



Doing Business in New Zealand:

2014 Country Commercial Guide for U.S. Companies

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Chapter 1: Doing Business In New Zealand

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Market Overview

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New Zealand offers the ease of an English-speaking culture, a stable democracy, rule of law, a transparent market, and business practices similar to those in the United States.

The foundation of New Zealand's economy is exporting agricultural products such as dairy products, meat, forest products, fruit and vegetables, and wine. High international commodity prices, particularly for protein, will continue to help New Zealand's economy through 2014 farm exports are forecast to experience a brief, substantial dip in 2014 as the 2012/2013 summer drought takes effect, but the economy will recover strongly. Domestically, the Canterbury rebuild is expected to remain the core driver of growth in 2014. The New Zealand Treasury estimates the damage from the Christchurch earthquakes at around NZ\$40 billion, much of which is covered by private insurance (reinsured through overseas insurance companies). Housing prices in Auckland have risen by 15% since 2007, and in Canterbury by 7% over the same period, creating an upsurge in residential construction and investment. In January 2014, consumer confidence reached 135.8 points, its highest level since before the recession (January 2007).

Opportunities exist for American technologies and products that reduce cost, increase productivity, and wring more value from supply chains. In addition, a continuous drive to remain globally-competitive with a relatively small manufacturing sector should drive prospects for productivity-enhancing products such as information technology and manufactured goods.

In 2010, the United States, Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam began negotiating the Trans-Pacific Partnership (TPP), a regional Asia-Pacific trade agreement, with the objective of shaping a high-standard, broad-based regional agreement. In 2010, Mexico and Canada both successfully negotiated to become TPP members, and Japan became a member in July 2013. In late 2013 Taiwan and South Korea both announced their interest in joining the negotiations. The TPP agreement will create a potential platform for economic integration across the Asia-Pacific region, and a means to advance U.S. economic interests with the fastest-growing economies in the world.

Market Challenges

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- Successful American exporters to New Zealand should develop business models allowing them to do business effectively given New Zealand's small population and distance from the United States.
- Competition is relatively open in most sectors, but neighboring Australia's dominance of New Zealand's trade presents a significant challenge to American suppliers who face higher freight costs.

Market Opportunities

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- American exporters are advised to monitor exchange rates and New Zealand's demand for price-competitive technologies that support economic sustainability.
- The importance of the agricultural sector to New Zealand's export economy will maintain demand for innovative agricultural equipment.
- A construction boom led by the Christchurch rebuild.

Market Entry Strategy

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- Successful market entry strategies for New Zealand have three common elements: understanding the market; selecting the optimal partner; and providing ongoing support to that partner in the market.
- A common language and familiar business framework may lead Americans to overlook New Zealand's cultural and market differences. It is vital to understand the New Zealand context for a product or service, including competitors, standards, regulations, sales channels, and applications.
- Estimates of sales, market share, or demand should rely on comprehensive, product- or technology-specific market research.
- Success in the New Zealand market requires establishing a local sales presence. For most American exporters this means appointing an agent or distributor. In New Zealand, American firms choose to give responsibility for marketing and sales to a distributor in Australia or elsewhere in the region, especially if the distributor has a subsidiary office in New Zealand. While there is increasing integration between the two nations' economies, providing adequate coverage from one country requires a distributor to expend significant additional resources for a limited increase in accounts.
- The distance from trading partners causes New Zealand firms to stress the importance of local support and service. Representatives of American companies should visit New Zealand to meet prospective partners and demonstrate ongoing

support, as this is common practice of competitors, many of which are just across the Tasman Sea in Australia.

- Performing due diligence is important and numerous resources are available for assistance.

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Chapter 2: Political and Economic Environment

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

(The following is the new link to the Background Notes)

<http://www.state.gov/r/pa/ei/bgn/index.htm>

<http://www.state.gov/r/pa/ei/bgn/35852.htm>

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Chapter 3: Selling U.S. Products and Services

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Using an Agent or Distributor

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We advise American companies to establish a local sales presence to improve their market position and chances of success in New Zealand. While some businesses will open a subsidiary in New Zealand, for most American exporters this means appointing an agent or distributor. Whether a distributor can “cover” the New Zealand market from a base in Australia, or elsewhere in the region, depends on the industry and the product or service. We encourage American firms to research three key determinants: the purchasing practices of their target customers, the competitive climate in the New Zealand market, and the importance of after-sales service. Companies producing specialized products with limited and finite potential accounts can easily justify a single distributor for the two countries and should select a distributor who is prepared to commit the additional resources to pursuing and supporting the New Zealand market.

New Zealand can offer steady and profitable sales but it is also a competitive market. New Zealand agents and distributors are aware of global developments in their industries and participate in trade shows worldwide as both exhibitors and attendees. This activity places them in direct contact with new and competing products and technologies. American companies need to demonstrate the competitive advantages of their own products or services.

Establishing an Office

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Establishing a permanent office in New Zealand can take several forms, all similar to structures available in the United States.

1. INDIVIDUAL PROPRIETOR: As in the United States, an individual may establish a business without incorporation, subject to various formalities and authorizations that apply to specific types of activities. The owner has the sole responsibility for the operation and is personally liable for the business' debts.
2. PARTNERSHIP: Partnerships and the general principles relating to the rights and liabilities of partners are similar to those applicable under English or American law. Generally, a partner is jointly and separately liable for all debts of the firm while a partner.

A special partnership, similar to a limited partnership under English law, may be formed for transaction of business other than banking and insurance. Such a partnership must be registered and consist of general partners and special partners. Special partners may invest in, but not transact, the business of the partnership.

3. COMPANY: The Companies Act of 1993 governs all new companies and existing companies that re-register under the new Act. Companies may have limited or unlimited liabilities, however, the majority of companies are established as limited liability companies (Ltd). The shareholders of limited liability companies are liable to creditors on dissolution only to the extent of any unpaid calls on their shares. A limited liability company must have the word "Limited" as the last word of its name.

The Registrar of Companies grants the required registration and the Inland Revenue Department assigns an IRD number. New companies must have at least one share, one shareholder, and one director. The New Zealand Companies Office provides guidance on the steps and documentation required to incorporate (see link in the Web Resources section). Companies must maintain proper accounting records and prepare an annual report, including financial statements for shareholders. Companies also must file an annual return at the Companies Office.

In New Zealand, the Companies Act also provides for companies incorporated outside the country to carry on business. An overseas company must not carry on business in New Zealand unless the name of the overseas company has been registered with the Registrar of Companies. Overseas companies must file an annual return with the New Zealand Companies Office. Please note however, that registration with the New Zealand Companies Office does not imply creditworthiness or good standing and, taken alone, should not substitute for the process of due diligence.

Repatriation of overseas capital and capital gains is permitted. The New Zealand Government allows the remittance of profits, interest, and dividends earned by overseas investors. This policy applies to loan, direct, and portfolio investments. American companies, however, are encouraged to seek advice from legal counsel on tax policy and implications.

Traditionally, most New Zealand businesses are small. Approximately 97 percent of New Zealand's businesses have fewer than 20 employees. Franchising has become an important business model in New Zealand. By purchasing a franchise, New Zealand investors take advantage of the benefits of scale offered by a larger corporation such as brand recognition, marketing, operations support, and training. Most of the initial growth has been concentrated in retail but has recently included the service sector.

In New Zealand, U.S.-based companies have found a great deal of success in franchising. New Zealand boasts one of the world's highest per-capita ownership of franchises.

Direct Marketing

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Direct marketing is a popular sales channel in New Zealand. The New Zealand Direct Marketing Association estimates that direct marketing is now a US\$1.5 billion industry, boosted by the growth of the Internet. The Association's membership includes more than 500 corporate members.

The deregulation and privatization of New Zealand's postal system (NZ Post) has opened competition for special mailing services. NZ Post offers standard services from bulk mailing rates, data processing, and bonded goods storage to remittance processing. Private companies also offer all of these services except for mail processing.

Telemarketing is used for direct sales, lead generation, inquiry qualification, customer service operations, research, validation of previous orders, promulgating advertising messages, public image building, credit handling, and 0800 number (akin to 800 numbers in the U.S.) marketing.

Likewise, direct marketing through mass e-mail is growing at a rate similar to that in the United States but with the same legal concerns regarding "spam." We advise American companies to consider the advantages and limitations of direct marketing carefully. A direct mail campaign should be, at best, a component of a larger marketing plan and should involve a local presence to provide effective follow-up.

Joint Ventures/Licensing

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There are no compulsory requirements for foreign companies to form a joint venture with a New Zealand entity when starting up operations. Some U.S. firms do choose for their own strategic reasons to join forces with established New Zealand firms to manufacture and market their products.

Licensing by the New Zealand Government for export and import activity was repealed as part of the significant deregulation of the economy that began in 1984.

Selling to the Government

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New Zealand has effectively removed all barriers to foreign firms' bidding and winning procurement contracts. Government procurement follows the principle of best value through competition. There is no domestic preference policy or discrimination against foreign suppliers. The New Zealand Government, however, encourages "full and fair opportunity" for New Zealand suppliers. Procurement decisions are made at the individual department or agency level.

Procurement information for most government agencies can be found on their websites. There is no official or comprehensive list of government procurement opportunities. Two websites provide information about many tender opportunities: the Industry Capability Network New Zealand website and the Government Electronic Tenders Service (GETS). GETS provides as well information on the New Zealand government's procurement policy. New Zealand is in the process of acceding to the World Trade Organization's Government Procurement Agreement (GPA), and at present the Government of New Zealand views its procurement policy as exceeding the requirements of the GPA.

Distribution and Sales Channels

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Marketing channels in New Zealand resemble those found in the United States. Until May 1998, the principal import channels were sales agents, importer-distributors (distributors who import and stock certain lines and take orders for direct shipment of others), direct importers, and users. In May 1998, the Government of New Zealand repealed its prohibition on parallel importing. In October 2003, the Labour Government amended the parallel import law to give greater protection to film and video products.

Sales agents can be employed to market a variety of products including: materials produced to customer specifications and consumer goods for mass distribution. Even before the legal authorization of parallel importing, New Zealanders preferred to buy direct from manufacturers when possible. To counter wholesale purchase preferences, sales agents often employ specially trained personnel to offer technical and sales support.

Importer-distributors are a more common channel for products requiring technical knowledge, service, repairs, or spare parts. The size of the New Zealand market usually allows one or at most two distributors per unique product/manufacturer. Many handle more than one manufacturer's products. A stocking importer or distributor is important where continuity of supply is a selling point, such as for certain industrial or consumer goods. Large New Zealand retailers also work through purchasing agents or consolidators in the United States and other countries. Numerous subsidiaries of foreign manufacturers import directly from parent companies and distribute products to round out or supplement their domestic production. Import and distribution by a New Zealand branch or subsidiary is common when the volume is substantial and the foreign parent wishes to retain control of distribution.

New Zealand's modern distribution infrastructure supports any supply-chain or inventory control strategy. A number of well-established companies with nationwide networks perform a broad range of other functions such as trading, transportation, packaging, manufacturing, and distribution at both the wholesale and retail levels. These firms are usually excellent representatives for new products seeking to penetrate the New Zealand market, although they usually import products to complement existing lines.

Selling Factors/Techniques

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Sales calls and one-on-one discussions with potential buyers are the predominant method of selling capital intensive or service products to other businesses. Retailers most often use mass media to advertise.

Electronic Commerce

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New Zealand is active in its use of e-commerce platforms and was an early adopter due to its deep familiarity with the pre-cursor payment system EFTPOS (Electronic Funds Transfer at Point Of Sale). New Zealand's use of e-commerce is smaller than in the United States, but its penetration for the scale of the economy is impressive. Numerous successful platforms operate at the wholesale level, enabling New Zealand's primary industries to trade domestically and internationally.

Trade Promotion and Advertising

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New Zealand has around 30 daily newspapers. Eight of these are daily newspapers with circulation greater than 25,000. The paper with the largest circulation is *The New Zealand Herald*, published in Auckland with a circulation of over 200,000. Other major dailies include *The Dominion Post* and *The Press*. There are three national Sunday newspapers, the *Sunday Star Times*, *the Sunday News* and the *Herald on Sunday*. New Zealand has one major business journal, the *National Business Review*, but its circulation does not exceed 20,000. There are more than 6,000 magazines regularly available in New Zealand. Of this number, 650 are published in New Zealand.

New Zealand has five national television stations, a pay television vendor that offers five additional choices, a hybrid fiber-coaxial cable company, and satellite service. A State-funded indigenous language channel is available and the emerging digital platform, *Freeview*, makes another 12 or so small channels available.

Television New Zealand (TVNZ), the operator of two of the four free-to-air commercial channels, is a State Owned Enterprise (SOE). TVNZ has two further (small) channels available on Digital *Freeview* platform. *TV3 Network Services Ltd.* (TV3) is a privately owned commercial network. It operates both TV3 and TV4. About 96 percent of the population receives TV3.

Prime Television Ltd is a free-to-air network, which began broadcasting in New Zealand in 1998. It broadcasts on UHF and through Sky Digital and is affiliated with Australia's Nine Network. *Prime* has approximately 91 per cent coverage.

There are two self-regulatory bodies in New Zealand's advertising industry, the Advertising Standards Authority and the Advertising Standards Complaint Board. Additionally, the Broadcasting Standards Authority (statutory) is responsible for approving codes of broadcasting practice, including advertising, developed by radio and television.

Pricing

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There are no Government price control regulations. A Goods and Services Tax (GST) of 15% is applied to all goods and services.

Sales Service/Customer Support

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Sales service and customer support is important for New Zealand retailers and manufacturers. The New Zealand buyer is discerning. The entrance of U.S.-based retailers and franchises has contributed to increased service expectations. At the industrial level, service and technical support remains an important competitive factor.

Protecting Your Intellectual Property

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In New Zealand a number of statutes provide enhancement procedures and remedies for owners of intellectual property. The statutes include the:

Consumer Guarantees Act 1993:

http://www.legislation.co.nz/act/public/1993/0091/latest/DLM311053.html?search=ts_act_Consumer+Guarantees+Act_resel&sr=1

Copyright Act 1994:

http://www.legislation.co.nz/act/public/1994/0143/latest/DLM345634.html?search=ts_act_Copyright+Act+1994_resel&sr=1

The Copyright (New Technologies) Amendment Act 2008 was passed April 15, 2008.

