



Tuesday, 30 September 2025

Update from the Executive Director

Kia ora!

It was great to spend the last couple of weeks in Malaysia and Singapore to attend the 17th AANZ Dialogue and to catch up with some of our key stakeholders in the region. I will have my reflections on these two great markets out soon via linkedin and our website.

On behalf of ExportNZ, I want to add my congratulations to all the finalists nominated for an award at this year's NZ International Business Awards. We are proud to play a part in such an important event, with the winners of our regional ExportNZ awards going into the NZIBA judging process. I'm looking forward to celebrating the best of our export community on the 27th November - good luck to all the finalists!

October and November are shaping up to be a busy period, with a strong line-up of events from ExportNZ and our partners. Be sure to check the listings at the bottom of this newsletter to see what's coming up.

Enjoy the rest of the week!
Josh



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Contents:

- [1: ExportNZ Policy & Trade Updated.](#)
- [2: Congratulations to the NZIBA 2025 finalists!](#)
- [3: Nutraceutical & Functional Food Business Delegation, China 2025](#)
- [4: Talking Tariffs](#)
- [5: How can New Zealand's agri-innovation ecosystem become the world leader it should be?](#)
- [6: Auckland Export Business Survey 2025](#)
- [8: NZ firm's world-first wine cooler exports soar in record US heatwave](#)
- [9: MFAT Market Intelligence Reports](#)
- [10: Events around the Country](#)



ExportNZ Policy & Trade Update

It has been a better month for New Zealand trade policy. There have been no new tariffs announced by the US directly affecting New Zealand interests. And there has been progress on several fronts.

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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 the 27th of November.

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Nutraceutical & Functional Food Business Delegation, China 2025

The Asia New Zealand Foundation Te Whītau Tūhono is offering up to six emerging New Zealand nutraceutical and functional food ingredient business leaders the opportunity to join a funded delegation to China in December 2025.

Delegates will:

- Gain exposure to one of the world's largest and fastest-growing nutraceutical and functional food markets
- Connect through business-to-business exchange and company visits
- Attend Healthplex, one of Asia's largest nutraceutical and functional food expos, in Shenzhen (16-18 December)
- Join business and cultural visits across eastern and southern China

If you have any questions, please reach out to Asia NZ Foundation business programme manager, Ethan Jones: ejones@asianz.org.nz

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Talking Tariffs - Briefing by the Ministry of Foreign Affairs & Trade

Hear the latest updates on US tariffs from the Ministry of Foreign Affairs and Trade, followed by a facilitated Q&A.

Those wishing to communicate with MFAT can reach out directly - exports@mfat.net.nz.

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How can New Zealand's agri-innovation ecosystem become the world leader it should be?

Agriculture is the beating heart of New Zealand. It's the lifeblood of the country's economy; it dominates the beautiful and biodiverse landscapes of the nation and is one of the most common threads between our international connections.

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Auckland Export Business Survey 2025

The Asia New Zealand Foundation Te Whaitu Tūhono is conducting research to gain a deeper understanding of Auckland's diverse business ecosystem. We are seeking insights from Chinese and Indian-owned export businesses.

If you are an Auckland-based Chinese or Indian-owned business, we invite you to complete this short 7-8 minute survey.

[More->>](#)



NZ firm's world-first wine cooler exports soar in record US heatwave

A Kiwi company that started life in a Taranaki farm shed less than a decade ago is now riding a global heatwave, with exports of its world-first wine cooler technology surging across the Northern Hemisphere.

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MFAT Market Intelligence Reports

- Finland: a Northern Hub of Innovation
- Arizona Snapshot - September 2025
- South Korea Mid-Year Economic Outlook - September 2025
- In Brazil, New Zealand is a tech exporting country

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EVENTS



Strategies & Lessons For International Growth (Palmerston North, 7 October)

Whether you're exploring new markets, refining your export strategy, or preparing to scale globally, this practical workshop will equip you with the tools, insights, and confidence to take your business international

What's in store

Join export expert Pete Torrington for an interactive, 2.5-hour workshop designed specifically for local producers and manufacturers. Drawing on over 30 years of global experience, Pete will guide you through the essential steps to becoming export ready.

Date: Tuesday 7 October 2025

Time: 9:00 am - 11:30 am

Venue: Focal Point Cinema and Cafe Palmerston North

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FNZCCI Climate & Sustainability Forum 2025 (Auckland, 23 October)

The Climate & Sustainability Forum is one of the French New Zealand Chamber of Commerce & Industry's (FNZCCI) flagship annual events, bringing together business leaders, policymakers, and sustainability professionals from New Zealand, France, and Europe.

The Forum takes place on Thursday, 23 October 2025, preceding the high-profile EU-New Zealand Business Summit. Together, these events will highlight the vital role of sustainability in shaping the future of NZ-EU trade relations.

This year's theme - "The Decarbonisation of Trade and Transportation" - focuses on the challenges and opportunities at the intersection of climate action and global commerce.

Date: Thursday 23 October 2025

Time: 8:00 am - 11:00 am

Venue: BECA, Auckland CBD

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Korea-New Zealand Smart Co-Operation Forum 2025 (Auckland, 24 October)

Join us for the [Korea-New Zealand Smart Cooperation Forum 2025](#) on Friday, 24 October in Auckland, co-hosted by the Korea New Zealand Business Council (KNZBC), the Embassy of the Republic of Korea, Ministry of Foreign Affairs and New Zealand Trade & Enterprises.

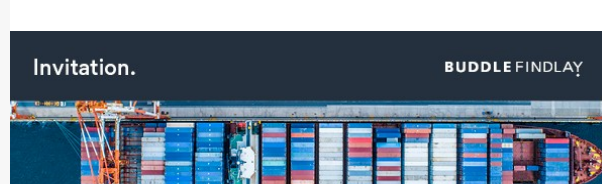
This special forum marks the 10th anniversary of the Korea-New Zealand Free Trade Agreement (KNZFTA) and brings together government, industry, and innovation leaders from both countries to celebrate a decade of partnership and explore new opportunities.

Date: Friday 24 October 2025

Time: 10:00 am-16:00 pm

Venue: Grand Millennium, Auckland

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Intellectual property for exporters panel discussion (Auckland, 29 October)

In partnership with New Zealand Trade and Enterprise (NZTE), BusinessNZ, UMF Honey Association and Loveblock Wine, please join us for an engaging panel event dedicated to helping New Zealand exporters navigate the world of intellectual property.

Our expert panellists will delve into practical case studies and share essential tips and tricks for reducing legal risk and protecting your IP rights as you grow internationally. Whether you're starting out or expanding into new markets, this session will equip you with the legal and commercial insights you need.

Date: Wednesday 29 October 2025

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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.

Date: Monday 17 November
Time: 11:30 am - 3:30 pm
Venue: Business New Zealand, Wellington

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