

NZTE: PARTNERING FOR INTERNATIONAL GROWTH

How NZTE supports exporting companies and the benefits of collaborating to succeed in market.

Michelle McKenna,
Coalitions and Sectors

19 September 2016



KEY POINTS

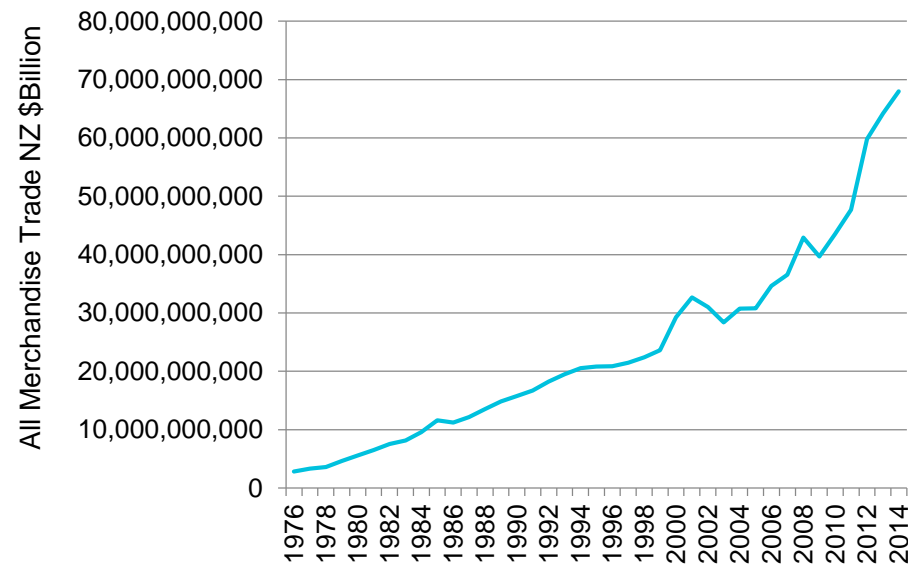
- 1. Why is internationalisation important?**
- 2. Reasons for Optimism**
- 3. NZTE – how we help companies grow internationally**
- 4. Government support**

WHY IS INTERNATIONALISATION IMPORTANT?

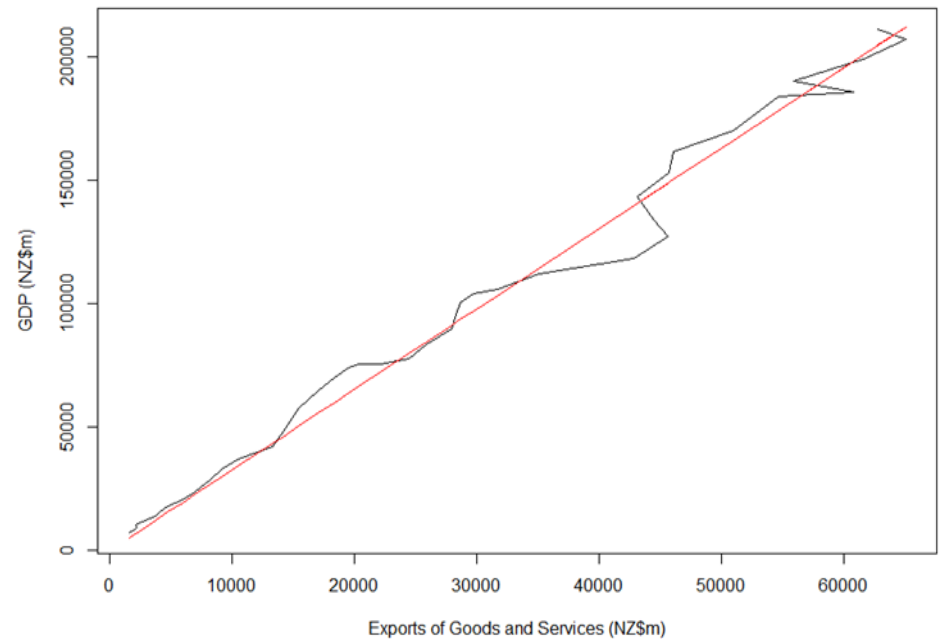
The value of our exports have been rising...

But as a share of GDP, exports have been relatively constant over time.

All Merchandise Trade



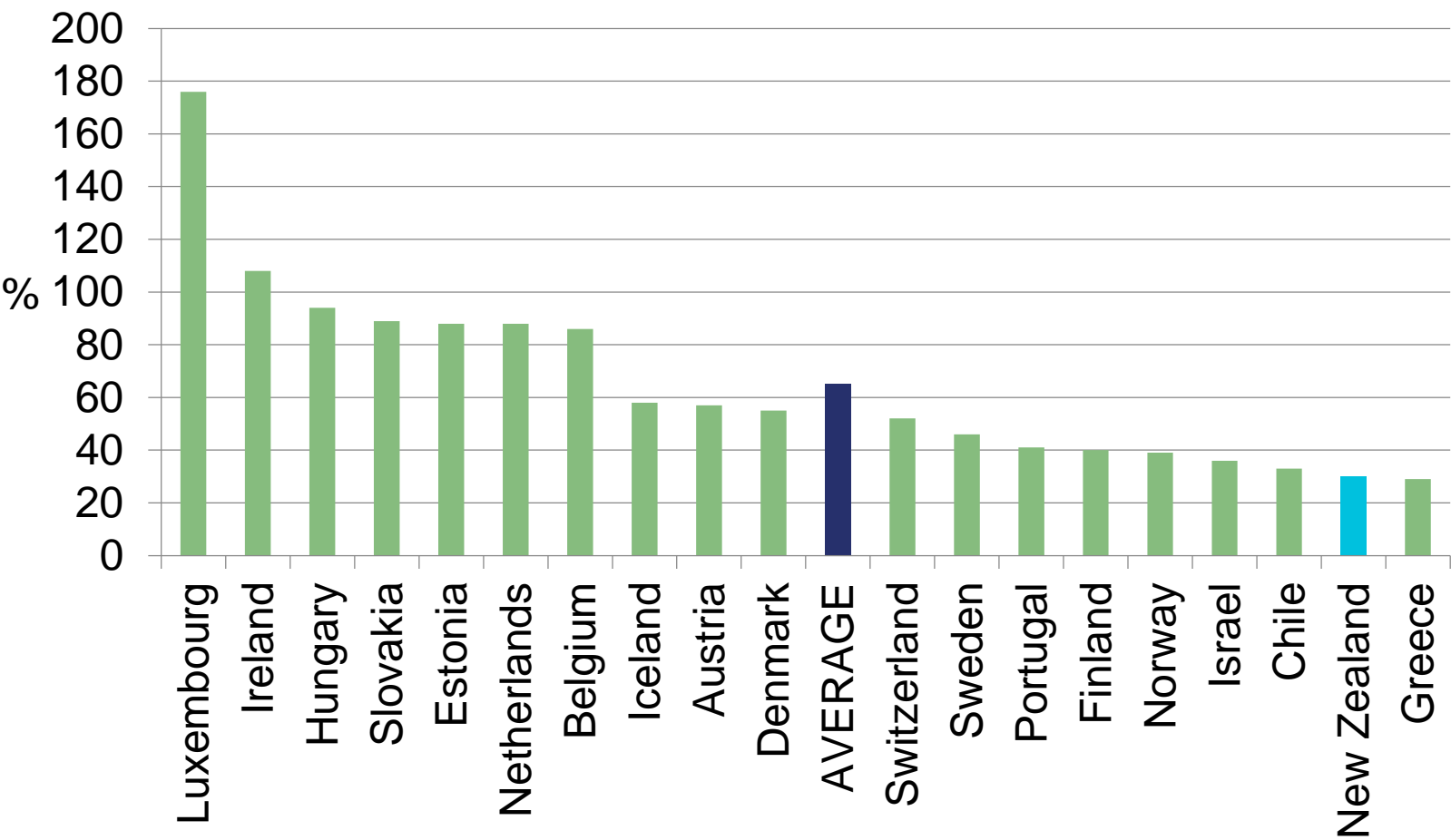
Exports of goods and services as % of GDP