Key changes are:

- That an Internet Service Provider (ISP) will not be protected from liability if it has reason to believe that material on its clients websites is infringing, regardless of whether or not they have received a notice from a rights-holder to that effect.
- A requirement for ISPs to have and reasonably implement a policy for termination of the accounts of repeat infringers. (See Investment Climate Section for more information.)

Crimes Act 1961:

http://www.legislation.co.nz/act/public/1961/0043/latest/DLM327382.html?search=ts_act_Crimes+Act+1961_rese&sr=1

Designs Act 1953

http://www.legislation.co.nz/act/public/1953/0065/latest/DLM281071.html?search=ts_act_Designs+Act+1953_rese&sr=1

Fair Trading Act 1986

http://www.legislation.co.nz/act/public/1986/0121/latest/DLM96439.html?search=ts_act_Fair+Trading+Act_rese&sr=1

Layout Designs Act 1994

http://www.legislation.co.nz/act/public/1994/0116/latest/DLM341481.html?search=ts_act_Layout_rese&sr=1

Patents Act 2013

http://www.legislation.co.nz/act/public/2013/0068/latest/DLM1419043.html?search=ts_act%40bill%40regulation%40deemedreg_patents+act_rese_25_a&p=1

Plant Variety Rights Act 1987

http://www.legislation.co.nz/act/public/1987/0005/latest/DLM100578.html?search=ts_act_Plant+Variety+Rights_rese&sr=1

Trade Marks Act 2002

http://www.legislation.co.nz/act/public/2002/0049/latest/DLM164240.html?search=ts_act_Trade+marks_rese&sr=1

Protecting Your Intellectual Property in New Zealand:

Several general principles are important for effective management of intellectual property (“IP”) rights in New Zealand. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in New Zealand than in the U.S. Third, rights must be registered and enforced in New Zealand, under local laws. Your U.S. trademark and patent registrations will not protect you in New Zealand. There is no such thing as an “international copyright” that will automatically protect an author’s writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the New Zealand market. It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government generally cannot enforce rights for private individuals in New Zealand. It is the responsibility of the rights’ holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice

from local attorneys or IP consultants who are experts in New Zealand law. The U.S. Commercial Service can provide a list of local lawyers upon request. Website: http://newzealand.usembassy.gov/professional_services.html

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken the fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. Government advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in New Zealand require constant attention. Work with legal counsel familiar with New Zealand laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both New Zealand or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at www.StopFakes.gov.

- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the US Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the US, contact the US Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, a free online training program is available at www.stopfakes.gov.
- For US small and medium-size companies, the Department of Commerce offers a "SME IP Advisory Program" available through the American Bar Association that provides one hour of free IP legal advice for companies with concerns in Angola, Argentina, Brazil, China, Colombia, Egypt, Ghana, India, Indonesia, Kenya, Mexico, Mozambique, Nigeria, Russia, Saudi Arabia, Senegal, South Africa, Thailand, Turkey, and Vietnam. For details and to register, visit: http://apps.americanbar.org/intlaw/intlproj/ipprogram_attorneys.html
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: www.StopFakes.gov This site is linked to the USPTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking imports of IP-infringing products) and allows you to register for Webinars on protecting IP.
- The U.S. Commerce Department has positioned IP attachés in key markets around the world. You can get contact information for the IP attaché who covers New Zealand at:

Peter N. Fowler
 Regional IP Attache for Southeast Asia
 USPTO/Foreign Commercial Service
 U.S. Embassy Bangkok
 Room 302, GPF Witthayu Tower A
 93/1 Wireless Road
 Bangkok 10330, Thailand
 Tel: 662-205-5913
 Email: peter.fowler@trade.gov

Due Diligence

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The legal system in New Zealand developed from British law. Much of the law is codified, but English common law remains important in many areas.

U.S. companies should hire a New Zealand attorney as they would in the United States: to advise them in drawing up or closing a contract, performing due diligence, acquiring a

company, forming a joint venture, or developing human resource policy. In New Zealand, the U.S. Commercial Service maintains contact with a variety of local solicitors and barristers and can provide a list for business reference.

Private credit reporting agencies are active in New Zealand. In addition, the U.S. Commercial Service in New Zealand provides background checks on New Zealand companies for a nominal fee.

Local Professional Services

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Local professional services such as accounting, consulting, human resource, and finance are widely available and perform to a high standard. Several U.S. and global service providers operate in New Zealand's cities.

Web Resources

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Information about the International Company Profile as a tool for due diligence:
<http://www.export.gov/newzealand>

Government Electronic Tenders Service: <http://www.gets.govt.nz>

Industrial Capability Network: <http://www.icn.govt.nz>

Intellectual Property Office of New Zealand: <http://www.iponz.govt.nz>

New Zealand Companies Office: <http://www.business.govt.nz/companies>

Plant Varieties Office: <http://www.pvr.govt.nz>

Protecting your Intellectual Property Rights:

http://apps.americanbar.org/intlaw/intlproj/iprprogram_attorneys.html

<http://www.ice.gov/iprcenter/iprreferral.htm>

<http://www.stopfakes.gov/>

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Chapter 4: Leading Sectors for U.S. Export and Investment

Commercial Sectors

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- [Energy](#)
- [Franchising](#)
- [Information, Communications and Technology](#)
- [Medical Equipment](#)
- [Tourism](#)

Agricultural Sectors

- [Fresh Fruit, Snacks \(Including Tree Nuts\) and Frozen/Chilled Red Meat](#)

AGRICULTURE EQUIPMENT

Overview

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Unit: USD thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Market Size	1024.940	1010.640	1018.000	1020.000
Total Local Production	500.000	500.000	500.000	500.000
Total Exports	381.190	380.894	382.000	380.000
Total Imports	906.130	891.536	900.000	900.000
Imports from the U.S.	156.696	164.110	170.000	172.000
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Statistics New Zealand/World Trade Atlas

New Zealand's agriculture and forestry sectors cover over 80% of farmable land (outside reserves, national parks and urban areas) making agriculture vital to New Zealand's economy. New Zealand is one of the largest exporters of internationally traded dairy commodities and is a large producer of sheep meat. It also exports large volumes of beef, wool, fruit, vegetables, and wine.

Mechanization has contributed to New Zealand's efficient farming systems. The United States enjoys a reputation in New Zealand for producing robust and reliable machinery suitable for New Zealand's rugged terrain. The strength of the New Zealand dollar helps import costs of agriculture equipment.

Farm incomes and expenditure are connected. New Zealand's dairy sector is a major source of income for New Zealand. International dairy prices are helping New Zealand farmers, but the 2012/2013 summer drought has affected total farm incomes.

Climate change is one of the key factors affecting the agriculture sector. Droughts and floods are prevalent. Water availability, control of the environmental impact of fertilizer run-off, and dairy effluent are significant issues facing the industry. These issues present opportunities for innovative U.S. technologies.

Sub-Sector Best Prospects

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- Dairy effluent systems
- Irrigation equipment
- Wastewater systems

Opportunities

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Annually, the U.S. Commercial Service in New Zealand exhibits at Fieldays, the largest agriculture equipment show in the Southern Hemisphere and the fourth-largest event of its type in the world. For more than 30 years, Fieldays has attracted buyers, sellers and end users of agriculture equipment, mainly from New Zealand, but also from many other countries including Australia, South America, and Europe. Fieldays 2015 is scheduled to take place June 10-13, 2015 in Hamilton, New Zealand.

Web Resources

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Federated Farmers: <http://www.fedfarm.org.nz>

Ministry of Agriculture and Forestry: <http://www.maf.govt.nz>

Statistics New Zealand: <http://www.stats.govt.nz>

Fieldays: <http://www.fieldays.co.nz>

AIRCRAFT PARTS

Overview

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Unit: USD thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Market Size	1018.600	1140.230	1230.000	1030.000
Total Local Production	200.000	150.000	100.000	100.000
Total Exports	121.893	78.410	70.000	70.000
Total Imports	940.497	1068.640	1200.000	1000.00
Imports from the U.S.	169.240	423.651	800.000	400.000
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Statistics New Zealand/World Trade Atlas

U.S. aircraft represent more than 50 percent of New Zealand's aircraft fleet (both fixed wing and helicopters). There are 4,499 registered aircraft in New Zealand comprising of approximately 500 models. The composition of the fleet means U.S. aircraft parts are required by overhaul and maintenance providers. The United States is consistently the leading source of aircraft parts.

Most of New Zealand's 800 aviation and related companies are small and privately owned. An exception is Air New Zealand with a majority shareholding held by the New Zealand Government. Pacific Aerospace, based in Hamilton, New Zealand is the only commercial manufacturer of aircraft.

Aircraft are important segments of the New Zealand economy including tourism and trade. New Zealand is geographically isolated from its trading partners. Exporters of perishable products such as seafood and flowers rely on the aviation sector for shipping to international markets. There is a strong history of agricultural aviation in New Zealand. Approximately 99% of all travelers to New Zealand arrive by air.

In January 2014, the Royal New Zealand Air Force signed a multi-million dollar contract for 11 Beechcraft T-6 trainer aircraft. The first aircraft is due in New Zealand in September, 2014.

Air New Zealand, this country's national airline is committed to a US\$2.6 billion long haul fleet investment program that will ensure a steady market for spares, accessories and service over the next decade. In November 2009, Air New Zealand announced its intention to buy 14 Airbus 320s to replace its existing domestic fleet of Boeing 737-300s. Airbus aircraft include U.S. aviation components.

Sub-Sector Best Prospects

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Aircraft engines and parts
Aircraft wiring sets

Opportunities

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There are no large trade events in this sector held in New Zealand.

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Aviation New Zealand: <http://www.aviationnz.co.nz>
New Zealand Aviation Industry Association: <http://www.aia.org.nz>
New Zealand Trade & Enterprise: <http://www.nzte.govt.nz>
Statistics New Zealand: <http://www.stats.govt.nz>

ENERGY

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New Zealand's international competitiveness and economic growth is reliant on an efficient, affordable and dependable energy sector. New Zealanders value green principles and are receptive to green technologies. New Zealand's demand for green technologies comes partly in response to New Zealand's commitment to reduce greenhouse gas emissions.

Renewable energy has always been a major part of New Zealand's total primary energy supply. New Zealand's electricity generation is mainly hydro and geothermal, but gas, and increasingly wind and solar, are key components of New Zealand's electricity supply. New Zealand has abundant coal reserves. Electricity demand is forecast to grow at 1.5% per annum. New generation plants are required to meet future electricity demands. By 2025, the New Zealand Government aims to generate 90% of electricity through renewable sources. Source: New Zealand Energy Strategy

Approximately half of New Zealand's energy use is in the form of refined oil products (petrol and diesel). New Zealand is currently only about 31% self-sufficient in oil supply, but geological surveys suggest that the country has the potential to be self-sufficient. Finding new oil sources will help prevent New Zealand from becoming further dependent on imported fuel. New Zealand's oil and gas exploration sector is poised for growth due to legislation changes by the New Zealand Government to encourage oil and gas exploration and production.

Transpower, the owner and system operator of New Zealand's electricity transmission grid built in the 1950s and 60s has identified several projects it anticipates undertaking in 2014 to upgrade the grid.

Sub-Sector Best Prospects

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Electric cars/infrastructure
Products to eliminate/limit emissions and waste

Opportunities

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There are no large trade events in this sector held in New Zealand.

Web Resources

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Energy Efficiency and Conservation Authority: <http://www.eeca.govt.nz>
Ministry of Economic Development: <http://www.med.govt.nz>
Statistics New Zealand: <http://www.statistics.govt.nz>
Transpower New Zealand: <http://www.transpower.govt.nz>

FRANCHISING

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New Zealanders' preference for self-employment builds a solid foundation for franchising by alleviating the risks associated with a start-up business. The New Zealand franchise sector accounts for a total annual turnover of approximately US\$11.5 billion (estimate). During periods of higher unemployment, the number of people considering investing in franchise opportunities (using severance payments) increases. Unemployment was 6.9% for the year ending December 2012.

Most major international franchises are in New Zealand. U.S. brands McDonalds, KFC, Burger King, Carl's Jr., Starbucks, Subway and The Athlete's Foot enjoy high visibility. Support services, accommodation and food services represent the largest industry sectors within franchising.

Highlights of the latest Franchising New Zealand survey are:

- Franchising is estimated to contribute between NZ\$19.4 billion and NZ\$21 billion to the New Zealand economy
- Franchised businesses account for just over 5% of New Zealand SMEs
- 88% of franchises are New Zealand enterprises
- Most business format franchisors operate in service industries, followed closely by retail franchise
- Just over half the franchise systems report increased sales activity but a significant number experienced pressure on profit margins

Source: Massey University, New Zealand and Griffith University, Australia

New Zealand has no franchise-specific laws. The sector relies on generic business law (e.g. contract law, intellectual property law and fair trading law) and self-regulation. This is done through the Franchise Association of New Zealand (FANZ) – a voluntary organization that requires members to adhere to a Code of Practice and Code of Ethics. In June 2009, a Government review of the franchising sector decided there was no need for the introduction of franchise-specific regulation.

Sub-Sector Best Prospects

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Food and Beverages

Entertainment

Education: support for the younger generation

Health: self-health analysis for an aging population

Opportunities

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Business Opportunities and Franchise Expo

October, 2015

Auckland, New Zealand

Website: <http://www.franchisingexpo.co.nz/exhibitor-info>

Business Opportunities and Franchise Expo

April, 2015

Christchurch, New Zealand

Website: <http://www.franchisingexpo.co.nz/exhibitor-info>

Web Resources

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Franchise Association of New Zealand: <http://www.franchiseassociation.org.nz>

Ministry of Economic Development: <http://www.med.govt.nz>

Statistics New Zealand: <http://www.stats.govt.nz>

INFORMATION AND COMMUNICATIONS TECHNOLOGY

Overview

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Unit: USD thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Market Size	1263.880	1273.450	1440.000	1540.000
Total Local Production	300.000	300.000	300.000	300.000
Total Exports	388.395	352.926	360.000	360.000
Total Imports	1352.280	1326.380	1500.000	1600.000
Imports from the U.S.	269.269	292.417	300.000	310.000
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Statistics New Zealand/World Trade Atlas

Information and Communications Technology (ICT) technology is used throughout the New Zealand economy. ICT, including subsectors telecommunications, IT hardware, IT software, IT services, Internet services and wireless technologies, is viewed as a key tool by the New Zealand Government to increase local productivity and enhance innovation. New Zealand's ICT sector comprises around 7,500 organizations. Most multinational brands are distributed in New Zealand.

