



Tuesday, 28 October 2025

Update from the Executive Director

Kia ora from Los Angeles!

I’m joining the NZUS Council’s business delegation to the States over the next week, visiting LA, Washington DC, and finishing up in Chicago. I’ll make sure to update members on our visit and what we see and hear over the next week!

Back home, the Select Committee Report on the Gene Technology Bill has finally been released. While we are disappointed that our recommendations have not been actioned, we will continue to engage with officials on the Bill – more information in the Policy & Trade Update below.

That’s it from LA, enjoy your week!
Josh



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ExportNZ Policy & Trade Update

We wrote last month that policy had been reasonably stable on the US front. Of course, within 24 hours, new tariffs were announced on wood products and patented pharmaceuticals, and renewed threats were made about tariffs being imposed on foreign-made movies. No one can explain how the film tariff would be implemented...

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Congratulations to the NZIBA 2025 finalists!

The 55 finalists across 10 categories represent the best of Kiwi innovation, ambition, and global impact—showcasing the diversity and talent that puts New Zealand on the world stage.

This year's categories are:

- Best Emerging Business
- Best Medium Business
- Best Large Business
- Excellence in Brand Storytelling
- Excellence in Growing Online Sales
- Excellence in Innovation
- Excellence in Sustainability
- Leveraging Investment for Int. Growth
- Māori Excellence in Export
- Inspiring Women Leaders

The winners will be announced at the awards night in Auckland on 27 November.

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17th ASEAN-Australia-NZ Dialogue

The 17th ASEAN-Australia-New Zealand Dialogue began with the whakataukī – “Nā tō rourou, nā taku rourou ka ora ai te iwi” - With your food basket and my food basket, our people will thrive. Success in today’s fractured global environment depends on shared effort. For businesses, that means recognising how diplomacy, security, and cultural engagement influence the risks and opportunities they face in ASEAN (Association of Southeast Asian Nations) and beyond....

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What might "100% Tariffs on Foreign Movies" look like?

According to President Trump, [100% movie tariffs are imminent](#). But what does that actually mean? While some label the idea “[bizarre](#)” and “[impossible](#)” to enforce, this paper highlights that tariffs have been imposed on imported movies before, and there are a number of mechanisms that the U.S. administration might explore in order to levy duties – each creating a different set of incentives and disincentives for industry stakeholders planning film projects....

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Government Launches Biodiscovery Platform to grow New Zealand's Bioeconomy

A new Biodiscovery Platform is being set up to harness New Zealand’s unique biodiversity and support the development of high-value products, innovation, and a globally competitive bioeconomy.

The Biodiscovery Platform represents a new frontier in how New Zealand supports science-led commercialisation.

While the science system has long backed innovation in agriculture and technology, biodiscovery has not been targeted strategically, even though it offers huge economic potential....

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Support for exporting Innovative food and fibre products

The Ministry for Primary Industries (MPI) has launched a new web page to help exporters of innovative food and fibre products build strong support networks and take their ideas to market. Explore it here: [Support for exporting innovative food and fibre products](#).

Whether you're starting out or scaling up, this page is designed to connect you with the right people and tools to move forward. It lists some key organisations that can help you with your ideas, as well as MPI support programmes and funding that may be available.

[More ->>](#)



Long-Term Sustainability - calling all Leaders: What is Best Practice?

Leadership and governance that support sustainability create conditions to help organisations thrive long-term. This research aims to identify best practices, bottlenecks and generate practical solutions that can help your business succeed.

Conducted by the [Leadership and Governance Collective](#) through [Massey University](#), it follows last year's organisational culture survey. Outputs for leaders will include dashboards, such as [this one for larger companies](#), and the [Aligning Culture with Strategy Report](#), featured on [RNZ](#).

The survey is anonymous and takes about 15 minutes.