N.B. Figures for year 2014 are for New Zealand's trade in goods and services, year ended June

HOW WE COMPARE WITH OTHERS

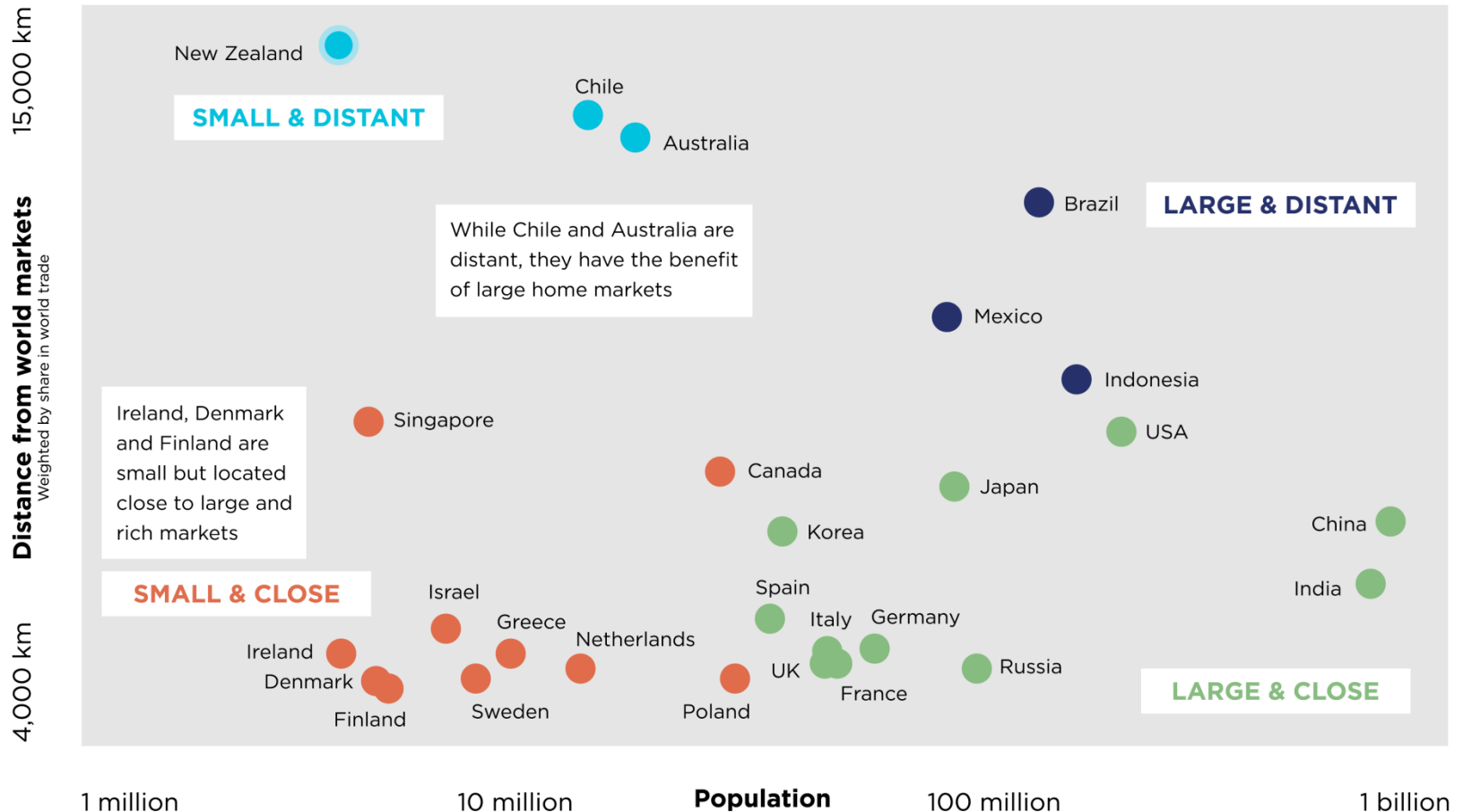
EXPORTS as % of GDP
(OECD countries with less than 20m people)



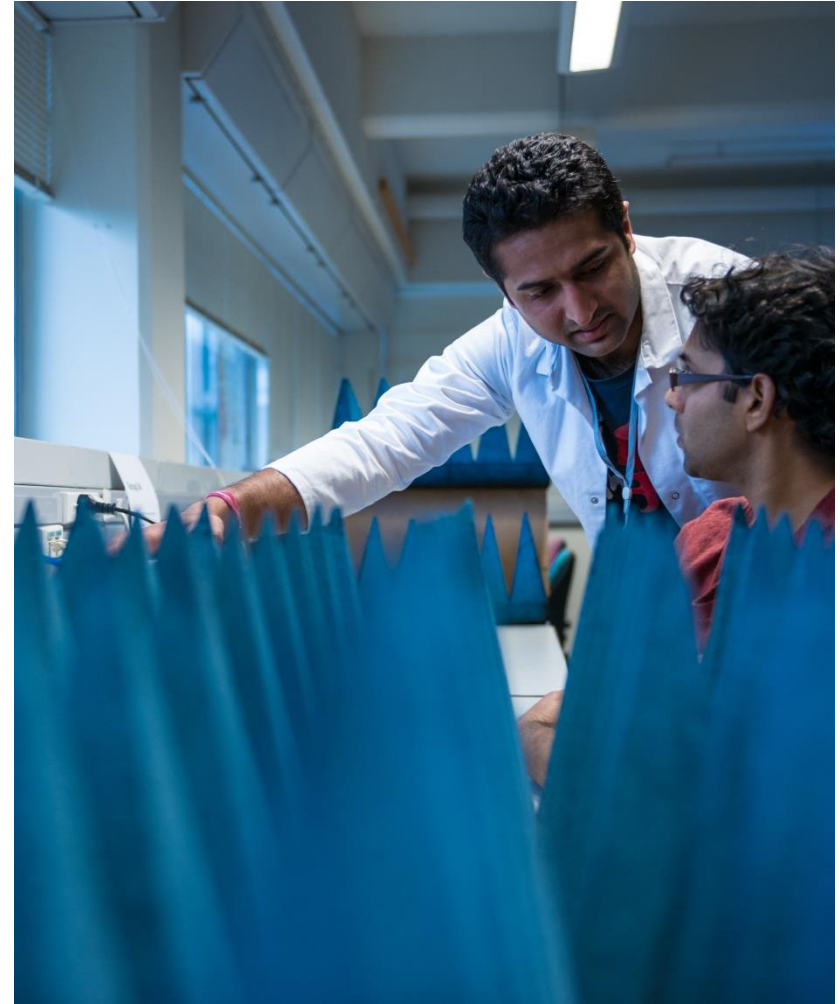
Source: World Bank

SCALE AND DISTANCE... THE OBVIOUS ISSUES

New Zealand's geographic challenge:
Selecting countries distance from world markets and population



CAN WE PARTICIPATE IN GLOBAL TECHNOLOGY SUPPLY-CHAINS?