Internet-accessible devices such as tablets, pocket WiFi and smart-phones are increasing demand by New Zealanders for Internet access and for faster Internet speeds. The New Zealand Government is improving broadband services via two significant investments: the Ultra-Fast Broadband Initiative and the Rural Broadband Initiative. The Ultra-Fast Broadband Initiative will bring fiber-optic technology to homes, schools, hospitals, and businesses. The Rural Broadband Initiative will deliver broadband Internet to rural communities at a cost and service level comparable with urban areas.

U.S. suppliers of hardware represent approximately 50% of New Zealand's ICT imports. New Zealand's domestic software sector has strong links with the U.S. film sector partly due to the success of animation software evolving out of the New Zealand-made trilogy "The Lord of the Rings"; "Avatar" and "The Hobbit". New government production incentives, effective from April 1, 2014, mandate a baseline tax rebate of 20 percent for large-budget foreign films to be produced in New Zealand. An additional 5 percent rebate is available if a production shows it has strengthened New Zealand's local film industry and been of substantial broader economic benefit. Additionally, in December 2013 the New Zealand Government concluded a production subsidy deal with director James Cameron to film all three *Avatar* sequels in New Zealand.

Sub-Sector Best Prospects

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Internet-accessible consumer products
Electronic components
Film studio equipment

Opportunities

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There are no large trade events in this sector held in New Zealand.

Web Resources

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Ministry of Economic Development/Communications: <http://www.med.govt.nz/sectors-industries/technology-communication>

New Zealand Computer Society Inc: www.nzcs.org.nz

Statistics New Zealand: www.statistics.govt.nz

Telecommunication Users Association of New Zealand: www.tuanz.org.nz

MEDICAL EQUIPMENT

Overview

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Unit: USD thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Market Size	1573.84	1528.432	1600.00	1650.00
Total Local Production	500.000	500.000	500.000	500.000
Total Exports	278.440	297.949	300.000	300.000
Total Imports	1352.277	1326.381	1400.000	1450.00
Imports from the U.S.	269.269	292.417	300.000	315.000
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Statistics New Zealand/World Trade Atlas

New Zealand's health system consists of public, private, and voluntary sectors that coordinate with each other to provide and fund health care to an aging population. More than 78% of health care is Government funded. Improving performance and ensuring New Zealand's medical expenditure is spent appropriately is the basis of procurement decisions. New Zealand's 2013/2014 health targets are:

- shorter stays in emergency departments
- improved access to elective surgery
- shorter waits for cancer treatment
- increased immunization
- better help for smokers to quit
- more heart and diabetes checks

The last three targets focus on early intervention to prevent ill health. This is important as New Zealand's aging population is creating more demand on the health budget. Health forecasts report orthopaedic and other muscular-skeletal conditions will become the major cause of disability. The aging population will increase demand for facilities such as retirement villages with on-site hospitals.

The New Zealand Medicines and Medical Devices Safety Authority (Medsafe) is responsible for the regulation of medicines and medical devices in New Zealand, and the safe use of medicines.

U.S. companies specializing in healthcare products have a strong reputation in New Zealand based on performance, cost, and reliability. Imports, particularly those from the United States are an important source of sophisticated medical technology

Sub-Sector Best Prospects

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Disability equipment
Geriatric supplies
Scanning equipment
Surgical supplies

Opportunities

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There are currently no large trade events in this sector held in New Zealand.

Web Resources

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Medsafe: <http://www.medsafe.govt.nz>
Ministry of Health: <http://www.moh.govt.nz>
Pharmac: <http://www.pharmac.govt.nz>
Statistics New Zealand: <http://www.stats.govt.nz>

TOURISM

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	2012	2013	2014 (estimated)	2015 (estimated)
Departures by N.Z. residents to the U.S.	185,706	209,136	214,000	220,000
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Data Source: OTTI, Department of Commerce

New Zealanders are avid travelers due to the country's physical isolation from the rest of the world. Most New Zealanders expect to travel internationally at some point in their lives. Tourism is the economy's largest export earner.

For the year ending December 2013, more than two million New Zealanders made short-term international departures. Vacationing was the main travel reason. In 2013, the United States was the most popular long-haul destination for New Zealanders. Besides vacationing, the United States is an important business and trade show destination.

Effective March 2013, Hawaiian Airlines began an air service from Honolulu, Hawaii to Auckland, New Zealand. Other U.S. airlines servicing New Zealand from the United States include Air New Zealand, the national carrier (code shares with United Airlines) and Qantas (code shares with American Airlines). There is strong competition between each airline – consumers are enjoying attractive flight deals.

The New Zealand Visit USA Committee continues to promote travel to the United States. The committee's main tourism event is the annual Visit USA program.

Sub-Sector Best Prospects

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Adventure Tourism
Shopping
Theme Parks
Trade Events/Business

Opportunities

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Discover America Seminar
Wellington, New Zealand, February 23, 2015
Auckland, New Zealand, February 24, 2015

Web Resources

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New Zealand Visit USA Committee: www.visitusa.co.nz

Statistics New Zealand: www.stats.govt.nz

ITA: Office of Travel and Tourism Industries : <http://travel.trade.gov>

Fresh Fruit

The United States is New Zealand's largest supplier of fresh fruit in terms of value, providing counter-seasonal imports. Grapes, peaches, plums, nectarines, and citrus (oranges and grapefruit) are among the fresh fruits imported from the United States.

Unit:

US\$ thousands

	2012	2013	2014 (estimate)	2015 (estimate)
Total Exports	1,233,845	1,188,422	1,100,000	1,200,000
Total Imports	139,935	148,445	149,000	149,500
Imports from the U.S.	37,460	35,066	36,000	37,000
Exchange Rate: US\$	1.2349	1.2203	1.2100	1.2100

Data Sources: Global Trade Atlas; Projections of USDA Wellington

Snack Foods (Including Tree Nuts)

U.S. snack food exports consist largely of cocoa and confectionery products, popcorn, and tree nuts. Most U.S. tree nuts exported to New Zealand are consumed as snack foods.

Unit:

US\$ thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Exports	1,326	3,506	2,200	2,400
Total Imports	56,781	64,482	67,462	69,521
Imports from the U.S.	14,620	18,419	20,252	22,268
Exchange Rate: US\$	1.2349	1.2203	1.2100	1.2100

Data Sources: Global Trade Atlas; Projections of USDA Wellington

Frozen/Chilled Red Meat

New Zealand is the 16th largest market for U.S. pork. In early 2014, the Supreme Court of New Zealand dismissed the judicial review procedure brought by the domestic pork industry representative NZ Pork, which challenged the Ministry of Primary Industries' issuance of an import health standard (IHS) for uncooked pork. The IHS promulgated rules and procedures making it now possible to import consumer-ready cuts of unprocessed pork in packs of 3kg or less from the United States. In April 2014, the first shipment of U.S. fresh pork arrived in New Zealand. This particular shipment of over 100 tons was valued at US\$5 million and it is expected that U.S. pork shipments will continue, with monthly shipments estimated at over US\$400,000 per month.

USD thousands

	2012	2013	2014 (estimated)	2015 (estimated)
Total Exports	415	392	401	415
Total Imports	96,304	107,238	108,235	111,275
Imports from the U.S.	22,501	21,088	24,281	28,526
Exchange Rate: 1 USD	1.2349	1.2203	1.2100	1.2100

Data Sources: Global Trade Atlas; Projections of USDA Wellington

For more information on best agricultural prospects, see post's Exporter Guide and Food and Agricultural Import Requirements Report, December 2013) on the FAS home page <http://www.fas.usda.gov/>

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Chapter 5: Trade Regulations, Customs and Standards

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Import Tariffs

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The New Zealand Ministry of Commerce grants tariff concessions to goods unavailable from New Zealand manufacturers.

Most tariffs range from zero to 10%. These duty rates apply mostly to clothing, footwear, and carpeting. Most passenger vehicles and almost all computer software and hardware enter tariff-free. Alcoholic beverages (including beer, wine, and spirits), tobacco products, and some petroleum products are subject to excise duties that also apply to similar items that are produced domestically.

All imported goods are liable to a 15% Goods and Service Tax (GST). This tax is payable on the sum of the Customs value of the goods, any Customs duty payable thereon, and freight and insurance costs incurred in transporting the goods to New Zealand. The government implements an import transaction fee of NZ\$18 on every commercial import that has a duty and/or liability of NZ\$50 or more. The fee is not charged on private import declarations for goods valued under NZ\$1,000.

More information, including help in categorizing and estimating relevant tariff rates can be found on the New Zealand Customs Service website:

<http://www.customs.govt.nz/features/charges/Pages/default.aspx>

Trade Barriers

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The U.S. pharmaceutical industry has voiced strong concerns over access to New Zealand's pharmaceutical market, in which the Government of New Zealand is the primary purchaser of pharmaceuticals in the country. Some U.S. pharmaceutical companies have even left the market or substantially scaled back operations since the Pharmaceutical Management Agency (PHARMAC) was created in 1993. PHARMAC administers the Pharmaceutical Schedule of over 2,000 medicines, which lists medicines

that are entitled to subsidies from the New Zealand Government. It also manages the Exceptional Circumstance program (medical funding for people with rare conditions). In 2010, PHARMAC's role was significantly expanded to buy hospital drugs (which formerly were done by district health boards) and some medical equipment. Within the budget, which is set by the Minister of Health, PHARMAC essentially decides what medicines to fund, negotiates prices with pharmaceutical companies, and sets the subsidy levels and conditions.

Because of PHARMAC's stringent cost control measures, many new medicines are often limited or delayed from entering the market. Industry representatives criticize PHARMAC's lack of transparency, timeliness and predictability in the reference pricing process and the onerous approval processes and delays in reimbursing new products. Combined, these issues create an unfavorable environment for innovative medicines. While New Zealand does not restrict the sale of approved pharmaceuticals that do not receive a pricing subsidy, most private medical insurance companies will not cover the cost of these medicines and doctors are often reluctant to prescribe them. The small market size for private purchasing of pharmaceuticals outside of PHARMAC makes it unsustainable for pharmaceutical companies to rely solely on this market. When PHARMAC declines a pharmaceutical on a sole supply tender, the company is essentially excluded from market access in that therapeutic area. (Note: Sole supply tendering occurs when PHARMAC funds a company to supply 100 percent of the New Zealand public market. The period of the sole supply tender may last for years. There is no right to view the basis for the decision or appeal the decision.) PHARMAC also uses a rigidly capped budget to fund both growth in volume of existing medicines and the purchase of new medicines. As a result, the budget relies on savings on existing medicines to fund the inclusion of new innovative medicines, which, in practice severely restricts the entrance of new medicine.

Because of such concerns, PHARMAC has said that it is working to improve transparency and increase stakeholder involvement in its processes. The pharmaceutical industry has also reached out to partner with the Government of New Zealand and other stakeholders in achieving better provision of quality medicines, as well as better health and economic outcomes.

The Patents Act 2013 does not contain provisions for patent term restoration. This is not in keeping with international best practices. Industry estimates say that the regulatory approval process for new drugs in New Zealand is approximately three years after the date of approval in the country of first launch. The entry into New Zealand's market is also delayed by the timeliness of the PHARMAC approval process, which is essential to make the market viable for the pharmaceutical company. As such, New Zealand will not have a mechanism to restore patent terms for pharmaceutical products to recover lost time from the regulatory approval process.

Import Requirements and Documentation

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There are few documentation requirements for the import and export of goods. The New Zealand Customs Service website (<http://www.customs.govt.nz>) outlines the minimal requirements. The importer, or a Customs House Broker acting for the importer, must make all import declarations electronically.

The Ministry of Agriculture and Forestry (MAF) requires that exporters' declarations include a statement that any wooden or plywood packing case, crates, wooden containers, or cargo pallets destined for New Zealand have been inspected before shipment. These goods must be free from bark and visible signs of insect and fungal infestation. This declaration must accompany all bills of lading and other shipping documents. For more information on prohibited items, please visit the Ministry of Primary Industries (which is responsible for biosecurity) website:
<http://www.biosecurity.govt.nz/>

Fruits, plants, and seeds must be accompanied by certificates from the appropriate authorities in the country of origin to the effect that the items have been examined and have been found to be free of disease. In the United States, the U.S. Department of Agriculture issues these certificates. The certificates should be forwarded to the consignee in New Zealand and accompany the consignment. The Ministry of Agriculture may inspect the shipment on arrival, and, if signs of insect infestation are present, order the consignment to be either fumigated or denied entry.

The New Zealand Food Safety Authority (NZFSA) allows the import of U.S. bovine products based on a case-by-case assessment requirement. No poultry meat imports (except canned) can enter New Zealand

U.S. Export Controls

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New Zealand participates in a variety of multilateral arrangements and agreements that control the export and re-export of strategic items, including missiles and missile components, nuclear and nuclear-related materials, chemicals and chemical equipment, biological agents and equipment, defense equipment and defense-related goods, as well as some industrial "dual use" items that could be used for military or civilian purposes. For these items, permission to export must be obtained from New Zealand Customs, which acts on the advice of the Ministry of Foreign Affairs and Trade.

Temporary Entry

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New Zealand admits samples of negligible value duty free. For example, small shipments of trade catalogs, price lists printed outside New Zealand, and advertising products produced abroad are admitted duty free. However, these items must bear the name and address of the foreign manufacturer. These items may not be designed to advertise the sale of products by any company, firm, or individual with a business established in New Zealand. Temporary, duty-free admission of advertising films is permitted.

Samples of commercial value may be imported temporarily under bond or deposit of the duty amount to which they are liable. Such samples are subject to the same customs regulations and duties in New Zealand as are ordinary commercial shipments of the commodities represented. There is no provision for the prepayment of such duties in the United States.

Labeling and Marking Requirements

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New Zealand prohibits the importation of all goods bearing false or deceptive trademarks. New Zealand also prohibits the entry of any foreign manufactured goods that bear the name or trademark of a New Zealand manufacturer or trader, the name of a place in New Zealand, or words that would associate the goods with New Zealand, unless the names or words are accompanied by a definite indication of the country of origin.

There is no general requirement that the country of origin be indicated on all imported goods. The country of origin must, however, be shown on footwear, clothing items, and dry-cell batteries.

