



Thursday, 27th March 2025

Update from the Executive Director

Kia ora!

Today we held the Auckland leg of our All of Government Roadshow – event number eight of nine, with a packed out room!

The roadshow events have been a great way to get around the country, to speak with exporters, and to give businesses and government agencies the opportunity to ask questions and listen. Thank you to our regional network; Business South, Business Central, and the EMA for their support so far. Thanks also to our agency partners; the Ministry of Foreign Affairs & Trade, New Zealand Story, the Export Credit Office, and New Zealand Trade & Enterprise for coming along on the journey with us.

We have our last event in Christchurch on April 2nd with Business Canterbury. There are still a few spots left so if you are in town, please register to attend. There is plenty of interest in running similar events in other parts of the country, so keep an eye out for more opportunities to engage.

April 2nd is also set to be a major day for tariff announcements, with President Trump signalling this will be the day when major tariffs on imports into the United States will be implemented. On the road, we have fielded a number of questions from exporters on tariffs and the potential impact on New Zealand exporters, see our trade and policy update for our thoughts. Our friends, the American Chamber of Commerce NZ and MinterEllisonRuddWatts are also hosting an event on the 3rd April to discuss the implications, see below for the details.

Lastly, we have three massive awards events coming up – check below for nomination details for ExportNZ ASB Export Awards in the Wellington/Central region and the Bay of Plenty, with Hawke's Bay Awards soon to be launched! Our awards are a great way to acknowledge the hard work of our exporters and their teams around the country, so please consider putting your businesses forward to celebrate!

That's it from me this month,
Josh



Joshua Tan
Executive Director
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Trade Update - March

- India-New Zealand Relations Breakthrough?
- L-Day Fast Approaching for the United States and the Rest of the World
- Public Consultation on New Zealand-India Free Trade Agreement Negotiations [OPEN]
- Goods Clearance Fees Review – NZ Customs Service & Ministry for Primary Industries
- Going for Growth: Unlocking New Zealand's Potential

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How might New Zealand fare if the US considers reciprocal trade measures?

Sense Partners considers how New Zealand may fare if the US considers reciprocal trade measures?

Key Points:

- New Zealand won't be the specified target of any reciprocal tariff initiative announced by President Trump.
- There are good reasons to think we would have a solid case for an exemption, given our tariff rates on US products are on average less than half of those the US imposes.
- But it is entirely possible that New Zealand could inadvertently get caught up in any sweeping imposition of universal tariffs, based on a notion of reciprocity at the tariff line level.

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The Kiwi Business Guide to Thriving in China

For New Zealand business owners aspiring to enter the Chinese market, a strategic approach is essential. Recent research by Dr Antje Fiedler and Dr Benjamin Fath, Senior Lecturers at the University of Auckland Business School, provides valuable insights into navigating the complexities of the Chinese market.

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ALTIOS: Doing Business In India

Since 2008, ALTIOS has been present in India, offering a comprehensive portfolio of consulting and subsidiary management services to clients from over 18 countries. As an emerging economic power, India offers a wealth of opportunities for foreign companies. Its growing market, driven by urbanization and an increasing disposable income, represents one of the world's largest consumer markets.

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Bull in a China Shop: Market Price Support in the Dairy Industry

Market price support policies (aka as “subsidies”) in the agriculture sector are a classic example of what is meant by ‘beggar thy neighbour’. One country attempts to improve its own economic situation by intervening in the market on behalf of its producers, at the expense of suppliers in other countries. Yes – it may produce a short-term gain for producers in one country, but generates decidedly unpleasant consequences everywhere else, including broken crockery.

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MFAT Market Intelligence Reports

- The Argentinian Economy - February 2025
- A Turning Point in New Zealand's Trade Performance? - February 2025
- The Netherlands' Green Transition - January 2025
- 'One Year On' - Implementation of the European Union's Carbon Border Adjustment Mechanism - January 2025

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EVENTS



ExportNZ ASB Central Region Export Awards 2025 - ENTRIES OPEN

The ExportNZ ASB Central Region Export Awards annually honours and celebrates the accomplishments of Lower North Island based companies in exporting goods and services to overseas markets.

This year's event recognises exporting excellence from Wellington to the rest of the Central region and will be hosted for the first time Palmerston North on the 6th of June at the Palmerston North Conference + Function Centre.

Category entries close on the 16th April.

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ExportNZ ASB Bay of Plenty Export Awards 2025 - ENTRIES OPEN

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 Bay of Plenty 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.

Category entries close on the 18th April.

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US Tariffs and the Ramifications for NZ Exporters

President Trump has introduced plans to address unfair and non-reciprocal trade practices and reduce the US trade deficit. US agencies have been tasked with investigating trading partners' tariffs, subsidies, and other trade barriers, with findings and recommendations for remedial measures due by 1 April 2025. These plans could lead to higher tariffs or quotas being imposed on New Zealand goods exports to the US, potentially increasing costs, reducing margins and affecting supply chains.

When evaluating each trading partner's unfair and non-reciprocal trade practices, the US agencies have been instructed to consider a range of factors, including the partner's use of tariffs, unfair taxes (including value-added taxes and digital services taxes), subsidies, carbon border adjustment mechanisms, exchange rate policies, and other non-tariff barriers to trade, ensuring that all costs imposed on US exporters are considered. The plans overarching objectives are to address deficits and unfair practices and ensure that the US charges countries tariffs equivalent to those they impose on US exporters.

Find out from the experts as to what NZ exporters should be doing to safeguard their market positions in the US. Significant announcements about the US's tariff plans are expected on 1 April.



Jonathan Mason
Chair NZ US Council and
board member Zespri
International



Simon Tucker
Director, Global Sustainability,
Stakeholder Affairs and Trade,
Fonterra Cooperative Group US



John Bellingall
Economist,
Sense Partners



Sarah Diamond
Partner,
MinterEllisonRuddWatts

Cost: Member \$50 including GST
Non-Members \$65 including GST

Book at: <https://www.amcham.co.nz/event-6104367>



US Tariffs and the Ramifications for NZ Exporters

Our friends, the American Chamber of Commerce NZ and MinterEllisonRuddWatts- are hosting an impressive panel to discuss the implications of US Tariffs and what NZ exporters should be doing to safeguard their market positions in the US. This event is in-person and also offers an online option for those outside of Auckland. Register using the link below:

Date: Thursday, 3rd April

Location: Auckland & Online

Pricing: Click "more" for pricing details

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