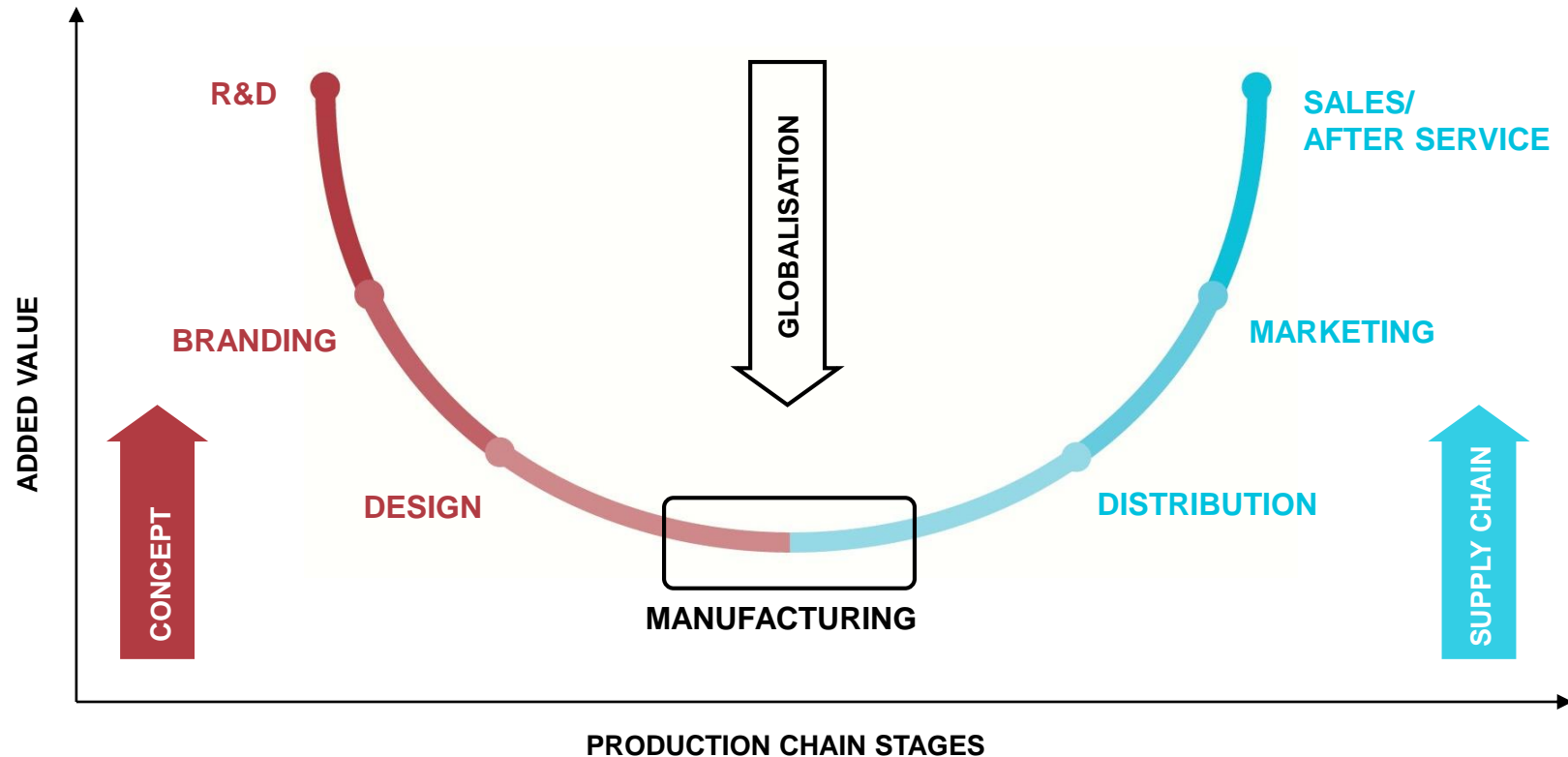
CAN WE RESPOND TO MIDDLE EASTERN DEMAND FOR SERVICES?



CAN WE HELP MEET GROWING GLOBAL DEMAND FOR HEALTH TECHNOLOGY & SERVICES?