Various prepared, blended, compounded, mixed, or imitation foodstuffs require compliance with detailed regulations regarding labeling. In general, food labeling requirements in the U.S. market exceed those of the New Zealand market. Paints containing lead, wool products, electrical appliances and equipment, footwear, drugs, toilet preparations, and food products must also be specially labeled. Regulations also provide that all packaged goods bear an indication of the net weight of the contents and specify how such weights are to be indicated for each commodity. All weights and measures should be quoted in metric units.

New Zealand has a labeling standard for genetically modified (GM) food. Under the standard, the label listing ingredients for food products, with certain exceptions, must include the words "genetically modified" if genetic material or protein from genetic modification is present. It is the responsibility of food businesses applying the food label, re-labeling food or selling the food to meet this standard's requirement. This includes manufacturers, packers, importers, and sometimes retailers. A number of exceptions exist for the labeling of GM food.

With the exception of movie film and dangerous goods, there are no regulations governing the marking of outside packing cases.

New Zealand Customs Service website: <http://www.customs.govt.nz/>

Prohibited and Restricted Imports

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Although a pervasive system of import licensing controls was abolished in the mid-1980s, New Zealand maintains controls on the importation of a variety of goods based on criteria such as "community protection," protecting the earth's ozone layer, controlling toxic substances, and safeguarding consumers. New Zealand also maintains a strict quarantine regime to protect its agricultural and forestry industries from pests or disease contamination.

Among the controlled products are firearms and other weapons, explosives, controlled drugs, hazardous wastes, radioactive substances, pesticides, plants, animals, and animal and plant products. Publications, films, audio recordings, and computer disks are restricted for objectionable material. Some agricultural goods e.g. poultry is restricted for phytosanitary reasons. New Zealand also complies with United Nations sanctions

prohibiting import of goods from sanctioned countries. Detailed information is available from New Zealand Customs: <http://www.customs.govt.nz>

Customs Regulations and Contact Information

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Duty on New Zealand imports is typically calculated as a percentage of the cost of the goods free on board (f.o.b.). In some cases, duty is calculated on the basis of a charge on a specific unit of weight, volume, or other measurement ("specific" rate). Occasionally duty is calculated on the basis of a combination of ad valorem and specific rates. Ad valorem duty is assessed on the f.o.b. value of the goods.

The rate of duty payable is determined by the classification of the goods in the New Zealand Tariff, which is based on the Harmonized Commodity Description and Coding System. The Customs Department in Wellington will give an advance ruling on goods that are intended to be shipped, provided a sufficient description of the goods is submitted (and, if requested, samples given) to determine the correct customs classification. Such decisions are regarded as binding, but the customs authorities assume no responsibility for changes that may subsequently be made on the tariff rates.

Standards

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Overview

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New Zealand Standards cover a wide variety of subjects, including design, safety, specifications, performance, and quality of products. Adoption of these standards is generally voluntary, but can be made compulsory through a statutory reference. Compliance with these Standards may be an important factor in sales promotion and production certification ("S" Mark). New Zealand operates under the metric system of weights and measures. New Zealand Standards use the identifier NZS. Joint Australian and New Zealand Standards use the identifier AS/NZS.

New Zealand cooperates with several of its major trading partners on reciprocal recognition and acceptance of standards.

The Trans-Tasman Mutual Recognition Arrangement (TTMRA) between New Zealand and Australia integrates both countries' standards. Products sold in one

economy may legally be sold in the other, regardless of differences in standards or other sale-related regulatory requirements.

New Zealand has an agreement with the European Union known as the Mutual Recognition of Conformity Assessment (NZ/EU MRA) - for Conformité Européenne (CE) Marking. The NZ/EU MRA enables exporters to assess conformity (testing, inspection, and certification) with standards in their own country before the goods are shipped. This agreement does not consider the two sides' standards as equivalent, but has designated certification bodies in each country as competent to assess against the other party's standards. The NZ/EU MRA currently covers a limited number of product sectors.

Standards Organizations

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The New Zealand Standards Council oversees the development and adoption of standards. Standards New Zealand is the national standards body and represents New Zealand in the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

Recognizing the close ties between the two economies, Standards New Zealand cooperates closely with Standards Australia to develop joint Australian-New Zealand standards (ASNZS) that are based, to a large extent, on international standards. The Active Co-operation Agreement with Standards Australia is also intended to meet both nations' obligations under World Trade Organization (WTO) Standards.

Assurance of compliance with standards is provided through product, service, quality, and environmental certification services, for example:

The Quality Assured Supplier (QAS) Mark demonstrates that a company is committed to quality, assuring customers that an effective quality assurance system is in place. QAS is verified by independent assessors for meeting NZSASISO 9000 Quality Standards.

Within New Zealand's agricultural sector at least two organizations offer organic certification services to food producers.

AsureQuality provides an organic certification service to organic producers and processors through its certification business Certenz. The company provides independent testing, analysis, and quality assurance systems for farm, food, forestry, and plant products. Certenz markets its business processes as meeting ISO 65, enabling it to ensure market access to the European Union. The AsureQuality Organic Standard is based on the international Codex Alinorm 99/22, EU Regulations and the Australian National Standard. BIO-GRO New Zealand is the business arm of the non-profit New Zealand Biological Producers and Consumers Council Inc. BIO-GRO itself is a registered trademark, and has developed its own set of organic agriculture production standards. The organization is accredited as a member of the International Federation of Organic Agriculture Movements (IFOAM), based in Germany.

Another set of safety standards applies to gas and electrical appliances for the consumer market. The Energy Safety Service (ESS) is a division of the Ministry of Consumer Affairs and develops and applies internationally accepted standards to New Zealand's systems of electricity and gas safety. The Regulatory Compliance Mark, or RCM, indicates an appliance complies with the relevant safety Standard.

The New Zealand Council on Healthcare Standards operates through Quality Health New Zealand to provide national accreditation for hospitals and other health and disability services. Quality Health also audits health services to determine compliance with its own standards in order to establish Ministry of Health certification. Quality of Health audits the following services: hospitals, rest homes, mental health services, community and home care services, hospices, disability services, primary care services, and health non-profit organizations.

NIST Notify U.S. Service

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

Conformity Assessment

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Standards New Zealand assesses products and systems and certifies conformance to particular standards.

Product Certification

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New Zealand is recognized internationally as a certifying body.

Accreditation

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The accreditation authority for ISO 9000 certifying bodies in New Zealand is the Joint Accreditation System - Australia and New Zealand (JAS-ANZ), established in 1991.

International Accreditation New Zealand (IANZ) is the national authority for accrediting technical professional services. Its primary role is the accreditation of testing and calibration laboratories and inspection bodies. IANZ accredits laboratories against the international standard ISO/IEC 17025: "General Requirements for the Competence of Testing and Calibration Laboratories." It

also accredits specific professional activities, including radiology services and pharmacies.

Website for International Accreditation New Zealand: <http://www.ianz.govt.nz/>

Publication of Technical Regulations

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Standards New Zealand publishes and distributes standards.

Labeling and Marking

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New Zealand's "S" Mark is granted by Standards New Zealand and provides independent, third-party assurance that a product or service complies with a standard or a recognized requirement.

Use of the Regulatory Compliance Mark (RCM) on a product for sale in New Zealand requires a company or organization to be registered as a RCM user. Registration can be made through the Energy Safety Service, Standards New Zealand, or Standards Australia.

Contacts

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Standards New Zealand
Radio New Zealand House
Level 10, 155 The Terrace
Private Bag 2439
Wellington 6011
New Zealand
Ph: 64 (4) 498-5990
Fax: 64 (4) 498-5994
Email: enquiries@standards.co.nz
Website: <http://www.standards.co.nz/>

Standards Point-of-contact at the U.S. Commercial Service – New Zealand:
Janet.Coulthart@trade.gov

Trade Agreements

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New Zealand and **Australia** trade through a Closer Economic Relationship (CER), which is a free trade agreement eliminating all tariffs between the two countries. The rules of origin under the CER do not, however, permit products to enter Australia duty free from New Zealand unless the products are of at least 50 percent New Zealand origin. Additionally, the last manufacturing process must be carried out in New Zealand. The enactment of the Free Trade Agreement between Australia and the United States on January 1, 2005 removes any tariff

disadvantage to U.S. firms that choose to re-export products from New Zealand to Australia. Website: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Australia/index.php>

New Zealand concluded a Closer Economic Partnership (CEP) agreement with Singapore that entered into force on January 1, 2001. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Singapore/index.php>

New Zealand concluded a concluded a CEP agreement with Thailand that entered into force on July 1, 2005. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Thailand/index.php>

New Zealand concluded an FTA with China that entered into force on October 1, 2008. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/China/index.php>

New Zealand and Malaysia signed an FTA October 26, 2009, but is yet to enter into force. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Malaysia/index.php>

New Zealand concluded work on an FTA with the Gulf Cooperation Council (GCC) on October 31, 2009, but the agreement has not yet been signed. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Gulf-Cooperation-Council/index.php>

New Zealand concluded a CEP with Hong Kong, which entered into force on January 1, 2011: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Hong-Kong/index.php>

A Free Trade Agreement between New Zealand, Australia and the Association of South East Asian Nations (ASEAN) was signed on February 27, 2009. Details on MFAT website at: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Asean/index.php>

The Trans-Pacific Strategic Economic Partnership Agreement (TPP, previously known as the "P4") between Brunei Darussalam, Chile, New Zealand and Singapore was signed in 2005. In 2010, the United States, Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam began negotiating a regional Asia-Pacific trade agreement called the Trans-Pacific Partnership (TPP), with the objective of shaping a high-standard, broad-based regional agreement. This agreement will create a potential platform for economic integration across the Asia-Pacific region, and a means to advance U.S. economic interests with the fastest-growing economies in the world. Details about the original "P4" TPP Agreement can be found on MFAT website: <http://mfat.govt.nz/Trade-and-Economic-Relations/2-Trade-Relationships-and-Agreements/Trans-Pacific/index.php>

New Zealand is also currently negotiating separate FTAs with India, Indonesia and Korea, as well as a block trade agreement with Russia, Belarus, and Kazakhstan.

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AsureQuality: <http://www.asurequality.com>

Bio-Gro New Zealand: <http://www.bio-gro.co.nz>

Energy Safety Service: <http://www.energysafety.govt.nz>

Free Trade Agreements (NZ Ministry of Foreign Affairs & Trade):
<http://www.mfat.govt.nz>

International Accreditation New Zealand: <http://www.ianz.govt.nz>

Ministry of Primary Industries: <http://brkb.biosecurity.govt.nz>

New Zealand Customs Service: <http://www.customs.govt.nz/>

Health Quality & Safety Commission New Zealand: <http://www.hqsc.govt.nz/>

Standards New Zealand: <http://www.standards.co.nz/default.htm>

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Chapter 6: Investment Climate

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Openness to Foreign Investment

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Foreign investment in New Zealand is generally welcomed and encouraged without discrimination. With minimal corruption, New Zealand has an open, transparent economy, where businesses and investors can generally make commercial transactions with ease. With few exceptions, foreigners may invest in any sector of the economy, and there are generally no limits on foreign ownership or control. New Zealand has a rapidly expanding network of bilateral investment treaties and free trade agreements with investment components to facilitate increased investment. New Zealand also has a well-developed legal framework and regulatory system, and the judicial system generally upholds the sanctity of contracts. There are no restrictions on the inflow or outflow of capital, and expropriation is not an issue. Investment disputes are rare. Private entities generally have the right to freely establish business enterprises, and property rights (both real property and intellectual property) are generally well-protected. New Zealand has a sound financial system, and has made changes to its financial system to shore up investor confidence in the wake of the global financial crisis. Both inbound and outbound investment continues to increase. In international indices with investment related aspects, New Zealand consistently receives high scores.

The New Zealand Government maintains a New Zealand Screen Production Grant, which provides a 20 percent baseline rebate for international film and television productions created in New Zealand, accessible on the basis of qualifying New Zealand

production expenditure over certain qualifying expenditure thresholds. (See Chapter 4: ICT)

New Zealand screens foreign investment that falls within certain criteria. Under the auspices of the Overseas Investment Act 2005, New Zealand's Overseas Investment Office (OIO) screens foreign investments that would result in the acquisition of 25 percent or more ownership of, or a controlling interest in "significant business assets" (significant business assets are defined as assets valued at more than US\$100 million). Government approval also is required for purchases of land larger than 5 hectares (12.35 acres) and land in certain sensitive or protected areas, or fishing quota. If the land or fishing quota to be purchased is owned by a company or other entity, approval will be required if the investor will be acquiring 25 percent or more equity or a controlling interest.

For those investments that require screening, the investor must demonstrate the necessary business experience and acumen to manage the investment, demonstrate financial commitment to the investment, be of good character, and not be a person who would be ineligible for a permit under New Zealand immigration law. Any application to purchase land must also satisfy a "benefit to New Zealand" test, unless the investor intends to live in New Zealand indefinitely. For land purchases, foreigners who do not intend to live in New Zealand indefinitely must provide a management proposal covering any historic, heritage, conservation, or public access matters and any planned economic development. That proposal would generally be made a condition of consent.

Large-scale overseas purchases of farmland have sparked public controversy, and the New Zealand Government sought to create greater ministerial flexibility to respond to economic concerns about foreign investment in "sensitive" assets. Some opposition political leaders have suggested that non-residents be restricted from purchasing homes in New Zealand. However, the government does not support such measures. A review of the Overseas Investment Act of 2005 was conducted in 2009, concluding in 2010 with the release of the final Regulations and Directive Letter, which the Overseas Investment Office has implemented.

Although the Overseas Investment Act 2005 itself was not changed, the directive established new rules that apply to applications received from 2011 onward. The new implementing rules provide Government ministers with increased power to consider a wider range of issues when assessing foreign investment in sensitive assets, primarily large-scale overseas ownership of farmland and vertically integrated primary production companies. Two additional factors are assessed under the benefit test: an "economic interests" factor that allows ministers to consider whether New Zealand's economic interests are adequately "safeguarded and promoted," and a "mitigating" factor that enables ministers to consider whether an overseas investment provides adequate opportunities for New Zealand oversight or involvement. Besides applying to land such as that adjoining the foreshore or under conservation, the rules now define "sensitive land" as including "large" areas of farmland, ten times the average size of any given type of farm. For example, the average dairy farm is 172 hectares according to New Zealand statistics, which means the threshold that triggers the screening is 1,720 hectares. Likewise, the average sheep farm is 443 hectares, so the threshold would be 4,430 hectares.

