese Modernisation as a Model of

Development
• Charting a Steady Business Strategy in

- Unpredictable Times

 How a Community-First Strategy Unlocks
- Market Potential in China

 China's O2 Economic Outlook
- China's Q2 Economic Outlook
 New Zealand's Key Export Sector
 Performance in China

• Trends in Chinese Consumer Behaviour .

Scan the QR Code to Access the Report



storm in uncertain times

Scan the QK Code to Access

uncertain times

Global trade policy tensions: weathering the storm in

The rapid escalation of trade tensions will shape global trade over 2025...

Dominating trade developments in 2025 has been the rapid escalation of global trade tensions. The additional import tariffs imposed by the United States, and retaliation by China, are significant and have

occurred at such a pace that we are starting to see the impact in global economic data

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Cyber Smart Week



This year's Cyber Smart Week dates have been set (6-12 October). With over half of all New Zealanders experiencing an online incident in the last six months, we encourage you all to get onboard and become a supporter of Cyber Smart Week. Run by the team at NCSC, this year's focus will continue to raise the importance of being secure online and encourage all New Zealanders (at home and at work) to take simple measures to protect themselves online.

Sign your organisation up to become a supporter of Cyber Smart Week 2025 and, closer to the time, you'll receive free material and resources you can share with your employees, customers, and communities. This will include ready-to-use materials such as posters, editorial content, a social media pack, challenges, a quiz, plus much more.

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The primary sector is continuing to provide bumper exports - StatsNZ

It's the shining light in the New Zealand economy - and it's continuing to shine brightly. New Zealand's primary sector is having a good year - and its continuing to drive strong export figures.

Statistics NZ's figures for May show that in the month the difference between what we exported and what we imported resulted in a surplus of \$1.23 billion, which is slightly down on the \$1.29 billion surplus recorded in April.

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FOREIGN AFFAIRS & TRADE

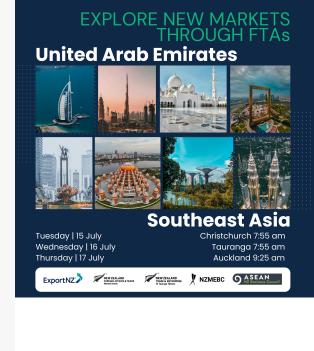
Manatū Aorere

MFAT Market Intelligence Reports

- Accelerating Through Headwinds: Viet Nam's growth and opportunities for New Zealand businesses • Weekly Global Economic Report - 16
- June 2025 • Japan - Changes to rules for synthetic
- food containers and packaging June • US trade update - increase to steel

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EVENTS



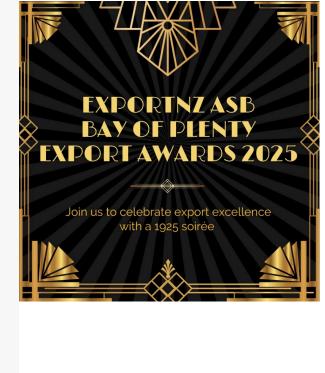
Explore New Markets Through FTAs: United Arab Emirates & the Southeast Asia Region **Exploring New Markets? Want to Learn**

about the new FTA with the United Arab Emirates or the upgrade to the FTA with the ASEAN Region? We've got the event for you! Join us in

Auckland, Tauranga, and Christchurch for a special briefing on New Zealand's evolving trade opportunities with a focus on two significant partnerships. With the UAE offering a strategic gateway

into the wider Middle East, and the ASEAN region continuing to thrive in today's challenging global environment, this is a timely session for any exporter looking to grow into these markets.

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Export Awards 2025 The ExportNZ ASB Bay of Plenty Export

Awards honour and celebrate the

ExportNZ ASB Bay of Plenty

accomplishments of companies exporting goods and services to overseas markets from the BoP region. This year's event recognises exporting excellence from throughout the region,

including Tauranga, Mount Maunganui, Whakatāne, Kawerau, Ōpōtiki, Rotorua and Waihi. The awards gala will be held at Mercury Baypark Stadium Lounge, in Mount Maunganui, on 18 July. Date & Time: Friday, 18th July, from 6:30pm

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Venue: Mercury BayPark Stadium



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

ExportNZ ASB Hawke's Bay

Export Awards 2025

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 are now closed! Finalists will be announced on the 7th July

The awards gala dinner will be held at Toitoi: Hawke's Bay Arts & Events Centre in Hastings,

Date & Time: Thursday, 31th July, from 6:00pm Venue: Toitoi: Hawke's Bay Arts & Events

4:00 pm

Centre

on the 31 July.



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Focus Taiwan 2025 -Advancing New Zealand-**Taiwan Business Relations**

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. The 2025 programme will feature keynote speakers from New Zealand and Taiwan, sector-specific panel discussions, and structured networking opportunities.

Discussions will focus on priority sectors including advanced manufacturing, green technology, food and beverage, education,

biotechnology, and digital services.

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

Venue: Ellerslie Event Centre, 100 Ascot

Avenue, Auckland

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Newsletter Archive

Missed an issue of *The Exporter*? <u>Click</u> <u>here</u> to access all previous issues in our Newsletter Archive.