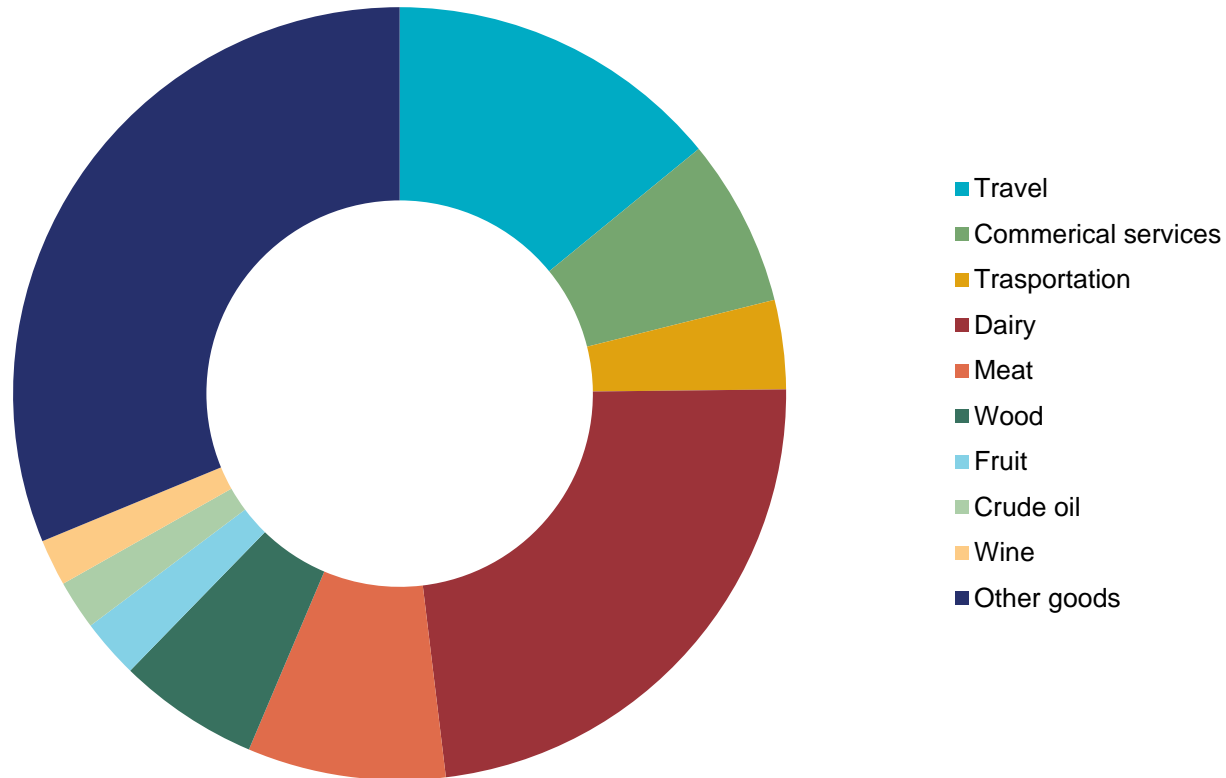


WITH AN UNDERLYING VIEW THAT NZ NEEDS TO PARTICIPATE ACROSS THE WHOLE VALUE CHAIN



OUR EXPORT FOOTPRINT

IN 2014 NEW ZEALAND EXPORTED



Goods & Services totalling
NZ\$68,054m

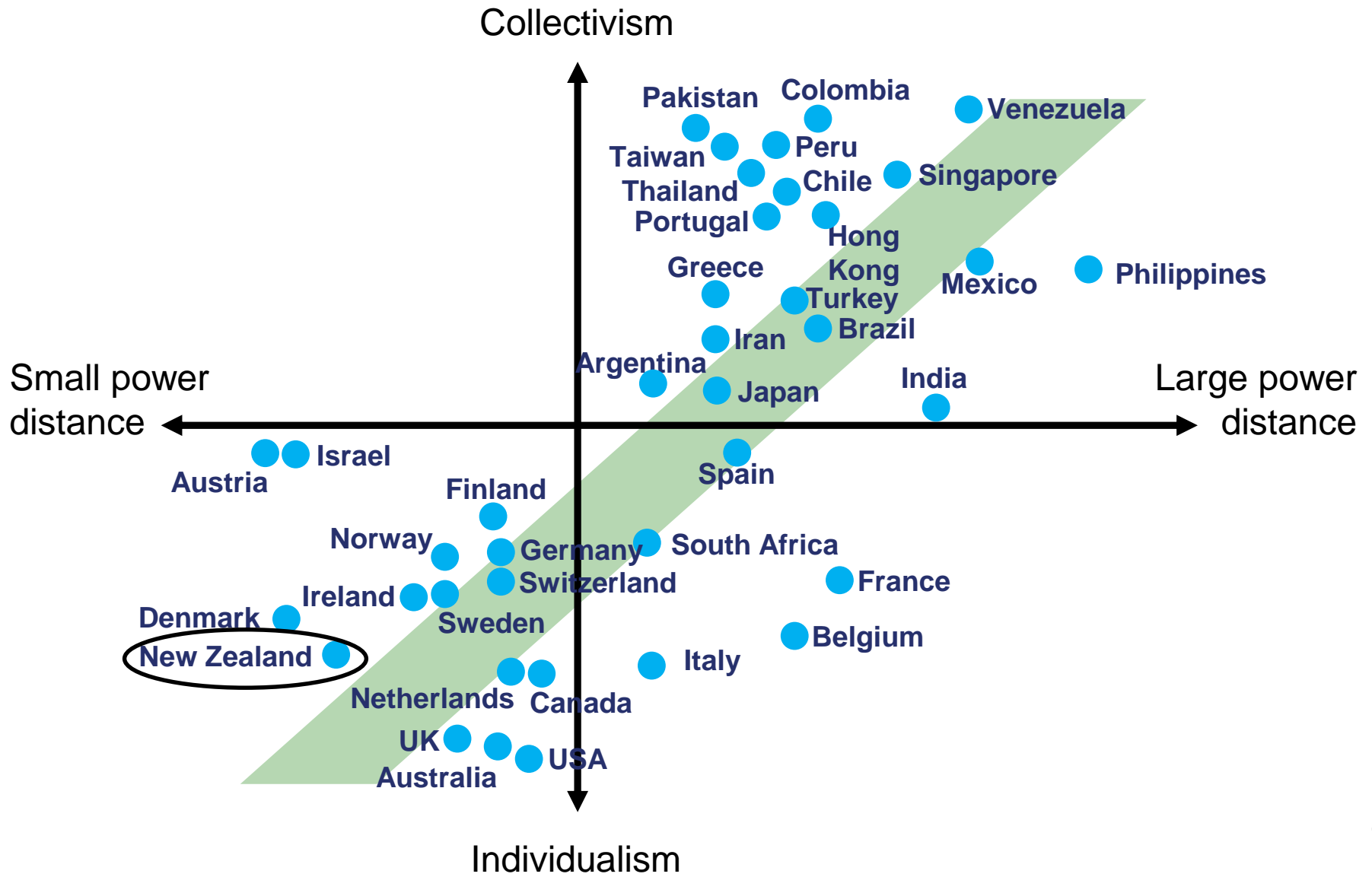
KEY POINTS

1. Why is internationalisation important?
2. Reasons for Optimism
3. NZTE – how we help companies grow internationally
4. Government support

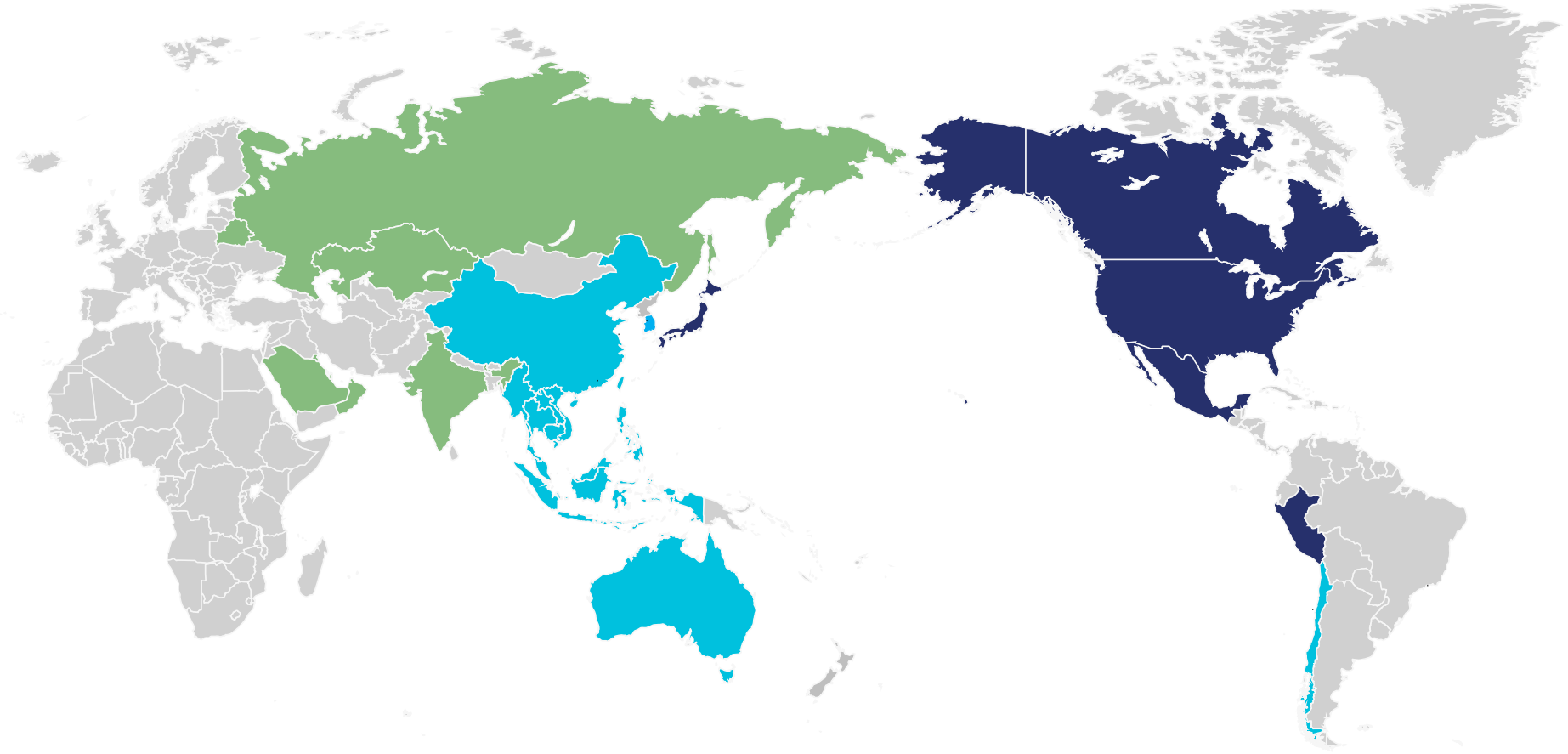
REASONS FOR OPTIMISM




- Emerging economies are looking for safe technology and services
- Our DNA is primed for ingenuity and resilience
- We are small....so we can organise... NZ Inc
- We are open, stable, democratic, and non-corrupt