The Government has also taken measures to cut red tape and reduce application processing time for OIO applications. In 2014 the application processing time for non-sensitive land applications was an average of 29 days.

The OIO also monitors foreign investments after approval. All consents are granted with reporting conditions, which are generally standard in nature. Investors must report regularly on their compliance with the terms of the consent. It is an offence to intentionally or recklessly make false or misleading statements, or any material omission, in any information provided to the OIO. If the High Court is satisfied that an offence has been committed, the High Court can order the disposal of the investor's New Zealand holdings.

In practice, the government's approval requirements have not been an obstacle for U.S. investors. Between 2004-2012 only 30 applications out of 1317 were denied. Those denied, for the most part, intended to purchase land in sensitive areas or for farming purposes, residential subdivision, or accommodation. In 2012, the OIO approved 113 applications, and declined zero.

The Government of New Zealand does not discriminate against foreign investors, but has placed separate limitations on foreign ownership of Air New Zealand and Telecom Corporation of New Zealand. The constitution of Telecom Corporation of New Zealand Limited (Telecom) provides that no person shall have a relevant interest in 10 percent or more of the voting shares without the consent of the Minister of Finance and the Telecom Board, and no person who is not a New Zealand national shall have a relevant interest in more than 49.9 percent of the total voting shares without the written approval of the Minister of Finance.

According to Air New Zealand's constitution, no person who is not a New Zealand national may hold or have an interest in equity securities which confer 10 percent or more of the voting rights without the consent of the Minister of Transport. There must be a maximum of eight directors and a minimum of five directors of Air New Zealand. At least three directors must be ordinarily resident in New Zealand. The majority of the Air New Zealand Board of directors must be New Zealand citizens.

New Zealand's main methods for taxation are the goods and services tax (GST), company tax, and income tax. In 2010, the New Zealand Government implemented sweeping changes to all three. The reform lowered personal and company income tax rates, increased indirect taxation, broadened the existing tax base, and tightened tax deduction rules. On October 1, 2010 New Zealand reduced its personal tax rate, which now ranges from 10.5 percent to 33 percent, as compared to the previous tax range of 12.5 percent to 38 percent. At the same time, GST was raised to 15 percent from 12.5 percent. The company tax was also cut from 30 percent to 28 percent, and first applied to the 2011/2012 income year. For most companies, this took effect on April 1, 2011. New Zealand also dropped its top tax rate for most portfolio investment entities (PIES) by 2 percent to 28 percent.

There is no capital gains tax, but some "gains", such as the profits on the sale of patent rights, may be considered as income.

As of 2014, New Zealand has agreements on taxation with 38 countries or territories, including the United States, and 11 tax information exchange agreements. A protocol

amending the income tax treaty between the United States and New Zealand came into force in 2010, with provisions including: elimination of source-country withholding tax on certain direct dividend payments; elimination of source-country withholding tax on certain interest payments, including interest paid to certain banks and financial enterprises; reduced source-country withholding tax on all royalty payments; a comprehensive limitation on benefits provision; and a comprehensive provision allowing for full exchange of information between the U.S. and New Zealand revenue authorities.

In October 2012, New Zealand announced it would pursue a Foreign Account Tax Compliance Act (FATCA) agreement with the United States, in an effort to reduce compliance costs for New Zealand institutions. Under the agreement, New Zealand's Inland Revenue Department (IRD) would submit the required information to the IRS on a financial institution's behalf. New Zealand also signed the multilateral "Convention on Mutual Administrative Assistance in Tax Matters" on October 31, 2012.

In November 2013, the Taxation (Annual Rates, Employee Allowances, and Remedial Matters) Bill was introduced into Parliament and is an omnibus bill that amends various Inland Revenue Acts. Specifically it proposes a framework for the implementation of the Inter-Governmental Agreement relating to FATCA compliance and any future foreign account information-sharing agreements that may be entered into by New Zealand with other countries.

The Bill had its first reading in Parliament in December, and if enacted will become effective July 1, 2014. From that date New Zealand foreign financial institutions will be required to comply with the due diligence and record keeping obligations.

Measure Year Index/Ranking

Measure	Year	Index or Rank
TI Corruption Perceptions Index	2013	91/1
Heritage Foundation's Economic Freedom index	2014	81.2/5
World Bank's Doing Business Report	2014	Rank of 3

Conversion and Transfer Policies

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There are no restrictions on the inflow or outflow of capital, and the currency is freely convertible. Full remittance of profits and capital is permitted through normal banking channels. There is no difficulty in obtaining foreign exchange.

Expropriation and Compensation

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Expropriation is not an issue in New Zealand, and there are no outstanding cases.

Dispute Settlement

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Investment disputes are extremely rare, and there have been no major disputes in recent years involving U.S. or other foreign investors. The mechanism for handling disputes is the judicial system, which is generally open, transparent and effective in enforcing property and contractual rights. Property and contractual rights are enforced by a British-style legal system. The highest appeals court is a domestic Supreme Court, which replaced the Privy Council in London and began hearing cases July 1, 2004. New Zealand courts are independent and impartial, and the decisions of judges are subject only to the law. The courts can recognize and enforce a judgment of a foreign court if the foreign court is considered to have exercised proper jurisdiction over the defendant according to private international law rules. New Zealand has well defined and consistently applied commercial and bankruptcy laws. Arbitration is a widely-used dispute resolution mechanism inside New Zealand, and is governed by the Arbitration Act 1996, Arbitration (Foreign Agreements and Awards) Act 1982, and the Arbitration (International Investment Disputes) Act 1979.

New Zealand is a party to the Convention on the Settlement of Investment Disputes between States and Nationals of Other States and to the New York Convention of 1958 on the Recognition and Enforcement of Foreign Arbitral Awards.

Performance Requirements and Incentives

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The Government of New Zealand does not maintain any measures that are alleged to violate the Trade Related Investment Measures text in the World Trade Organization. There are no performance requirements or incentives associated with foreign investment. However, for those investments that require OIO approval and are subject to reporting requirements, investors must report regularly on their compliance with the terms of the consent agreement.

Right to Private Ownership and Establishment

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Private entities generally have the right to freely establish, acquire, and dispose of business enterprises. There are a few exceptions in the treatment of domestic and foreign private entities. Government approval is required for foreign investments over NZD 100 million and investments in commercial fishing and certain land (as outlined in the "Openness to Foreign Investment" section above. In general, there has been no restriction on foreign purchasers in the privatization of assets, except for the ceilings on foreign ownership stakes in Air New Zealand and the Telecom Corporation of New Zealand. To preserve landing rights, no more than 49 percent of Air New Zealand, the national flagship carrier, can be owned by foreigners. A single foreign investor can hold a maximum of 49.9 percent of the total voting shares of Telecom New Zealand. In addition, under the Fisheries Act 1983, foreigners can only lease New Zealand fishing rights.

New Zealand recognizes and enforces secured interest in property, both movable and real. Most privately owned land in New Zealand is regulated by the Land Transfer Act 1952 (as amended) and the Land Transfer Regulations 2002. These provisions set forth the issuance of land titles, the registration of interest in land against land titles, guarantee of title by the State. The Register-General of Land develops standards and sets an assurance program for the land rights registration system. New Zealand's legal system protects and facilitates acquisition and disposition of all property rights.

Regarding intellectual property rights (IPR) protection, New Zealand generally has a strong record and is an active participant in international efforts to strengthen IPR enforcement globally. It is a party to nine World Intellectual Property Organization (WIPO) treaties and actively participates in the Trade Related Aspects of Intellectual Property Rights (TRIPS) Council. However, New Zealand is not party to the WIPO internet treaties (the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty). New Zealand implemented the Madrid Treaty in December 2012, allowing New Zealand companies to file international trade marks through the Intellectual Property Office of New Zealand (IPONZ). IPONZ also overhauled their systems to allow for online application and management and to cut down administration and compliance burdens. New Zealand is a party to the multi-lateral Anti-Counterfeiting Trade Agreement (ACTA), which is aimed at establishing a comprehensive international framework that will assist Parties to the agreement in their efforts to effectively combat the infringement of intellectual property rights, in particular the proliferation of counterfeiting and piracy.

The principle legislation governing copyright protection in New Zealand is The Copyright Act of 1994. Under the legislation, copyright protection is granted for the author's lifetime plus 50 years from the calendar year, in which the author died, for literary, dramatic, musical, and artistic works; and for 50 years from the calendar year in which they were made, for sound recordings and films. In April 2008, New Zealand passed the Copyright (New Technologies) Amendment Act, which is aimed at bringing the original copyright law up to date with digital technology. Among other things, the amendment required that internet service providers (ISPs) have a policy in place to address termination for repeat offenders. The industry attempted to form a voluntary code to address how this would be accomplished; however, agreement between rights holders and ISPs was never reached. As a result, the Government intervened to establish a more prescriptive legislation.

In April 2011 the Copyright (Infringing File Sharing) Amendment Act was passed, repealing Section 92A of the Copyright Act. The Act puts in place a three notice regime intended to deter illegal file sharing. Copyright owners who can provide evidence of infringement can request that internet service providers (ISPs) notify alleged infringers to stop infringing activity. The account holder may receive up to three warnings within a nine month period that infringement has occurred. Should the alleged infringement continue, the legislation enables copyright owners to seek the suspension of the internet account through the district court for up to six months. The account holder has the right to challenge the notice. The Bill also extends the jurisdiction of the Copyright Tribunal, enabling it to hear complaints and award penalties of up to NZD 15,000 (USD 12,300).

Despite backlash from the New Zealand internet community, the Act came into force in September 2011. Although many rights holders initially expressed optimism over the legislation, they have since expressed concerns about subsequent implementing regulations issued by the Ministry of Business, Innovation and Employment, which allow internet service providers to charge up to NZ\$25 (US\$20.50) per issuance of an infringement notice. The cost has deterred some rights holders from using the system.

Trademarks in New Zealand are protected under the Trade Marks Act of 2002, which entered into force in 2003. The legislation has been amended several times, and the most recent amendment is the Trade Marks Amendment Act 2011, which is effective from September 15, 2011. The amendment prescribes that all trademarks must be classified according to the Nice classification system (in accordance with New Zealand's accession to the Nice Agreement). To bring New Zealand in line with its obligation under the Madrid Protocol, the amendment establishes the Patent Office as New Zealand's office of origin and provides for regulations to be made in regards to international registrations. The amendment also revises provisions regarding parallel importing, suspension of border protection notices, removal of licensees on the Trade Marks Register, and more.

New Zealand meets the minimum requirements of the TRIPS Agreement, providing patent protection for 20 years from the date of filing. The New Zealand Government grants both product and process patents. Patents are protected under the Patents Act 2013, which was passed into law in September 2013, replacing the Patents Act 1953. The Act will not fully commence until September 13, 2014, however some parts are already in force. Final regulations will be submitted to Cabinet on August 4, 2014.

Under the legislation, the patent term will remain at twenty years, and criteria for granting a patent will become stricter. An absolute novelty standard was introduced as well as a requirement that requires all applications be examined for "obviousness" and utility. The legislation removed the 1953 Act provision for pre-grant opposition and will introduce a "re-examination" provision which can be invoked at any time after acceptance of an application, a provision potentially of concern, as it differs from international practice. Reexamination will be limited to issues of novelty and inventive step based on documentary prior art. The 1953 Act post-grant opposition provisions were expanded, making it possible to invoke post-grant opposition at any time during the patent term. The legislation also provides for the establishment of a Maori Advisory Committee to advise the Commissioner of Patents where patent applications involve traditional knowledge and indigenous plants and animals. In addition, the legislation includes provisions that will reform the regulatory environment for patent lawyers. Pharmaceutical companies have expressed concern that the bill does not bring patent term restoration in line with international best practices.

The Intellectual Property Office of New Zealand (IPONZ) has drafted implementing guidelines for the Bill and released them for public comment. In light of negotiations on the Trans-Pacific Partnership free trade agreement, the U.S. Government has expressed concern that a number of provisions in the Patents Bill (including, but not limited to its provision on software patentability) do not provide the high level of IPR protection reflected in past U.S. trade agreements.

For additional information about treaty obligations and points of contact at local IP offices, please see WIPO's country profiles at <http://www.wipo.int/directory/en/>.

New Zealand's regulatory, legal, and accounting systems are generally transparent and consistent with international norms. Proposed laws and regulations are regularly published in draft form for public comment via the internet, and law makers generally make every effort to give public submissions due consideration. While some standards are set through legislation or regulation, the vast majority of standards are developed through Standards New Zealand, the country's leading standards setting body. Standards New Zealand is a Crown entity, but it operates autonomously and is self-funded. When setting standards, they rely on expert committee consensus, public input and widespread consultation with affected parties, both foreign and domestic. The majority of standards are set in coordination with Australia.

The key competition law statute in New Zealand is the Commerce Act 1986, which covers both restrictive trade practices and the competition aspects of M&A transactions. It also sets forth regulation of industries and sectors with certain natural monopolies, such as electricity, airports, and telecommunications. The Commerce Act 1986 is overseen and enforced by New Zealand's Commerce Commission. In general, any contracts, arrangements, or understandings that have the purpose or effect of substantially lessening competition in a market are prohibited, unless authorized by the Commerce Commission. Before granting such authorization, the commission must be satisfied that the public benefit would outweigh the reduction of competition.

The Commerce Commission can block a merger or takeover that would result in the new company gaining a dominant position in the market. The use of a dominant market position to lessen or prevent various specified types of competition is contrary to the Act's provisions. However, the enforcement of any right under any copyright, patent, protected plant variety, registered design, or trademark does not necessarily constitute abuses of a dominant position.

Suppliers' use of resale price maintenance, in which suppliers of goods set and enforce sale prices to be charged by re-sellers, is also prohibited. Advice should be obtained on the application of the Act before the establishment of exclusive distribution, selling, and franchising arrangements in New Zealand.

To ensure competition in "natural monopolies," such as telecommunications and electricity, the government has increased oversight. Under the 1997 WTO Basic Telecommunications Services Agreement, New Zealand committed to the maintenance of an open, competitive environment in the telecommunications sector. Key reforms of the sector, through legislation enacted in December 2001 and December 2006, included the appointment of a commissioner responsible for resolving commercial disputes, the introduction of regulated services (including local loop and bitstream unbundling), the strengthening of the monitoring and enforcement arrangements for regulated services, and the operational separation of Telecom New Zealand.

