



Friday, 30th May 2025

## Update from the Executive Director

Kia ora!

This newsletter was finalised last night, but lo and behold have been significant tariff updates this morning. The US Court of International Trade earlier ruled that the President had exceeded his authority in imposing the Liberation Day tariffs and ordered an immediate halt to them. However, a federal appeals court has now ruled to reinstate the tariffs temporarily, pending an appeal hearing by the Trump Administration. Our understanding is that the tariffs imposed by President Trump on New Zealand products are still in place, and we will keep you updated as we know more. The tariff news included in the Trade and Policy Update below is up to date to the 29<sup>th</sup> May.

Export Awards season is well and truly underway! Next Friday we will be celebrating the Central Region Export Awards in Palmerston North, while the finalists for the Bay of Plenty Awards have been announced, and nominations for the

Hawke's Bay Awards are closing on the 19<sup>th</sup> June! Thanks to our Network partners, Business Central and the EMA for their work putting these awards together, and to ASB Bank for their support with all three awards.

Certain export sectors had wins in the budget; the big win for exporters overall is the investment boost scheme. Exporters and manufacturers have long called for an accumulated depreciation-type arrangement to help with investment in new plant and equipment, so we are very supportive of the announcement. More in our Update below.

Last but not least, keep an eye out for our ExportNZ DHL Barometer Survey going out early next week. This is the one and only survey ExportNZ conducts and helps us continue to advocate on behalf of the sector. It'll take less than 10 minutes to complete, so please help us out!

Enjoy the long weekend!  
Josh



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## Trade Update - May

Just as some elements of the Trump Administration's trade policy appear to be clearer, new complications and confusion arise. Policy shifts, sometimes quite radical policy shifts, can occur with little or no notice...

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## Still plenty of opportunities overseas for NZ exporters, new data shows

Despite international ructions in the trade world, New Zealand's export sector is finally finding its feet after a turbulent couple of years, according to new data...

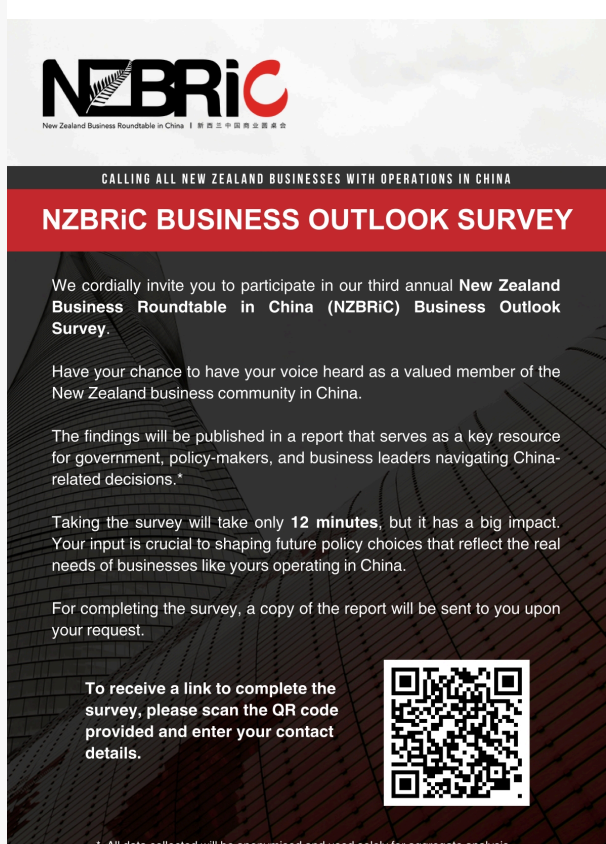
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## Talking Tariffs: Resources to Support NZ Exporters with US Tariffs

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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## Calling All New Zealand Businesses with Operations in China

Our friends, the New Zealand Business Roundtable in China (NZBRiC), invites you to share your insights in their third annual Business Outlook Survey.

Your feedback ensures the priorities of New Zealand businesses in China are clearly understood and reflected in future policy discussions and commercial strategies.

Additionally, this year's results will be published in both English and Chinese to help both New Zealand and Chinese stakeholders better understand the needs, challenges, and opportunities faced by Kiwi businesses operating in China.

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## Fragmented world: 2025 bank industry solvency stress test scenarios

The Reserve Bank's 2025 bank industry solvency stress test includes two severe but plausible scenarios featuring an escalation of current geopolitical-related economic risks.

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## Thinking about exporting to Germany or the EU?

The German-New Zealand Chamber of Commerce (GNZCC) is planning its 2025 Exporting to Germany and the EU Roadshow, designed to help New Zealand exporters enter and grow in Europe's most important markets. Fill out the short Expression of Interest form to help shape the workshops:

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## Export 101 Roadshow

Call for Participants and Contributors

Express Your Interest

Helping New Zealand Exporters Succeed in Germany and the EU



### Why premium still wins in China

Much has been written about China’s “consumption downgrade” and “deflationary pressures.” It is true that China hasn’t experienced significant inflation like in the West – average sales prices have remained flat, and prices in some sub-categories have even declined. Chinese consumers are also becoming more price-conscious, moving on from the days when buying the most expensive product was equated with buying the best. But just looking at the headlines around price drops only tells half the story.

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Manatū Aorere

### MFAT Market Intelligence Reports

- Weekly Global Economic Report - 26 May
- US Trade Update - 22 May
- Australian Government Procurement Changes - Ongoing Commitment to a Single Market
- California's Electric Vehicle Ecosystem
- Egypt Economic Report 2025

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# EVENTS



### ExportNZ ASB Hawke’s Bay Export Awards 2025 - Entries Still Open

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 19th 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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### 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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### 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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