INNOVATION AND INGENUITY IS IN OUR DNA

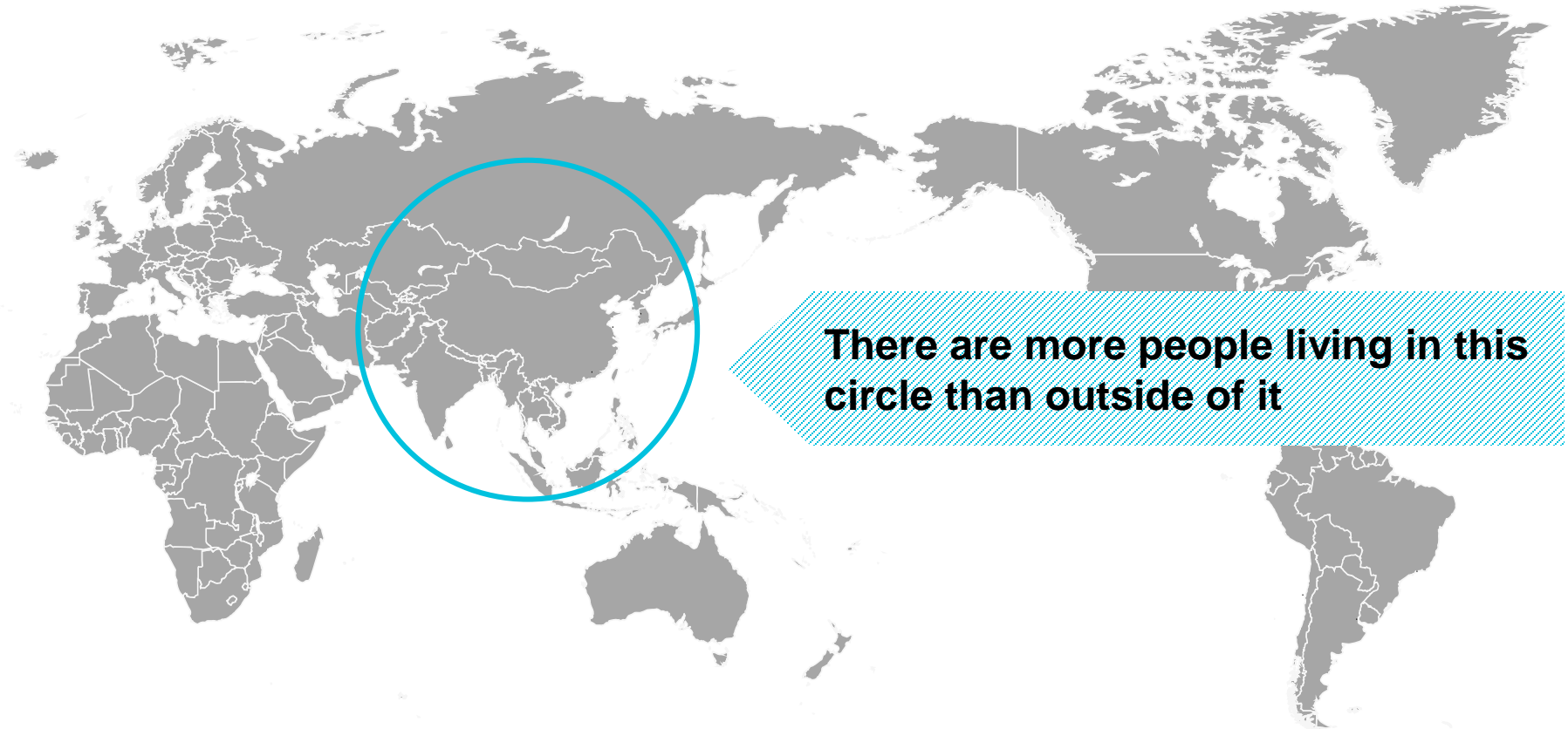


MARKETS ARE BECOMING MORE ACCESSIBLE



-  Agreements in force
-  Agreements pending ratification
-  Agreements under negotiation

AND WE ARE WELL PLACED



There are more people living in this circle than outside of it

KEY POINTS

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OUR PURPOSE



**To grow companies
internationally
— bigger, better, faster —
for the benefit of
New Zealand.**

KEY FACTS



4000

Customers

**CROWN
ENTITY**

With private board

580

People
(50% offshore)

37

International locations

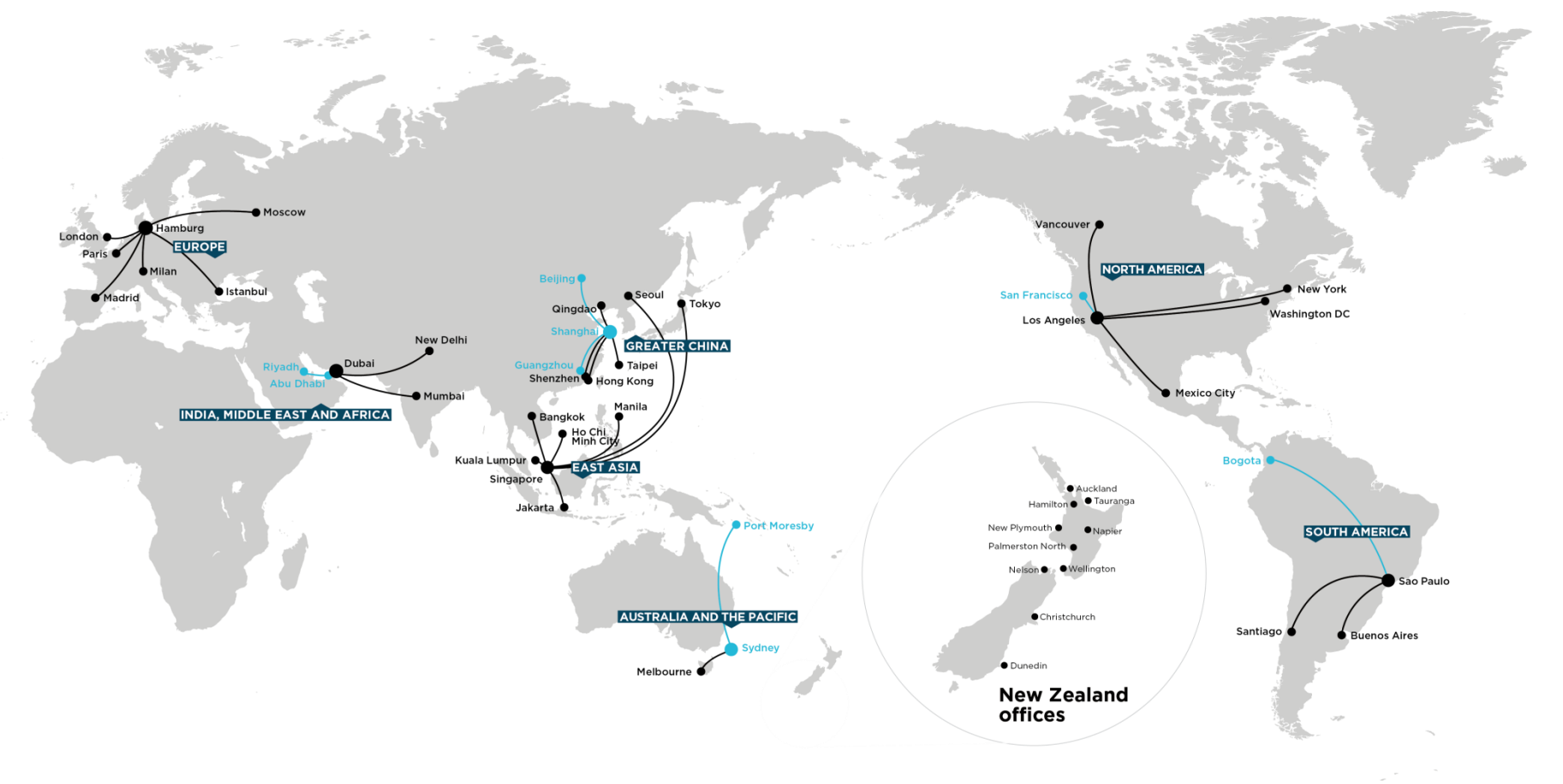
\$180m

Budget 2015
(+30m grants)