Mobile termination rates (MTRs) were long unregulated in New Zealand's small, isolated market, creating an environment for protectionist behavior. Under the unregulated system, prices and other terms are negotiated commercially between network operators

(fixed or mobile). New Zealand's dominant telecommunication companies, Vodafone and Telecom, historically had termination rates that were among the highest of all industrialized countries. These above-cost MTRs also created a framework for the other anticompetitive behavior, such as significant on-net/off-net retail price differentiation resulting in highly concentrated geographic regions dominated by one or other of the incumbent networks. On a national basis however, Vodafone and Telecom control 51 percent and 46 percent of the market respectively.

In May 2011, the New Zealand Commerce Commission issued a decision requiring cost-based rates for MTRs, thereby increasing competition and reducing wholesale termination rates for mobile calls and text messages. Pursuant to the decision, termination rates for text messages were immediately reduced, and mobile call termination rates were reduced in early 2012, with additional rate reductions mandated by 2014, resulting in rates that are now very competitive by global standards.

One law that draws consistent criticism as a barrier to investment (from both foreign and domestic investors) is the Resource Management Act 1991. The Act regulates access to natural and physical resources such as land and water. Critics contend that the resource management process mandated by the law is unpredictable, protracted and subject to undue influence from competitors and lobby groups. There have been several well-publicized cases in which it was alleged that companies have used the objections submission process under the law to stifle competition. Investors have also raised concerns that the law is unequally applied between jurisdictions because of the lack of implementing guidelines. To address some of these concerns, the Resource Management (Simplifying and Streamlining) Amendment Act was passed in 2009.

Efficient Capital Markets and Portfolio Investment

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New Zealand policies generally facilitate the free flow of financial resources to support the flow of resources in the product and factor markets. Credit is generally allocated on market terms, and foreigners are able to obtain credit on the local market. The private sector has access to a variety of credit instruments. It has a strong infrastructure of statutory law, policy, contracts, codes of conduct, corporate governance, and dispute resolution that support financial activity and allow it to thrive. The banking system, mostly dominated by foreign banks, is world class in electronic banking and is rapidly moving New Zealand into a "cashless" society. However, in November 2010, Standard & Poor's downgraded its outlook for New Zealand's credit rating from stable to negative, citing a weakening of the nation's banks. Despite initially supporting the measures outlined in the government's May 2011 budget, both Standard & Poor's and Fitch further downgraded New Zealand from an AA+ to AA rating on September 30, 2011, where it remains as of 2014.

New Zealand also has a full range of other financial institutions, including a securities exchange, investment firms and trusts, insurance firms and other non-bank lenders. Non-bank finance institutions experienced difficulties during the financial crisis due to risky lending practices, and the Government of New Zealand has undertaken legal changes to bring them into the regulatory framework, which will take effect in the middle of 2013.

New Zealand banks are regulated by the Reserve Bank of New Zealand (RBNZ) under the Reserve Bank of New Zealand Act 1989. The RBNZ is statutorily independent and is responsible for conducting monetary policy and maintaining a sound and efficient financial system. The New Zealand banking system consists of 22 registered banks and more than 90 percent of their combined assets are owned by foreign banks, mostly Australian. There is no requirement in New Zealand for financial institutions to be registered to provide banking services, but an institution must be registered to call itself a bank.

The RBNZ has no requirement to guarantee the viability of a registered bank or provide permanent deposit insurance. However, in response to the global financial crisis, the New Zealand Government announced in October 2008 that it would guarantee certain retail deposits up to NZD 1 million for two years.

While the scheme has been generally successful, in 2010 the Government paid out US\$ 1.2 billion to cover investor losses when New Zealand's largest locally owned finance company went into receivership. Following an investigation by the Serious Fraud Office, the company directors have been on trial for fraud since March 2014.

In December 2013 Parliament passed the Non-bank Deposit Takers Act 2013 to strengthen the regulatory regimes for non-bank deposit takers and the powers of the Reserve Bank to detect and intervene if a non-bank deposit taker becomes distressed or fails. It also introduces requirements for the licensing of non-bank deposit takers, and that they have suitable directors and senior officers. The Act comes into force on May 1, 2014.

Parliament also passed the Reserve Bank of New Zealand (Covered Bonds) Amendment Act 2013 that provides greater certainty and transparency for covered bonds issued by banks. The Act, which came into effect on December 10, 2013, provides for covered bond programs to be registered and monitored by the Reserve Bank, allowing bond holders to have access to a specific pool of assets (the "cover pool") in the event that the bank fails. The total size of the cover pool will be limited to 10 percent of a bank's assets.

For investment-grade financial institutions that have substantial borrowing and lending operations in New Zealand, the Government also offered a wholesale funding guarantee facility. On April 30, 2010, the New Zealand Government ended its wholesale funding guarantee program (which helped banks access funding during the liquidity crisis) but the retail deposit guarantee will continue.

Following the global financial crisis, banks in New Zealand performed relatively well. No banks failed, and there are relatively low levels of mortgage defaults. While banks have remained relatively stable, the largest four New Zealand banks (ANZ, ASB, Westpac & BNZ) were downgraded on December 3, 2011 following downgrades of their Australian parent banks. The main reasons cited for the downgrades were foreign instability and the banks' reliance on foreign funding. Because banks in New Zealand predominately rely on foreign funding (45 percent comes from overseas capital markets), they are heavily exposed to foreign liquidity risk. The global financial crisis also spurred the Government of New Zealand to review banking regulation and crackdown on tax evasion by foreign-owned banks.

The Securities Commission, under the Securities Act 1978 and amendments, regulated the issuance of securities. The Act requires registration of prospectuses for public offerings of new securities and prescribes the information that must be disclosed. The Securities Markets Act 1988 provides civil remedies for loss or damages resulting from insider trading and market manipulation. Amendments in 2002 gave the Securities Commission additional powers to increase its effectiveness in monitoring and enforcement, including criminal sanctions for insider trading and market manipulation. In September 2008, New Zealand passed the Financial Advisers Act and the Financial Service Providers (Registration and Dispute Resolution) Act, which also gave the Securities Commission authority to regulate the financial services industry, including market participants, intermediaries, investors and consumers. The legislation requires that all financial products and services are registered and appropriately qualified. Such services include: providing financial advice (including financial planning); mortgages, savings and checking accounts, and loans – services your bank, building society or credit union may offer; insurance – including life, health, home/contents, and vehicle; money management and/or advice; investment management and/or advice; consumer loans and credit – such as a retailer selling an item on credit or providing a cash loan; foreign currency exchanges – whether buying or selling; and money transfers.

In April 2010, the New Zealand Cabinet agreed to establish a new consolidated market conduct regulator for the financial sector, the Financial Markets Authority (FMA), as well as a new register of securities offerings. The Financial Markets Authority Act was passed in April 2011, and the FMA began operation that same month, replacing the Securities Commission, which no longer exists. The FMA also carries out some of the current work of the Ministry of Business, Innovation and Employment, including the regulatory role of the Government Actuary and some of the roles of the Registrar of Companies. The New Zealand Markets Disciplinary Tribunal (NZMDT) is now an independent body supported by the FMA.

Legal, regulatory, and accounting systems are transparent. Financial accounting standards are issued by the Accounting Standards Review Board. The Act makes the adoption of financial accounting standards mandatory for registered companies and issuers of securities, including entities listed on the New Zealand Stock Exchange (NZX). The standards generally are adopted by other entities as well. The Board's accounting standards are based largely on international accounting standards, and the use of international accounting standards will be universal. Smaller companies (except issuers of securities and overseas companies) that meet proscribed criteria face less stringent reporting requirements. Entities listed on the stock exchange are required to produce annual financial reports for shareholders together with abbreviated semi-annual reports. Stocks in a number of New Zealand listed firms are also traded in Australia and in the United States.

Small, publicly held companies not listed on the NZX may include in their constitution measures to restrict hostile takeovers by outside interests, domestic, or foreign. However, NZX rules generally prohibit such measures by its listed companies.

As a result of the global financial crisis, New Zealand has undertaken a review of its financial system to shore up investor confidence. Reforms are focused on establishing a regime to supervise financial advisors, enforcement of rules related to finance companies and the selling of financial products, and legal reforms to facilitate the raising of capital. Much of the impetus for the reforms stems from finance companies that

engaged in high risk property lending through the issuance of debentures and “mis-selling” financial products. Many such finance companies collapsed or froze repayments.

In April 2014 the Financial Markets Conduct Act (FMC) 2013 and the Financial Reporting Act (FRA) 2013 came into effect. The FMC provides a new licensing regime to bring New Zealand financial market regulations in line with international standards. It expands the role of the FMA as the primary regulator of fair dealing conduct in financial markets, it provides enforcement for parts of the Financial Advisors Act 2008 to strengthen protections and increase transparency for investor assets held by custodians, and allows for equity crowd-funding and employee share schemes. The FRA aims to reduce compliance costs for most small to medium-sized companies by no longer required them to produce complex financial statements.

Competition from State Owned Enterprises

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The Government of New Zealand owns a variety of commercial assets, including 18 state-owned enterprises (SOEs), eight Crown research institutes, four Crown financial institutions, five non-financial Crown companies, 53 percent of Air New Zealand Limited, and other Crown shareholdings in a shipping line and four airports. Although the SOEs are set up by the State-Owned Enterprises Act of 1986, they are regulated by the provisions of the Companies Act and are registered as public companies. Unlike Crown entities, the SOEs are structured as companies because they provide public services via market determined prices. The Crown Ownership Monitoring Unit (COMU), which is part of the New Zealand Treasury, is responsible for overseeing the SOEs and provides “shareholding” ministers with advice on the SOE performance. The board of directors of each SOE reports to two ministers, the Minister of Finance and the relevant portfolio minister.

Most of New Zealand’s SOEs are concentrated in the energy and transportation sectors. Private enterprises are allowed to compete with public enterprises under the same terms and conditions with respect to markets, credit, and other business operations. For example, Contact Energy, a publicly listed company, is allowed to sell energy in direct competition with Meridian Energy Limited, which is an SOE. Under SOE Continuous Disclosure Rules, SOEs are required to continuously report on any matter that may materially affect their commercial value.

In 2014 the Government completed its program of asset sales, an issue it campaigned on for re-election in 2011. The program involved the partial sale of three energy companies and Air New Zealand, with the Government retaining its majority share in each.

Corporate Social Responsibility

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The Government of New Zealand actively promotes corporate social responsibility (CSR), which is widely practiced throughout the country. There are a number of New Zealand NGOs that are dedicated to facilitating and strengthening CSR, including the New Zealand Business Council for Sustainable Development, the Sustainable Business Network, and the American Chamber of Commerce in New Zealand.

Political Violence

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New Zealand is a stable Western democracy.

Corruption

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Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

U.S. Foreign Corrupt Practices Act: In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at: <http://www.justice.gov/criminal/fraud/>

Other Instruments: It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements. This country is party to [add instrument to which this country is party], but generally all countries prohibit the bribery and solicitation of their public officials.

OECD Antibribery Convention: The OECD Antibribery Convention entered into force in February 1999. As of March 2009, there are 38 parties to the Convention including the United States (see <http://www.oecd.org/dataoecd/59/13/40272933.pdf>). Major exporters China, India, and Russia are not parties, although the U.S. Government strongly endorses their eventual accession to the Convention. The Convention obligates the Parties to criminalize bribery of foreign public officials in the conduct of international business. The United States meets its international obligations under the OECD Antibribery Convention through the U.S. FCPA. [Insert information as to whether your country is a party to the OECD Convention.]

UN Convention: The UN Anticorruption Convention entered into force on December 14, 2005, and there are 158 parties to it as of November 2011 (see <http://www.unodc.org/unodc/en/treaties/CAC/signatories.html>). The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery. [Insert information as to whether your country is a party to the UN Convention.]

OAS Convention: In 1996, the Member States of the Organization of American States (OAS) adopted the first international anticorruption legal instrument, the Inter-American Convention against Corruption (OAS Convention), which entered into force in March 1997. The OAS Convention, among other things, establishes a set of preventive measures against corruption, provides for the criminalization of certain acts of corruption, including transnational bribery and illicit enrichment, and contains a series of provisions to strengthen the cooperation between its States Parties in areas such as mutual legal assistance and technical cooperation. As of December 2009, the OAS Convention has 34 parties (see <http://www.oas.org/juridico/english/Sigs/b-58.html>) [Insert information as to whether your country is a party to the OAS Convention.]

Council of Europe Criminal Law and Civil Law Conventions: Many European countries are parties to either the Council of Europe (CoE) Criminal Law Convention on Corruption, the Civil Law Convention, or both. The Criminal Law Convention requires criminalization of a wide range of national and transnational conduct, including bribery, money-laundering, and account offenses. It also incorporates provisions on liability of legal persons and witness protection. The Civil Law Convention includes provisions on compensation for damage relating to corrupt acts, whistleblower protection, and validity of contracts, inter alia. The Group of States against Corruption (GRECO) was established in 1999 by the CoE to monitor compliance with these and related anti-corruption standards. Currently, GRECO comprises 49 member States (48 European countries and the United States). As of December 2011, the Criminal Law Convention has 43 parties and the Civil Law Convention has 34 (see www.coe.int/greco.) [Insert information as to whether your country is a party to the Council of Europe Conventions.]

Free Trade Agreements: While it is U.S. Government policy to include anticorruption provisions in free trade agreements (FTAs) that it negotiates with its trading partners, the anticorruption provisions have evolved over time. The most recent FTAs negotiated now require trading partners to criminalize “active bribery” of public officials (offering bribes to any public official must be made a criminal offense, both domestically and trans-nationally) as well as domestic “passive bribery” (solicitation of a bribe by a domestic official). All U.S. FTAs may be found at the U.S. Trade Representative Website: <http://www.ustr.gov/trade-agreements/free-trade-agreements>. [Insert information as to whether your country has an FTA with the United States: Country [X] has a free trade agreement (FTA) in place with the United States, the [name of FTA], which came into force. Consult USTR Website for date: <http://www.ustr.gov/trade-agreements/free-trade-agreements>.]

