

# THE EXPORTER

Friday, 27 March 2026

## Update from the Executive Director

Kia ora,

We are delighted to be hosting Minister for Trade and Investment, Hon. Todd McClay, in Christchurch for our [State of the Export Sector Address](#) on 23 April. ExportNZ Chair, David Boyd, will follow with a fireside discussion and moderate questions from the audience. Be sure to check out the event section below for further details.

We're also pleased to announce that ExportNZ, alongside our regional partners the EMA and Business Central, has opened nominations for three regional Export Awards - Central New Zealand, Hawke's Bay, and the Bay of Plenty. A big thank you to ASB Bank for their continued support as our key sponsor across all regions. We encourage you to put your business forward, or nominate others who deserve to be recognised. More information for each region is included below.

Finally, ExportNZ and BusinessNZ continue to engage closely with officials to ensure the real-time impacts of the US-Iran Conflict on New Zealand businesses and exporters are well understood and reflected in government decision-making and their responses. If you are experiencing specific issues, or require further information, we encourage you to get in touch. Your insights are critical to ensuring we can advocate effectively on your behalf. You can email us directly at [exportnz@businessnz.org.nz](mailto:exportnz@businessnz.org.nz).

Stay safe and enjoy the weekend!  
Josh



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## ExportNZ Policy & Trade Update

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- CPTPP and EU Ministers Find Time to Meet
- Gulf Cooperation Council Deal Sidelined
- US Tariffs - Refunds and Investigations
- Middle East Disruptions Far & Wide
- Australia - EU Finally Agree on FTA Terms
- Trade & Export Advocacy Update

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## Super and Special: The singular power of US Section 301

The impending expansion of the use of Section 301 means it is time to revisit its history and better understand the power of this US trade policy tool. A singular weapon for expansive and aggressive executive unilateralism, Section 301 lies at the center of Trump's plan to swiftly rebuild the US tariff wall. Trade partners and businesses should consider themselves warned.

[More ->>](#)



## Report from Unleashed for Kiwi Manufacturers

Discover how small and medium manufacturers across the UK, Australia, and New Zealand performed in Q4 2025. Our latest Manufacturing Health Index combines anonymised Unleashed data with expert analysis to reveal trends in sales, profit margins, purchasing behaviour, lead times, and stockholding strategies.

[More ->>](#)



## Opinion Piece: Building a Pacific Standard that proves value

The Pacific Islands have never lacked for product stories. What we have lacked, too often, is a consistent way to convert those stories into trust, and that trust into premium value. From single-origin vanilla and cocoa to kava, coconut products, seaweed, fisheries, pearls, timber, woven handicrafts and natural beauty products, the region's exports carry something the global marketplace is actively searching for: authenticity, provenance, sustainability, and a human scale of production.

[More ->>](#)



## The world at our breakfast table: Three Kiwi staples that almost all end up offshore

Five years after Who's Eating NZ, this series revisits where our food goes, but this time through the lens of Kiwi breakfast, lunch and dinner staples. We track how much of what we produce is eaten here, and who has a seat at our global table during meal times. First, let's tuck into some brekkie.

[More ->>](#)



## ExportNZ ASB Export Awards 2026 - Entries Open Now

We have launched our award nominations for three separate Export Awards - Central New Zealand, Hawke's Bay, and the Bay of Plenty! Our awards are a fantastic way to bring together the export community in each region, and to celebrate the individual successes achieved by our export companies. Thanks to key sponsor across all three awards, ASB Bank, and to our regional partners - the Employers and Manufacturers Association, and Business Central!

Make sure to enter your local awards and encourage others who deserve to be acknowledged.

- Central New Zealand (Wellington, Wairarapa, Horowhenua, Manawatū, Whanganui and Nelson-Tasman) - [click here](#)
- Hawke's Bay - [click here](#)
- Bay of Plenty - [click here](#)



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### MFAT Market Intelligence Reports

- Trade and economic implications of the Iran conflict
- Egypt Agri-Tech Landscape and Opportunities
- French Polynesia: trade and economic update

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## EVENTS



### State of the Export Sector - with Hon Todd McClay

ExportNZ and ASB invite you to hear from New Zealand's Minister for Trade and Investment, Todd McClay, as he delivers an address on the State of New Zealand's Export Sector.

The Minister will reflect on the challenging global environment our exporters currently face, outline his priorities for the trade and export sector, and look ahead to future opportunities through trade agreements, improved market access, and emerging growth sectors.

[More ->>](#)



### Primary Industries New Zealand Summit & Awards 23-24 June, Auckland

Nominations for the Awards close in just two weeks time on Wednesday 1 April.

The Primary Industries NZ Summit Awards are open to individuals, teams and companies from any producer groups working within the primary sector or in support of the primary sector. The Awards Ceremony provides a fantastic opportunity to celebrate and recognise innovation, excellence, collaboration and success across the primary industries.

[More ->>](#)



### SelectUSA Investment Summit 3-6 May, National Harbour, Maryland

The SelectUSA Investment Summit is the highest profile event in the United States to facilitate business investment by connecting thousands of investors, companies, economic development organisations (EDOs), and industry experts to make deals happen.

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