



Friday, 21 November 2025

Update from the Executive Director

Kia ora!

Somehow, 2025 has flown by, and here I am writing my final newsletter of the year!

It's been a full-on twelve months with tariff turmoil, a new free trade agreement, and record-breaking export revenue. Our final trade update of the year will get you right up to speed on everything that's been happening recently.

And ExportNZ isn't slowing down just yet. We've still got a few more events lined up before the year wraps. After our successful July sessions, MFAT, NZTE, and ExportNZ are teaming up again for an online celebration of the NZ-UAE CEPA. And on the 4th and 5th of December, we're hosting US-based political strategist Dan Schnur in Wellington and Christchurch. All the details are below.

Next year is shaping up to be a big one. The ExportNZ team from across the country will come together next week to map out our 2025 programme, and with an election on the horizon, we'll be running a series of roundtables to help shape our pre-election report and manifesto. Make sure you stay connected with your local ExportNZ rep.

Until next time,
Josh



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ExportNZ Policy & Trade Update

It has been another busy month on the trade policy front. Arguments have been made before the US Supreme Court on the legality of the Trump Administration's Liberation Day tariffs; some tariff rates have been changed unilaterally, India's commerce minister and a business delegation have visited New Zealand, Trade Minister McClay has taken trade missions to China and India, and CPTPP has been active.

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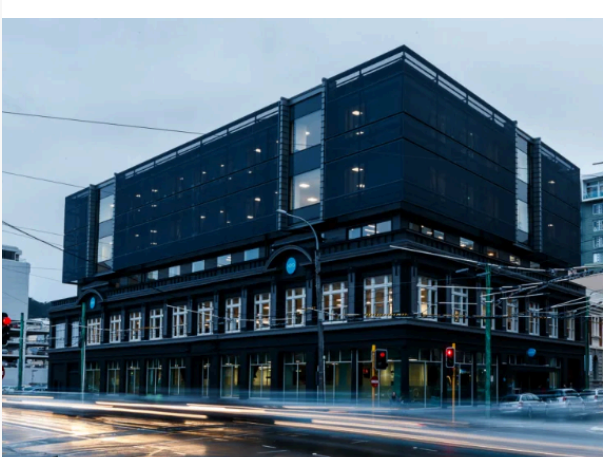


MPI Launches New Web Page

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.

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.

[Support for exporting innovative food and fibre products](#)



Tech exporters generate \$20 Billion in Revenue, 9.9% Increase on Previous Year

Tech exporters generated \$20 billion in revenue over the past year -- an increase of 9.9 percent on their previous year*.

The annual Technology Investment Network (TIN) report on the top TIN200 companies indicates the industry was maturing and [competing on a global scale](#)....

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How Trimax Built Export Success through Customer-First Culture

Founded in 1981 in Tauranga, Trimax Mowing Systems has grown from a small New Zealand manufacturer into a globally recognised provider of commercial mowing solutions.

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From Hawke's Bay to Mumbai: The New Zealand Apple that Sold Out in a Day

In the sprawling, fast-paced wholesale markets of India, success is measured in speed. For a new premium fruit to make its debut and sell out is rare — for it to happen in a single day is exceptional. Yet that is precisely what occurred when the first container of a new variety of New Zealand apple — the Rouge from Hawke's Bay — recently arrived in India.

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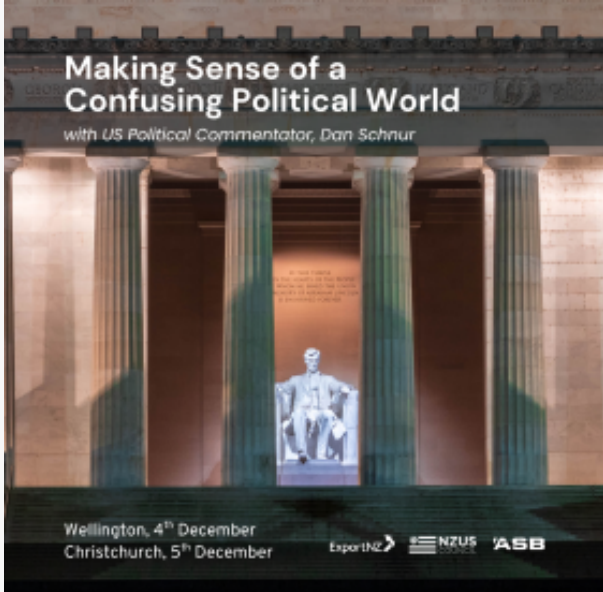
MFAT Market Intelligence Reports

- UAE Economic Outlook and New Zealand's CEPA Advantage
- Indonesia's Digital Economy
- EU Critical Raw Minerals report
- Poland's Supplement Boom: Strategic Insights for Kiwi Market Exporters

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EVENTS

**Making Sense of a Confusing Political World
(Wellington, 4 December and Christchurch, 5 December)**



In a year when headlines outpace history, ExportNZ, the NZ-US Council, and ASB are pleased to host US-based political strategist and professor Dan Schnur to help cut through the noise.

For more information and to register please click the link for [Wellington](#) or [Christchurch](#).



Exploring New Markets - United Arab Emirates Stakeholder Webinar (26 November 2025)

With the NZ-UAE Comprehensive Economic Partnership Agreement (CEPA) now in force opening up new opportunities for New Zealand exporters in the UAE market, we invite you to join our webinar to hear from local exporters and business leaders with experience in the region

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WITH HON. TODD McCLAY

Beehive to Business with Hon. Todd McClay (Tuesday, 2 December)

Join Business Central on Tuesday, 2 December for a very special, final Beehive to Business event of the year, with Hon. Todd McClay, Minister of Agriculture, Forestry, Trade & Investment and Associate Minister of Foreign Affairs.

In a year full of global geopolitical shocks, tariffs and increasing complexity for exporters – there is no Minister better positioned to deliver the insights and direction your business needs to know than Minister McClay....

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