Local Laws: U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department’s U.S. and Foreign Commercial Service can provide assistance with navigating the host country’s legal system and obtaining a list of local legal counsel.

Assistance for U.S. Businesses: The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company’s overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at www.trade.gov/cs.

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department’s Advocacy Center and State’s Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy personnel and through the Department of Commerce Trade Compliance Center “Report A Trade Barrier” Website at tcc.export.gov/Report_a_Barrier/index.asp.

Guidance on the U.S. FCPA: The Department of Justice’s (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department’s present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ’s Fraud Section Website at www.justice.gov/criminal/fraud/fcpa. Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at http://www.ogc.doc.gov/trans_anti_bribery.html. More general information on the FCPA is available at the Websites listed below.

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of

corruption by virtue of being parties to various international conventions discussed above.

New Zealand is renowned for its efforts to ensure a transparent, competitive, and corruption-free government procurement system. Stiff penalties against bribery of government officials as well as those accepting bribes are strictly enforced. New Zealand consistently achieves top ratings in the Transparency International's Corruption Perception Index (CPI). In 2012, Transparency International ranked New Zealand first equal (out of 180 countries and territories), with a rating of 90. The highest possible score (i.e. least corrupt) is 100.

The legal framework for combating corruption in New Zealand consists of domestic and international legal and administrative methods. Domestically, New Zealand's criminal offences related to bribery are contained in the Crimes Act 1961 and the Secret Commissions Act 1910. The New Zealand Government has a strong code of conduct, The Standards of Integrity and Conduct, which applies to all State Services employees and is rigorously enforced. The New Zealand Police has its own Code of Conduct that applies to all New Zealand Police employees, and the Office of the Judicial Conduct Commissioner was established in August 2005 to deal with complaints about the conduct of judges. New Zealand's Office of the Controller and Auditor-General and the Office of the Ombudsman take an active role in uncovering and exposing corrupt practices. The Protected Disclosures Act was enacted to protect public and private sector employees who engage in "whistleblowing".

Internationally, New Zealand has signed and ratified the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions. In October 2006, the OECD examined New Zealand for compliance with the convention. New Zealand has also signed and ratified the UN Convention Against Transnational Organized Crime. In 2003, New Zealand signed the UN Convention Against Corruption and is currently working to ratify it. New Zealand opted to join the GATT/WTO Government Procurement Agreement in 2012, citing benefits for exporters, while noting that there would be little change for foreign companies bidding within New Zealand's totally deregulated government procurement system. New Zealand supports multilateral efforts to increase transparency of government procurement regimes. New Zealand also engages with Pacific Island countries in capacity building projects to bolster transparency and anti-corruption efforts.

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a "Lay-Person's Guide to the FCPA" is available at the U.S. Department of Justice's Website at: <http://www.justice.gov/criminal/fraud/fcpa>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: http://www.oecd.org/departement/0,3355,en_2649_34859_1_1_1_1_1,00.html. See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/dataoecd/11/40/44176910.pdf>.

- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: http://www.ogc.doc.gov/trans_anti_bribery.html.
- Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: http://www.transparency.org/policy_research/surveys_indices/cpi/2009. TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.
- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 213 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See <http://info.worldbank.org/governance/wgi/index.asp>. The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://data.worldbank.org/data-catalog/BEEPS>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See <http://www.weforum.org/s?s=global+enabling+trade+report>.
- Additional country information related to corruption can be found in the U.S. State Department's annual *Human Rights Report* available at <http://www.state.gov/g/drl/rls/hrrpt/>.
- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 106 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>.

Bilateral Investment Agreements

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New Zealand currently has signed bilateral investment treaties (BIT) with four partners: Argentina (August, 1999), Chile (July, 1999), China (November, 1988), and Hong Kong (July, 1995). Besides these treaties, the country has concluded a number of economic agreements that also contain provisions on investment:

New Zealand and Australia trade through a Closer Economic Relationship (CER), which is a free trade agreement eliminating all tariffs between the two countries. However, the

rules of origin under the CER do not permit products to enter Australia duty free from New Zealand unless the products are of at least 50 percent New Zealand origin. Additionally, the last manufacturing process must be carried out in New Zealand. The enactment of the Free Trade Agreement between Australia and the United States on January 1, 2005, removes any tariff disadvantage to U.S. firms that choose to re-export products from New Zealand to Australia.

New Zealand concluded a Closer Economic Partnership (CEP) agreement with Singapore that entered into force on January 1, 2001.

New Zealand concluded a concluded a CEP agreement with Thailand that entered into force on July 1, 2005. The FTA contains a specific chapter on investment.

New Zealand concluded an FTA with China that entered into force on October 1, 2008. The FTA contains a specific chapter on investment.

New Zealand and Malaysia signed an FTA October 26, 2009, that entered into force on August 1, 2010. The FTA contains a specific chapter on investment.

New Zealand concluded work on an FTA with the Gulf Cooperation Council (GCC) on October 31, 2009, but the agreement has not yet been signed.

New Zealand concluded a CEP with Hong Kong, which entered into force on January 1, 2011.

On July 10, 2013 the New Zealand Commerce and Industry Office and the Taipei Economic and Cultural Office signed an Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen and Matsu on Economic Cooperation (ANZTEC). The Agreement entered into force on December 1, 2013.

A Free Trade Agreement between New Zealand, Australia and the Association of South East Asian Nations (ASEAN) was signed on February 27, 2009. The FTA contains a specific chapter on investment.

The Trans-Pacific Strategic Economic Partnership Agreement (TPP, previously known as the "P4") between Brunei Darussalam, Chile, New Zealand and Singapore was signed in 2005. In 2010, the United States, Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam began negotiating a regional Asia-Pacific trade agreement called the Trans-Pacific Partnership (TPP), with the objective of shaping a high-standard, broad-based regional agreement. Canada and Mexico joined negotiations in 2012. This agreement will create a potential platform for economic integration across the Asia-Pacific region, and a means to advance U.S. economic interests with the fastest-growing economies in the world. In December, 2012, New Zealand hosted a round of TPP negotiations in Auckland.

New Zealand is also currently negotiating separate FTAs with India and Korea. Negotiations for a block trade agreement with Russia, Belarus, and Kazakhstan were on hold as of May 2014.

New Zealand joined the Regional Comprehensive Economic Partnership (RCEP), launched at the East Asia Summit in November 2012. The RCEP developed among 16

countries: the 10 members of ASEAN (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam) and the six countries with which ASEAN has existing Free Trade Agreements (FTAs) – Australia, China, India, Japan, Korea, and New Zealand. There have been four rounds of negotiations as of May 2014.

OPIC and Other Investment Insurance Programs

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As an OECD member country and developed nation, New Zealand is not eligible for OPIC programs. Although the New Zealand Government does not provide OPIC-like services to encourage New Zealand investment in developing countries, New Zealand is a member of the Multilateral Investment Guarantee Agency (MIGA). It also has an export insurance program administered under the New Zealand Export Credit Office (NZECO). NZECO provides credit guarantees to protect exporters against uncontrollable events and aims to help build the capacity of New Zealand exporters to offer long-term finance terms to international buyers.

Labor

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The seasonally adjusted unemployment rate remained at 6.0 percent in the March 2014 quarter compared with the previous quarter. The unemployment rate has been trending downwards since a 13-year peak of 7.2 percent in the September 2012 quarter. New Zealand is ranked as having the eleventh lowest unemployment rate among OECD, well below the OECD average of 7.6 percent.

In the March 2014 quarter, there were 3,559,000 people in the working age population; 2,466,000 persons in the workforce (69.3 percent), and 1,093,000 persons not in the labor force (30.7 percent). Of those in the workforce, 2,318,000 are employed (94.0 percent) and 147,000 are unemployed (6.0 percent). Approximately (1,799,000) 77.6 percent of those employed were full-time workers.

In comparison with a year ago, employment is growing most rapidly in agriculture, forestry and fishing, construction, retail trade and accommodation, professional services, and health care. Employment in ITC and public administration has dropped slightly. Unemployment rates among Maori and Pacific Islanders have fallen, now standing at 13.2 percent and 13.0 percent respectively, compared to 13.9 percent and 15.2 percent a year ago. In early 2014 markedly fewer New Zealanders moved to Australia to look for work as the New Zealand economy shows relatively stronger growth and job prospects.

A number of employment statutes govern the work place in New Zealand. The most important is the Employment Relations Act (ERA) 2000, which repealed the Employment Contracts Act 1991. Other key legislation that supplement the ERA include the Employment, Equal Pay Act 1972, Health and Safety in Employment Act 1992, Holidays Act 2003, Minimum Wage Act 1983, the Parental Leave and Employment Protection Act 1987, Volunteers Employment Protection Act 1973, and Wages Protection Act.

Some notable changes to New Zealand's labor law in recent years include a 2004 revision of the ERA, which strengthens collective bargaining, good faith provisions, and

dispute resolution mechanisms. It also provides additional protection for workers in the event that company ownership changes. The Employment Relations (Flexible Working Arrangements) Amendment Bill, which was passed in 2007, changes the Employment Relations Act to provide employees who care for others with the statutory right to request part-time or flexible hours. The changes are not limited to hours of work but can also include the place of work, such as working from home, compressing the work week into fewer days, flexi-time, staggered hours, shift swapping, and job sharing.

In 2007, the mandatory minimum annual leave time increased to four weeks. In November 2010, the New Zealand Government amended the Holidays Act 2003 and the Employment Relations Act 2000 to give employees the option to exchange cash for one week of annual holidays, the ability to transfer public holidays to another working day, extending trial periods to all employers, and extending the role and powers of labor inspectors. Another notable change in New Zealand's labor law occurred in 2010 with the promulgation of the Employment Relations (Film Production Work) Amendment. After Warner Bros threatened to move the production of the movie *The Hobbit* elsewhere because of a dispute with acting unions, the Government of New Zealand, on short notice, amended the Employee Relations Act 2000. The amendment essentially changed the law so that workers involved with film production work will be considered as independent contractors rather than employees, unless they choose to be employees by entering into an agreement that provides that they are such.

In 2013 the New Zealand Government overhauled workplace health and safety in high risk industries in response to ongoing fatalities of forestry workers, and to the Pike River Coal Mine disaster in December 2012 in which 29 miners died. This includes the creation of WorkSafe NZ, a stand-alone Crown regulator dedicated to health and safety, amendments to the Health and Safety in Employment Act 1992, new regulations applying to the adventure tourism sector, and to operators of both onshore and offshore oil and gas exploration and extraction.

Legislation currently in Parliament include the Employment Relations Amendment Bill mentioned previously, and an omnibus Health and Safety Reform Bill that will replace both the 1992 Act and the Machinery Act 1950 and make amendments to four other employment-related Acts. The Fisheries (Foreign Charter Vessels and Other Matters) Bill is designed to strengthen the New Zealand Government's power to take action against foreign owners, operators or crew of fishing vessels do not comply with New Zealand law, especially in regard to safety, labor and fishing practices.

In May 2014, the New Zealand Government announced it would increase the length of paid parental leave to 18 weeks up from the current 14 weeks. Forming part of the Government's Budget 2014 package, the change will be phased in, to 16 weeks on April 1, 2015 and to 18 weeks on April 1, 2016. The change also extends parental leave payments to more workers in particular, to people who have recently changed jobs, seasonal and casual workers, and workers with more than one employer. Labor laws are generally well enforced, and disputes are usually handled by the New Zealand Employment Relations Authority. Its decisions may be appealed in an Employment Court. The Ministry of Business, Innovation and Employment is responsible for enforcement of laws governing work conditions. Unions have the right to organize and collectively bargain. The proportion of union members in the total employed labor force is roughly 15 percent. The New Zealand Council of Trade Unions is the umbrella organization for 350,000 union members in 40 affiliated unions. Work stoppages

continued to decline to the lowest on record since reporting began in 1986. Of the ten work stoppages ended in 2012, there were six complete strikes, three partial strikes and one lockout. However, while there were fewer stoppages than 2011 (12 involving 2,098 employees), in 2012 there were 5,179 employees involved. This resulted in a loss of 78,589 person-days of work and an estimated NZD13.6 million loss in wages and salaries compared with a loss in 2011 of 4,850 days of work and NZD1 million in wages and salaries.

Employment rights mandate that every employee has a written employment agreement. The adult (employees who are 16 and over and are not new entrants or trainees) minimum wage from April 1, 2014 is NZD 14.25 (USD 14.20) per hour up from NZD 13.75 (USD 11.77) last year. The minimum wage is about 50 percent of the average hourly rate, which is the highest in the OECD. In May 2013, the Government of New Zealand passed the Minimum Wage (Starting-out Wage) Amendment Bill which allows eligible 16 to 19 year olds to earn 80 percent of the minimum wage for six months, or for as long as they are undertaking recognized industry training for study requirements.

Foreign-Trade Zones/Free Ports

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New Zealand does not have any foreign trade zones or free ports.

Foreign Direct Investment Statistics

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In 2013, New Zealand's direct investment abroad (stock) was NZD 22.513 billion, down slightly from 2012 (NZD 23.186 billion). Total foreign direct investment (stock) in New Zealand was NZD 102,445 an increase of NZD 2 billion.

As a percent of GDP, New Zealand's investment abroad was 10.2 percent and foreign investment was 46.3 percent. Nominal GDP in 2013 was NZD 221.417 billion.

Australia remains New Zealand's largest investment partner; it accounts for 53.6 percent of total New Zealand investment abroad and 62.5 percent of total foreign investment in New Zealand. Together with Australia, the United Kingdom and the United States make up New Zealand's three biggest investment partners.

Direct investment in the United States is 15.8 percent of New Zealand's direct investment overseas, and the United States is the source of 8.9 percent of total foreign direct investment in New Zealand. As of the year ending December 2013, the value of New Zealand's direct investment in the United States was NZD 3.56 billion (down 6.6 percent from the December 2012 year), and the total value of United States investment in New Zealand was NZD 9.12 billion (down 19.2 percent from the December 2012 year).

U.S. investment in New Zealand is concentrated in the telecommunications, forestry, transportation, food processing, and electronic data processing sectors. Increasingly U.S. investments are going into petroleum refining and distribution, financial services, information technology, and biotechnology. New Zealand primarily invests abroad in the

financial and insurance industry and manufacturing. For reference purposes, NZD 1 roughly equals USD 0.86 (May 2014).