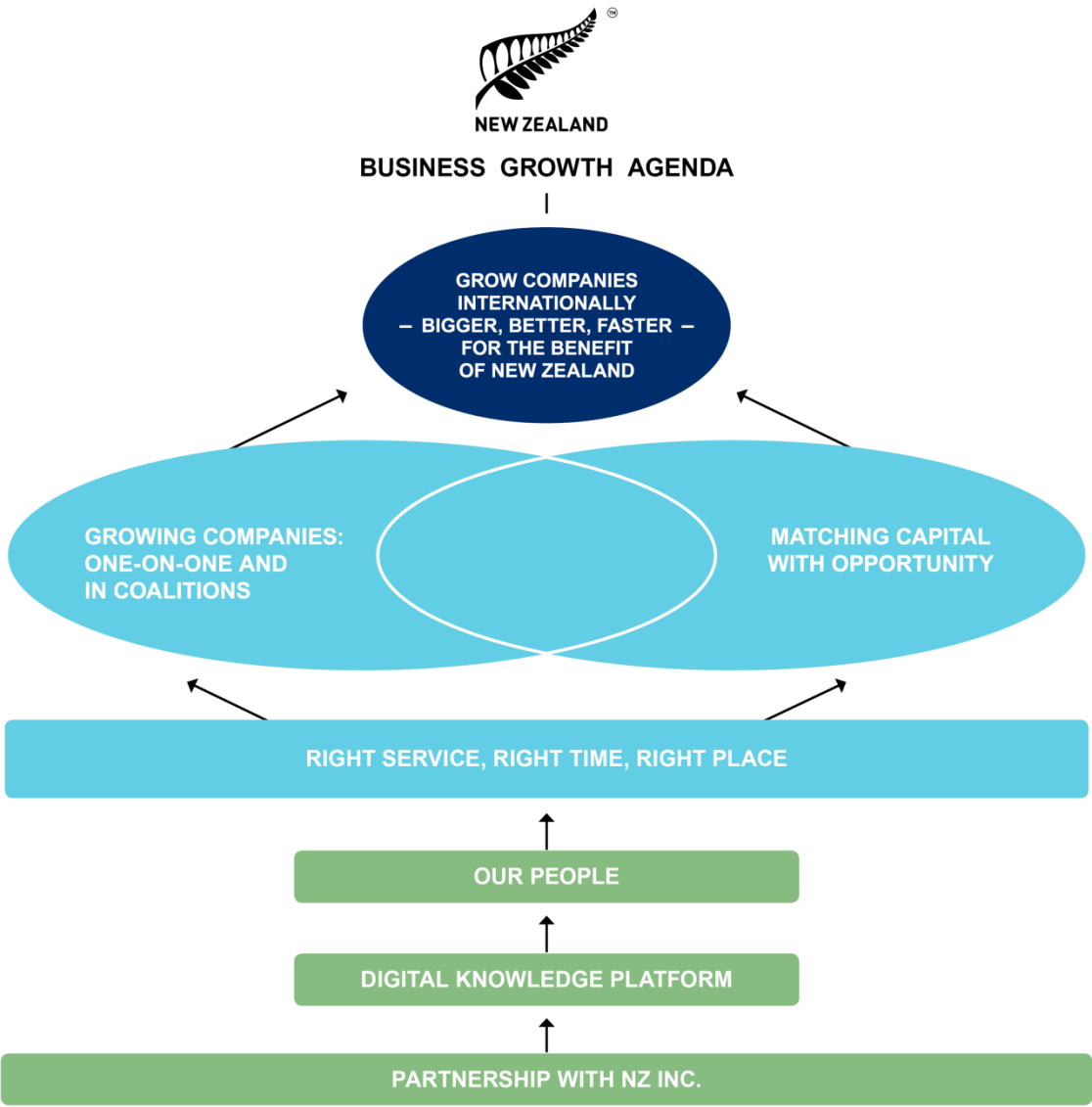
100

Private sector advisors

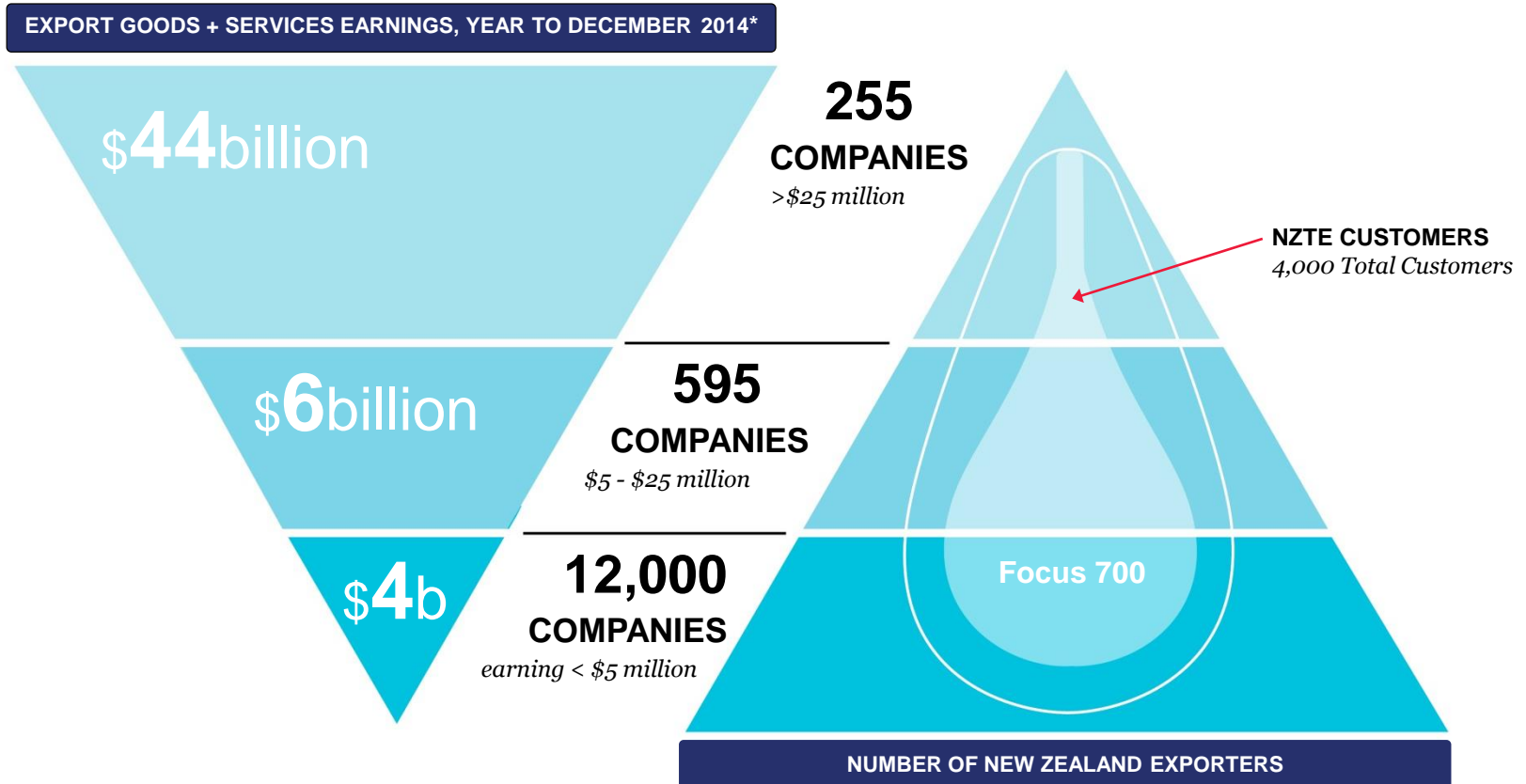
NZTE INTERNATIONAL NETWORK



NZTE'S STRATEGIC FRAMEWORK



WORKING ONE-ON-ONE WITH CUSTOMERS



*Source: Statistics New Zealand (generalised)

OUR CUSTOMER VALUE PROPOSITION

Customer Value Proposition

OUR PURPOSE IS SIMPLE
To grow companies internationally — bigger, better, faster — for the benefit of New Zealand.

We identify, plan for and act on your biggest opportunities for international growth.

WE DO THIS IN TWO WAYS;



1

Firstly, by boosting your global reach and market knowledge to help you succeed internationally.

This is achieved by leveraging our government mandate, combined with a dedicated NZTE team in our offices in New Zealand and throughout the world, who are connected to a network of experienced private sector specialists.

2

Secondly, by building your capability to succeed internationally.

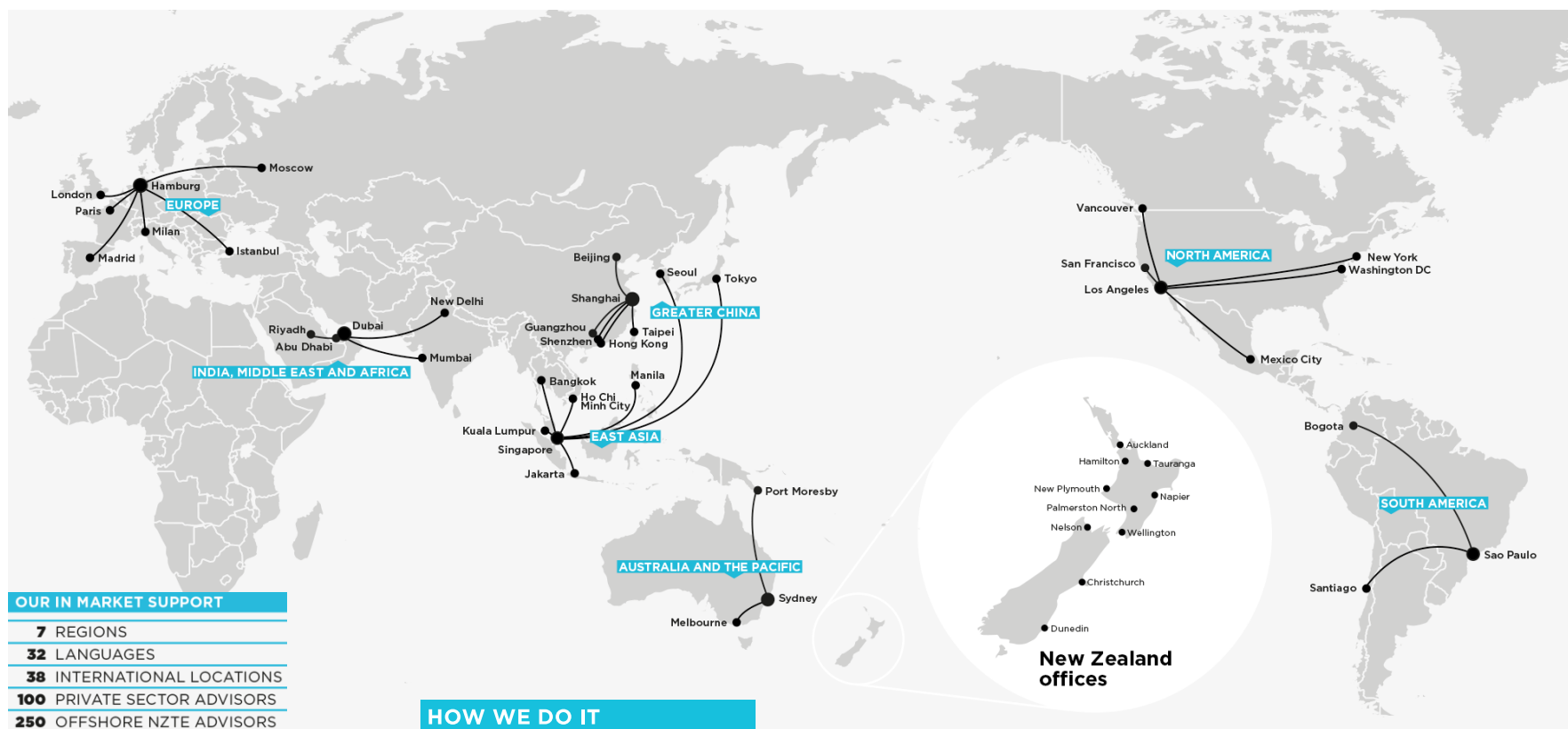
We provide services or access to services designed to improve efficiency and operations, spark innovation, refine strategy, enhance leadership and access capital.



Our level of engagement is defined by the needs of your company.

This will change depending on where your company lies on its path to international success and the time and resource you are prepared to commit.

We're always on the lookout for smart, forward-thinking businesses with excellent potential for international growth; growth that will provide real and lasting benefits for our country.



WE BOOST YOUR GLOBAL REACH AND HELP YOU SUCCEED INTERNATIONALLY.

i. Experienced people and respected private sector advisors committed to helping you build a sound knowledge of what it takes to succeed internationally.

ii. Access to international distribution networks, new markets, new skills and investment capital.

iii. Market intelligence and insights, global business trends and growth industries and in-market support for market development.

iv. Working with industry sectors and alliances of like-minded companies to increase the speed and scale of your international success.

v. Harnessing the collective power of our NZ inc partners — to increase the speed and scale of your growth.

vi. Our Government status opens doors to influential contacts in the public and private sectors globally.