[Take the Survey here!](#)



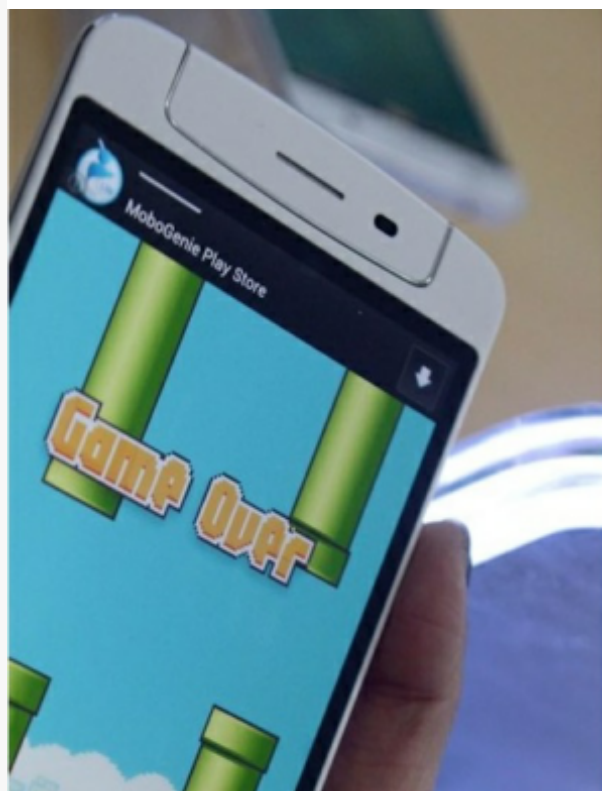
Research on Auckland's China and Indian owned businesses

The Asia New Zealand Foundation is undertaking a research project to better understand the business ecosystem of Auckland. The purpose of the research is to help the Foundation and NZ Inc agencies better engage with local businesses.

This short survey has been designed to take 7-8 minutes to complete. All data collected will be kept private by the Foundation. Only overall summaries (not individual data) will be shared publicly.

If you identify as being of either Chinese or Indian ethnicity and own shares in an exporting (goods and/or services) business that operates in Auckland, your feedback through the following short survey would be greatly appreciated:

[Survey in English](#)
[Survey in Mandarin](#)



Pixels and Parades: How Gaming is Becoming Vietnam's new Cultural Stage

Vietnam has officially declared gaming one of its 12 cultural industries, elevating it from a pastime to a state-backed pillar of creativity and growth. More than an economic move, the decision reflects how video games are becoming a stage for Vietnamese heritage, from folklore-inspired storylines to cosplay parades and packed esports arenas, writes Robert Bociaga.

On a September evening in the capital, the convention hall was lit not by stage lights alone but by the glow of countless screens. Cosplayers in dragon armor mingled with performers in [áo dài](#), while game designers explained to parents how storylines rooted in Vietnam's 4,000-year history could become the next global hits....

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MFAT Market Intelligence Reports

We wrote last month that policy had been reasonably stable on the US front. Of course, within 24 hours new tariffs were announced on wood products and patented pharmaceuticals, and renewed threats were made about tariffs being imposed on foreign made movies. No one can explain how the film tariff would be implemented.

This month the focus seems to have been more on Gaza and Ukraine and on securing a summit with Xi Jinping. But there have been threats and counter-threats made about rare earths and high end computer chips.

- For New Zealand the focus has been on achieving signature of the FTA with the Gulf Cooperation Council and on finalising the FTA outcome with India.
- The GCC FTA signature could happen within the next few weeks but a date has not been finalised.
- New Zealand's chief negotiator Vangelis Vitalis was in India last week and a new round of negotiations is scheduled for early November.
- Trade Minister Todd McClay is pulling out all stops to have a conclusion to this important negotiation this year.
- Meanwhile at PM level the focus will be on ASEAN and APEC. These meetings are increasingly more important for side bilateral meetings than they are about the meetings themselves.

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EVENTS

Equipping Business for CIIE (Webinar, 28 October)

The [New Zealand Business Roundtable in China \(NZBRIC\)](#), together with the [China Chamber of Commerce in New Zealand](#), are pleased to announce a new webinar: Equipping Business for CIIE.

