



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



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### Contents:

- 1: [Trade Update - June 2025](#)
- 2: [ExportNZ DHL Export Barometer Survey](#)
- 3: [Talking Tariffs: Resources to Support NZ Exporters with US Tariffs](#)
- 4: [NZBRiC Q2 Industry Report 2025](#)
- 5: [Global trade policy tensions: weathering the storm in uncertain times](#)
- 6: [Get your team involved in Cyber Smart Week](#)
- 7: [The primary sector is continuing to provide bumper exports](#)
- 8: [Events Around the Country](#)



## 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...

[More ->>](#)



## Last Call! Respond to the ExportNZ DHL Export Barometer Survey

This year's ExportNZ DHL Barometer Survey 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 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 changed? What's still holding you back? What support do you need to operate in today's environment?

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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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## NZBRiC Q2 Industry Report 2025

This edition features prominent voices on NZ-China trade from first-time contributors, 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 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](#)



## Global trade policy tensions: weathering the storm in uncertain times

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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## Get your team involved in Cyber Smart Week



Cyber Smart Week

6 – 12 October 2025

own your online

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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NEW ZEALAND  
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 2025
- US trade update – increase to steel and aluminium tariffs

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EVENTS



### EXPLORE NEW MARKETS THROUGH FTAs

#### United Arab Emirates

Tuesday | 15 July  
Wednesday | 16 July  
Thursday | 17 July

#### Southeast Asia

Christchurch 7:55 am  
Tauranga 7:55 am  
Auckland 9:25 am

### 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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### EXPORTNZ ASB BAY OF PLENTY EXPORT AWARDS 2025

Join us to celebrate export excellence with a 1925 soiree


### ExportNZ ASB Bay of Plenty Export Awards 2025

The ExportNZ ASB Bay of Plenty Export Awards honour and celebrate the 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  
**Venue:** Mercury BayPark Stadium

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### EXPORTNZ ASB HAWKE'S BAY EXPORT AWARDS 2025

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

The awards gala dinner will be held at Toitoti: Hawke's Bay Arts & Events Centre in Hastings, on the 31 July.

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

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### FOCUS TAIWAN 2025

#### Taiwan Business & Trade Forum / Summit

"Bridging Futures: Opportunities for New Zealand and Taiwan in a Changing Global Economy"

**28 July, Monday 10am - 4pm**

Ellerslie Event Centre

Summit Tickets (Includes morning tea, lunch, and afternoon tea)

- TBANZ & NZTBC Members: \$90
- Non-Members: \$110 Early bird ticket price valid for payments received by July 7

### 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 – 4:00 pm

**Venue:** Ellerslie Event Centre, 100 Ascot Avenue, Auckland

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