



WEBINAR

POSTCARD FROM NEW ZEALAND - Market Update and Opportunities for Tasmanian Exporters

ABOUT THIS WEBINAR

Presented by Austrade in Auckland **specifically for Tasmanian exporters**, this webinar will provide the latest market update on New Zealand.

This webinar is aimed at all businesses in the relevant sectors who are already exporting to New Zealand or are interested in the New Zealand market as part of a market diversification strategy, or who are just interested in learning more about the New Zealand market.

The webinar is brought to you by TradeStart in Tasmania – a partnership between Austrade, the Tasmanian Chamber of Commerce & Industry (TCCI) and the Tasmanian Department of State Growth.

WHY YOU SHOULD ATTEND

- Receive up to date information on the current situation around COVID-19 and the impacts in New Zealand.
- Receive a snapshot on latest developments per sector and opportunities in the New Zealand market.
- Learn how Austrade can journey with you in the New Zealand market.

MARKET INSIGHTS

New Zealand has a population of 5 million people and is ranked 1st in the World Bank 2020 report for ease of doing business.

A long-standing Free Trade Agreement with Australia – the Australia-New Zealand Closer Economic Relations Trade Agreement – was signed in 1983. Trade between our two countries has expanded on average 8% year on year and through the ongoing development of the Single Economic Market (SEM) our two economies are moving closer.

New Zealand is the 1st country by number of Australian exporters - 18,809 Australian companies export to New Zealand each year. New Zealand is often an introductory market for Australian companies internationalizing and is a gateway to markets in the Pacific region.

Australian products and services are well respected in New Zealand.

Important information

Date:

Wednesday 8th July, 2020

Time:

2.30 pm – 3.30 pm

Cost: No charge

Who should attend?

Tasmanian businesses in the following sectors:

- Defence
- Advanced Manufacturing
- Food and Beverage
- Agribusiness
- Construction

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There are opportunities in a number of sectors but this webinar will look at:

Defence:

New Zealand is an essential partner in the region and is a priority market in the Australian Defence Export Strategy.

Defence is a capital intensive portfolio – NZD\$20 billion of capacity investment is scheduled out to 2030.

Opportunities outlined in the New Zealand Defence Capability Plan that match Australian capability are:

Cyber – enhanced cyber capabilities, upgrade of communications systems

Unmanned/remote vehicles – long endurance, sustained surveillance, reduce risks to personnel

Counter IED technology - improved domestic counter explosives capability to be refreshed

Defence estate regeneration - investment earmarked to upgrade Defence facilities throughout the country.

[Link to the New Zealand Government's Defence Capability Plan](#)

Advanced Manufacturing:

Within New Zealand both ICT and high tech manufacturing is included in the advanced manufacturing sector which is considered to be diverse. Health technology is the industry's largest export sector followed by generic pharmaceuticals and scientific technology. The opportunities are considered to be numerous and include partnerships and collaboration especially in research. Manufacturing has one of the highest proportions of spending on research and development in the private sector and the Government has implemented policies to encourage more. Advanced manufacturing is seen as a key contributor to the diversification of New Zealand's exports and also diversification in export markets.

[Link to manufacturing sector report](#)

Food and Beverage:

Australian food and beverage products are well respected and food standards and food security are the same as New Zealand. Food Standards Australia-New Zealand (FSANZ) develops and manages standards for food – known as the Australia New Zealand Food Standards Code.

Opportunities exist in health focused, “good for you” environmentally sustainable products. The verification of these healthy attributes are becoming increasingly important to the consumer. There is growing interest in plant based products with other sources of protein plus ready to eat meal solutions. Personalised, tailored dietary food options are also growing in popularity.

There is also an opportunity for food ingredients where there is a shortage in local NZ production or they are not available in-market.

Agribusiness:

New Zealand is known for its agricultural success and the sector is essential for New Zealand's economic wellbeing. Constant evolution of farming practices and introduction of new technologies keep the industry successful.

Opportunities exist in new technologies and systems to improve efficiencies - particularly in digital solutions (new technologies to improve productivity and obtaining information on farm management), labour resourcing solutions,

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reduction in greenhouse gas emissions, protection systems particularly responding to biological breaches and extreme weather events. There are collaboration opportunities in research – particularly in Agritech.

New Zealand is the first country partner signed up to Farm 2050 – a global initiative to accelerate the development of sustainable agricultural technologies to support the need to feed 10 billion people by 2050.

<http://www.farm2050.com/#solution>

Australia and New Zealand have collaborated in Agritech with the formation of the Australia New Zealand Agritech Council to identify opportunities for trans-Tasman collaboration.

www.anzagritech.org

Construction:

Many of New Zealand's key infrastructure networks need critical investment and New Zealand cannot deliver the infrastructure projects alone.

The Free Trade Agreement provides benefits to the construction industry –

- Manufacture to one standard accepted in both countries
- Mutual recognition of skills and occupations – no need for re-training to practice the same skill or occupation in New Zealand.
- New Zealand Government tenders are open to Australian companies – www.gets.govt.nz

NZ is a gateway to Pacific region markets and many companies engage with the Pacific Islands from New Zealand. The Australia and New Zealand Infrastructure Pipeline provides a forward view of public infrastructure projects at www.infrastructurepipeline.org

Opportunities exist in:

Housing – kiwibuild opportunities to deliver turnkey homes at scale – www.kiwibuild.govt.nz

Water – infrastructure requires significant upgrades and renewal

Rail – Government investment of NZD\$1.2 billion to support investment in the track and supporting infrastructure, light rail and heavy rail investment.

Roading - investment in rapid transit infrastructure – busways, state highway upgrades

See the link to projects at www.nzta.govt.nz/roads-and-rail/

As a result of Covid-19 infrastructure projects have been fast tracked to help rebuild the economy.

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SPEAKERS



The Hon Craig Knowles
Consul General and Senior Trade Commissioner

The Hon Craig Knowles AM joined Austrade in July 2018 as Senior Trade Commissioner Auckland with responsibility for Austrade operations in New Zealand, PNG, and Pacific Islands. Mr Knowles also holds the position of Consul General of Australia to Auckland.

Prior to joining Austrade, his statutory appointments included Chair, Murray Darling Basin Authority and Member, Central Sydney Planning Committee. He is the current Independent Chair of the NSW Government's Natural Resources Access Regulator (NRAR).

Commercial roles include Independent Chair, Prospect Water Partnership (Suez Environment Pty Ltd and UniSuper Ltd); Director, Tulich Family Communities Aged Care; and Director, South Western Sydney Primary Health Network. He was formerly Member, Advisory Board, Built Holdings Pty Ltd; and Member, Chifley Associates (corporate advisory).



Philippa Hawken

Senior Business Development Manager

Philippa joined the Australian Trade and Investment Commission (Austrade) in 2000 and is currently the Senior Business Development Manager in the Auckland office.

Philippa has a strong focus on assisting Australian companies assess and enter the New Zealand market and covers a number of sectors in her brief.

Previous to her current role Philippa worked for the New Zealand Government so has good connections in the market.

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After registering, you will receive a confirmation email containing information about how to join the webinar.

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