

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



Joshua Tan **Executive Director** ExportNZ jtan@businessnz.org.nz

Contents:

- 1: ExportNZ Policy & Trade <u>Updated.</u>
- 2: Congratulations to the NZIBA 2025 finalists!
- 3: 17th ASEAN-Australia-NZ Dialogue.
- 4: What might "100% Tariffs on Foreign Movies" look like?
- 5: Government launches Biodiscovery Platform to grow New Zealand's bioeconomy.
- 6: Support for Exporting Innovation food and fibre products
- 7: Long-Term Sustainability calling all Leaders: What is best <u>practice?</u>
- 8: Research on Auckland's China and Indian owned businesses.
- 9: Pixels and Parades: How Gaming is becoming Vietnam's new Cultural Stage.
- 10: MFAT Market Intelligence Reports.
- 11: Events around the Country.



ExportNZ Policy & Trade Update

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...

We wrote last month that policy had been

<u> More - >></u>



2025 finalists!

The 55 finalists across 10 categories

Congratulations to the NZIBA

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

The winners will be announced at the

Māori Excellence in Export Inspiring Women Leaders

awards night in Auckland on 27 November. <u> More ->></u>

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.... **More ->>**



According to President Trump, 100% movie tariffs are imminent. But what

What might "100% Tariffs on

Foreign Movies" look like?

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.... <u>More ->></u>



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....



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.

<u>More ->></u>



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 <u>Leadership and</u>
<u>Governance Collective</u> through <u>Massey</u>
<u>University</u>, it follows last year's
organisational culture survey. Outputs for
leaders will include dashboards, such as <u>this</u>
<u>one for larger companies</u>, and the <u>Aligning</u>
<u>Culture with Strategy Report</u>, featured on
<u>RNZ</u>.

The survey is anonymous and takes about 15 minutes.

Take the Survey here!



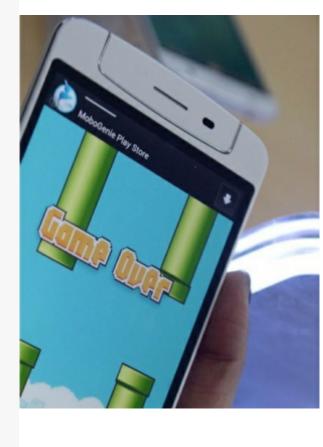
Research on Auckland's China and Indian owned businesses

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.

convention hall was lit not by stage lights alone but by the glow of countless screens. Cosplayers in dragon armor mingled with performers in <u>áo dài</u>, while game designers explained to parents how storylines rooted in Vietnam's 4,000-year history could become the next global hits....

On a September evening in the capital, the

<u>More ->></u>



FOREIGN AFFAIRS & TRADE

Manatū Aorere

Reports

MFAT Market Intelligence

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.

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

This month the focus seems to have 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.
- 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.

New Zealand's chief negotiator

 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.

<u>More - >></u>

EVENTS

(Webinar, 28 October)

The New Zealand Business Roundtable in

Equipping Business for CIIE.

Equipping Business for CIIE

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:



3 PM - 5 PM (NZDT)

Tracel

With the 8th China International Import Expo (CIIE) fast approaching (November 5–10), this session brings together experienced exhibitors and visitors to share proven strategies for success. Whether you're a first-time participant or a returning exhibitor, gain practical insights to turn your CIIE presence into long-term business outcomes....

More ->>



NZBRiC CIIE Breakfast with the Ambassador (Shanghai, China November 6)

With the 8th Annual China International

Import Expo (CIIE) just around the corner, the New Zealand Business Roundtable in China (NZBRiC) is delighted to host its signature CIIE Breakfast, this time with the New Zealand Ambassador to China Dr. Jonathan Austin 乔文博.

This breakfast at Something Dining and Bar is a premier opportunity to gain critical insights and connect with key figures in the NZ-China business community before a busy day at the expo.....

<u>More ->></u>



Fuel

Tracel

ICBC 图 I银新西兰 kea grin

Resilient Waters: German-New Zealand Conference (Wellington, 17 November)

New Zealand's water infrastructure is under

growing pressure from climate change, ageing systems, and extreme weather events. Ensuring safe drinking water, reliable wastewater management, and resilient infrastructure requires fresh thinking and innovative solutions.

At this conference, a delegation of German

companies will present cutting-edge technologies and intelligent system solutions designed to improve water resilience in the face of climate change. The programme will feature expert presentations, sector-specific insights, and networking opportunities with a professional audience from water utilities, engineering firms, city councils, and decision-making bodies.

Time: 11:30 am - 3:30 pm Venue: Business New Zealan

Global Village '26

Date: Monday 17 November

Venue: Business New Zealand, Wellington

<u> More ->></u>



(Surat, Gujarat, India, January 2026) Global Village '26 is a major international

B2B trade and investment expo taking place

in Surat, Gujarat, India (24-26 January 2026). Featuring participation from over 18 countries, it provides a high-impact platform for businesses to form export partnerships, investment linkages and cross-border collaborations globally.

Sectors in focus include food and beverage,

areas of growing interest between New Zealand and India. Confirmation of attendance is open until 1 December 2025.

Date: January 2026

healthcare, technology and tourism are

Venue: Surat International Exhibition and Convention Centre, Gujarat, India

More ->>



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

Newsletter Archive

Newsletter Archive.







Email