Source for all NZ Data: Statistics New Zealand, Ministry of Business, Innovation, and Employment.

Web Resources

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Reserve Bank of New Zealand: <http://www.rbnz.govt.nz/>
Overseas Investment Office: <http://www.linz.govt.nz/overseas-investment>
New Zealand Ministry of Economic Development: <http://www.med.govt.nz/>
New Zealand Ministry of Justice: <http://www.justice.govt.nz/>
New Zealand Department of Labour: <http://www.dol.govt.nz/>
New Zealand Council of Trade Unions: <http://www.union.org.nz/>
New Zealand Export Credit Office: <http://www.nzeco.govt.nz/>
New Zealand Financial Markets Authority: <http://www.fma.govt.nz/>
New Zealand Ministry of Foreign Affairs and Trade: <http://www.mfat.govt.nz/>
New Zealand Commerce Commission: <http://www.comcom.govt.nz/>
Intellectual Property Office of New Zealand: <http://www.iponz.govt.nz/>
Statistics New Zealand: <http://www.stats.govt.nz>

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Chapter 7: Trade and Project Financing

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How Do I Get Paid (Methods of Payment)

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The main sources of capital for financing imports or new development in New Zealand are undistributed profits, the share market, merchant banks, insurance companies, savings banks, finance companies (including hire-purchase or leasing companies), private sources, investment by overseas companies in New Zealand branches, subsidiaries, joint venture companies, and foreign capital inflows. The New Zealand Government has set-up a venture capital program that aims to match NZ\$100 million in public funds with NZ\$200 million of private funds. Although there is a broad array of suppliers of debt, the smaller population means there are relatively fewer New Zealand sources of early stage equity, including venture capital.

In New Zealand, standard private financial products are available to support, import, and export opportunities. Local financial institutions offer secured bank credit and trade finance products (e.g., sight draft, irrevocable letters of credit, etc.). Open account purchase agreements are quite common among long-time trading partners.

How Does the Banking System Operate

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The Reserve Bank of New Zealand oversees the banking system of New Zealand. Like the U.S. Federal Reserve, it formulates and implements monetary policy, monitors banks, manages currency issuance, and acts as the central bank of New Zealand. It grants banking licenses and operates the Exchange Settlement Account System (ESAS), through which banks make regular, high-value payments with each other. Additionally, the Reserve Bank provides clearing and settlement services to the financial markets for high-value debt and equities. New banks have to apply for a separate license for foreign exchange trading, but this usually poses no difficulty.

There are 19 registered banks in New Zealand. To reduce bank failures, registered banks must meet minimum standards. Overseas entities own more than 90 percent of the country's banking assets. TSB Bank Limited of New Plymouth, SBS Bank, and Kiwi Bank, a government-established bank operated out of NZ Post shops are the only domestically owned banks. Additionally, finance companies, insurance companies, and building societies are engaged in capital formation and investment. The Securities Commission regulates these institutions.

Banks in New Zealand provide customary retail and commercial business including: depository services, lending, and foreign exchange services. These banks maintain the usual correspondent relationships with banks around the world.

The Government of New Zealand's liberalization of the banking system has ended almost all restrictions on the number, activities, and ownership of banks operating in New Zealand. There are no limits on the number of licenses granted, and foreign-owned institutions have full equality with nationally based firms. In general, banks operate on an "at your own risk" policy for both management and depositors. Customers' deposits are not covered by any system of depositors' insurance.

Foreign-Exchange Controls

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There are no major controls on foreign exchange trading except for the separate license requirement stated earlier.

U.S. Banks and Local Correspondent Banks

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New Zealand Retail Banks:

Australia and New Zealand Banking Group Limited: <http://www.anz.co.nz/business>

ASB Bank Limited: <https://www.asb.co.nz/Business-Banking>

Bank of New Zealand: <http://www.bnz.co.nz/business-banking>

Kiwibank Limited: <http://www.kiwibank.co.nz/business-banking>

TSB Bank Limited: <http://www.tsb.co.nz>

Westpac New Zealand Ltd: <http://www.westpac.co.nz/>

U.S. Banks (Wholesale):

Citibank New Zealand: <http://www.citibank.com/us/home.htm>

J.P. Morgan: <http://www.jpmorgan.com/pages/jpmorgan>

Project Financing

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Debt and venture capital financing are readily available at New Zealand market rates. Low residential savings rates require banks to obtain higher cost offshore funds to meet loan demand.

Vendors often offer financing for large equipment purchases. Commercial banks, often operating in a consortium, provide project financing in New Zealand. New Zealand is not a developing country, therefore multilateral institutions and development banks, such as The World Bank or USAID, do not lend into New Zealand.

The U.S. Export-Import Bank standard policies apply to U.S. firms selling to New Zealand entities.

Export-Import Bank of the United States: <http://www.exim.gov>

Country Limitation Schedule: <http://www.exim.gov/tools/countrylimitationschedule/>

OPIC: <http://www.opic.gov>

Trade and Development Agency: <http://www.ustda.gov/>

SBA's Office of International Trade: <http://www.sba.gov/oit/>

USDA Commodity Credit Corporation:
<https://www.fsa.usda.gov/FSA/webapp?area=about&subject=landing&topic=sao-cc>

U.S. Agency for International Development: <http://www.usaid.gov>

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Chapter 8: Business Travel

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Business Customs

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New Zealand business customs are similar to those practiced in the United States. It is common and courteous practice to make and keep appointments in a timely manner. Senior level officials are as accessible for relevant business consultations as their peers are in the United States.

Travel Advisory

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Normal commercial travel agency assistance is appropriate for travel and hotel arrangements while traveling in New Zealand.

The State Department consular information sheet for New Zealand can be found at: <http://travel.state.gov/content/passports/english/country/new-zealand.html>

New Zealand maintains stringent bio-security standards to protect its agricultural industries. Arriving international travelers should be careful to make an accurate declaration of any food or plant items in their baggage. Quarantine officials can impose immediate fines for infractions, starting at NZ\$200. For more information consult the website of the Ministry of Primary Industries (MPI): <http://www.biosecurity.govt.nz/>

For longer stays, contact the New Zealand Embassy or Consulate for information pertaining to workers' and permanent residency permits.

Visa Requirements

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Under the Visa Waiver Program, U.S. passport holders can visit New Zealand for 90 days or less without a visa.

U.S. Companies that require travel of foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: <http://travel.state.gov/content/visas/english.html>

In New Zealand, consular activities are undertaken at the American Consulate General, Auckland: http://newzealand.usembassy.gov/american_citizen.html

Telecommunications

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New Zealand has modern telecommunications infrastructure. Mobile phones operate on GSM and CDMA systems. Internet access, either broadband or dial-up, is available in most city hotels and through wireless hotspots and Internet cafes.

New Zealand's telephone line density ratio is slightly over 477 lines per 1,000 persons, which is comparable to U.S. and European ratios. The switchgear and line qualities are more than satisfactory for facsimile transmission. The country supports many long distance billing services (Telecom, AT&T, Sprint, and more) 2Degrees, Vodafone and Telecom are the three cellular networks. Vodafone and Telecom offer rental services for visitors.

Transportation

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Most travelers to New Zealand arrive by air. Air New Zealand, the national air carrier code shares with United Airlines. Qantas, Australia's national air carrier code shares with American Airlines. In March 2013, Hawaiian Airlines began flights from Honolulu, Hawaii to Auckland, New Zealand.

New Zealand is well equipped with both public and private transportation options that can be booked through the Internet or travel agents. Automobiles are right hand drive and traffic travels on the left side of the road.

Language

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New Zealand is an English-speaking country. Maori is the language of the indigenous people of New Zealand. By law, Maori is an official language. New Zealand sign language is the third official language.

New Zealand's literacy rate is 99 percent.

Health

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The standard of public health is high. The New Zealand health system consists of public, private, and voluntary sectors that interact to provide and fund health care. The public

sector provides free treatment at hospitals for emergency and major medical problems, including maternity and geriatric care and free dental treatment for those less than 18 years of age. American travelers to New Zealand are encouraged to obtain supplemental health insurance prior to entering the country to provide coverage against unforeseen health problems or accidents.

Local Time, Business Hours, and Holidays

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New Zealand business operates on a five-day (Monday through Friday) work week. Retail outlets are open until 6 p.m. with extended hours Thursday/Friday and in December. There are many supermarkets and gas stations open 24 hours a day.

2014:

	New Year's Day
January 1	
January 2	For day after New Year's Day
January 20	Wellington Anniversary (Wellington only)
January 28	Auckland Anniversary (Auckland only)
February 27	Waitangi Day
April 18	Good Friday
April 21	Easter Monday
April 25	ANZAC Day
June 2	Queen's Birthday
October 27	Labour Day
November 14	Canterbury Anniversary Day (Christchurch only)
December 25	Christmas Day
December 26	Boxing Day

Ocean surrounds New Zealand allowing for a temperate climate. The Southern Hemisphere's seasons are opposite the Northern Hemisphere with summer weather during the five-month November to March period. Temperature extremes are confined to the mountainous areas in the North and South Islands.

Temporary Entry of Materials and Personal Belongings

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New Zealand admits samples of negligible value duty free. Small shipments of trade catalogs and price lists printed outside New Zealand and advertising products produced abroad are admitted duty free if they bear the name and address of the foreign manufacturer and are not designed to advertise the sale of those products by any company, firm, or individual with a business established in New Zealand. Personal belongings (goods) up to NZ\$1000 may be brought into New Zealand.

Web Resources

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U.S. Consular: http://newzealand.usembassy.gov/american_citizen.html
Customs: <http://www.customs.govt.nz>

Embassy of New Zealand in the United States: <http://www.nzembassy.com/usa>
Ministry for Primary Industries (MPI): <http://www.mpi.govt.nz>
New Zealand Immigration: <http://www.immigration.govt.nz>
Weather: <http://www.metservice.com>

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Chapter 9: Contacts, Market Research and Trade Events

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- [Trade Events](#)

Contacts

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Airways Corporation of New Zealand
<http://www.airways.co.nz>

Environmental Protection Authority (EPA)
<http://www.epa.govt.nz/>

Land Information New Zealand Overseas Investment Office
<http://www.linz.govt.nz/overseas-investment/index.aspx>

New Zealand Ministry of Civil Defense and Emergency Management
<http://www.civildefence.govt.nz>

New Zealand Commerce Commission
<http://www.comcom.govt.nz>

New Zealand Ministry of Business, Innovation and Employment
<http://www.mbie.govt.nz>

New Zealand Customs Service
<http://www.customs.govt.nz>

New Zealand Ministry of Defense
<http://www.defence.govt.nz>

New Zealand Ministry of Health
<http://www.health.govt.nz/>

New Zealand Ministry of Primary Industries
<http://www.mpi.govt.nz>

New Zealand Police (National Headquarters)
<http://www.police.govt.nz>

New Zealand Trade and Enterprise
<http://www.nzte.govt.nz>

Statistics New Zealand
<http://www.stats.govt.nz>

New Zealand Agricultural Commodity Boards

Full Export Monopoly Boards:

ENZA Ltd.

<http://www.enza.co.nz>

Fonterra Cooperative Group Limited

<http://www.fonterra.com>

Zespri International Ltd

<http://www.zespri.com>

Non-Marketing Commodity Boards

Meat Industry Association of New Zealand (Inc)

<http://www.mia.co.nz/>

New Zealand-Based Multipliers

American Chamber of Commerce

<http://www.amcham.co.nz>

Executive Director: Mike Hearn

Auckland Chamber of Commerce

<http://www.aucklandchamber.co.nz/>

Wellington Employers' Chamber of Commerce

<http://www.wecc.org.nz>

Canterbury Employer's Chamber of Commerce

<http://www.cecc.org.nz>

New Zealand-Based Commercial and Economic Personnel

The Senior Commercial Officer based in the American Consulate General – Sydney, Australia, manages the U.S. Commercial Service in New Zealand.

Joe Kaesshaefer, Senior Commercial Officer
U.S. Department of Commerce, U.S. Commercial Service
19-29 Martin Place, Level 59 MLC Centre
Sydney, NSW 2000 Australia
Phone: +61 2 9373-9202; Fax: +61 2 9221-0573
Email: Joe.Kaesshaefer@trade.gov

American Embassy – Wellington

<http://newzealand.usembassy.gov>

U.S. Ambassador nominee Mark Gilbert

29 Fitzherbert Terrace or PO Box 1190
Thorndon, Wellington, New Zealand

Janet Coulthart, Commercial Specialist
U.S. Department of Commerce, American Embassy
29 Fitzherbert Terrace or PO Box 1190, Thorndon, Wellington
Phone: +64 4 462-6002 Fax: +64 4 473-0070
Email: Janet.Coulthart@trade.gov

Dorothy Mayhew, Economic Officer
American Embassy
29 Fitzherbert Terrace or PO Box 1190
Thorndon, Wellington
Phone: +64 4 462-6182; Fax: +64 4 472-3537
E-mail: MayhewD@state.gov

The Agriculture Attache at the American Embassy in Canberra, Australia manages the U.S. Agriculture Service in New Zealand:

Hugh Magginis, Agricultural Attaché
U.S. Department of Agriculture
American Embassy
Moonah Place
Canberra ACT 2600, Australia
Phone: +61-2-6214-5854; Fax: +61-2-6273-1656

Washington-Based Country Contacts

New Zealand Desk Officer
U.S. Department of State
EAP/ANP, Washington, D.C. 20520
Phone (202) 736-4745; Fax: (202) 647-0118

New Zealand Desk Officer
U.S. Department of Commerce
Washington, D.C. 20230
Phone: (202) 482-3971; Fax: (202) 482-6165

The United States-New Zealand Council
DACOR Bacon House
1801 F Street, N.W., 3rd Floor
Washington, D.C. 20006
Phone: (202) 842-0772; Fax: (202) 842-0749
Mr. Bill Maroni, President

To view market research reports produced by the U.S. Commercial Service please go to the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, and is free.

Trade Events

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Please click on the link below for information on upcoming trade events.

<http://www.export.gov/tradeevents/index.asp>

<http://export.gov/newzealand/tradeevents/nz/index.asp>

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Chapter 10: Guide to Our Services

The President's National Export Initiative aims to double exports over five years by marshaling Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities** and **support them once they do have exporting opportunities**.

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: www.export.gov

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: (Insert link to Products and Services section of local buyusa.gov website here.)

U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRAD(E)**.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

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