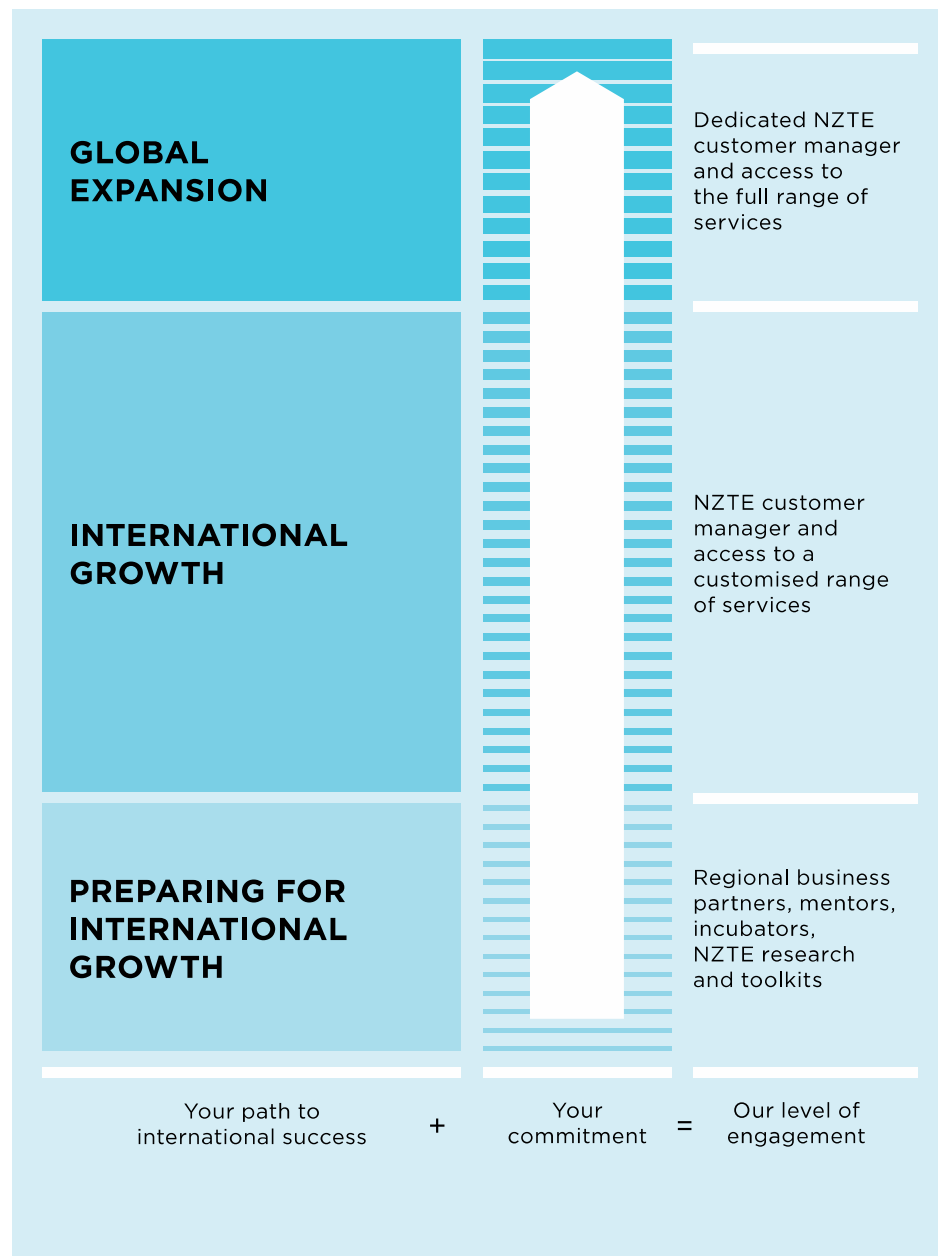
**WE BUILD YOUR
CAPABILITY BY
PROVIDING SERVICES,
OR ACCESS TO A
RANGE OF SERVICES,
TO GIVE YOU THE
TOOLS AND SKILLS
NEEDED TO
SUCCESSFULLY TAKE
ON THE WORLD.**



BUILDING PARTNERSHIPS

Our level of engagement is defined by the needs of your company.

This will change depending on where your company lies on its path to international success and the time and resource you are prepared to commit.



PARTNERSHIP IS KEY... WITH BUSINESS



It's a two way relationship



With a tailored plan



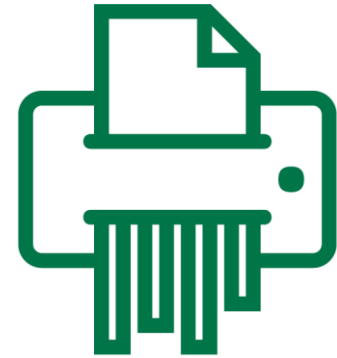
Right services, right time



Open communication

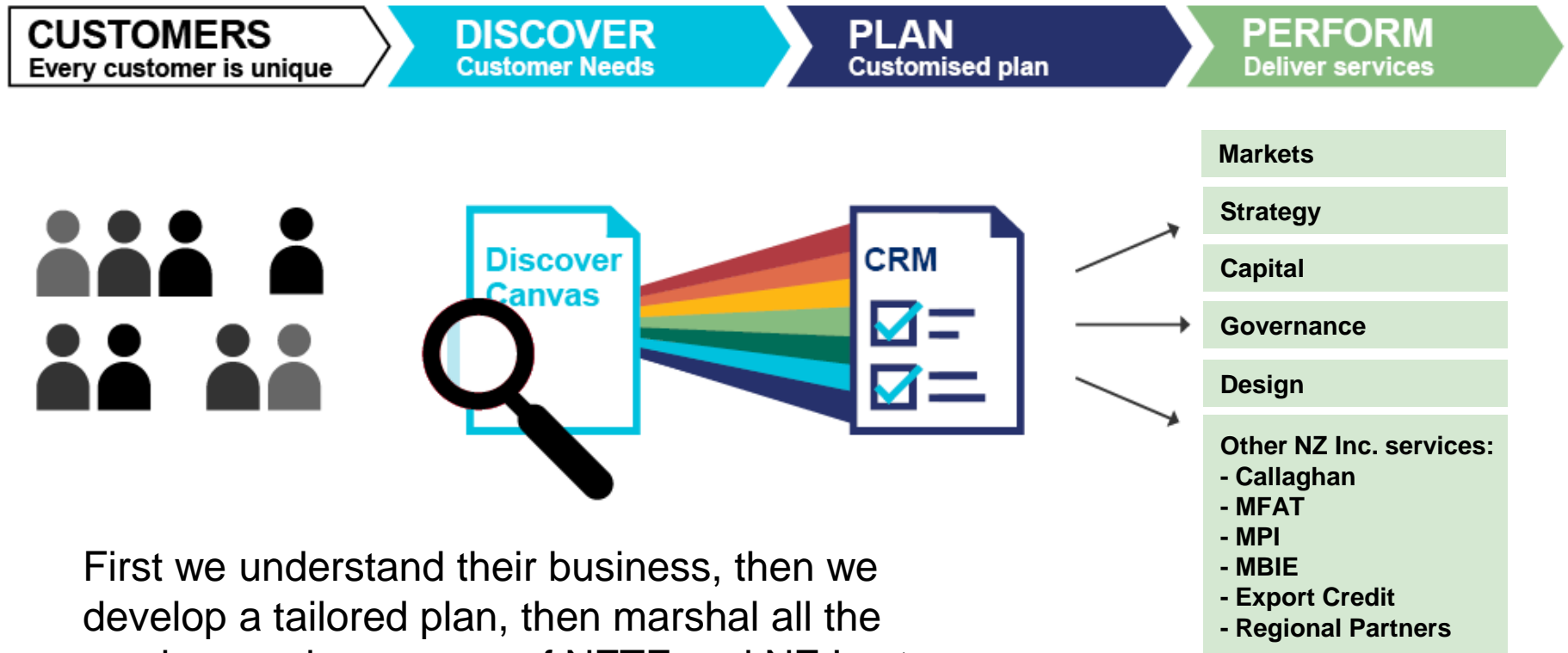


Agreements kept



Information is confidential

HOW WE ADD VALUE TO COMPANIES



First we understand their business, then we develop a tailored plan, then marshal all the services and resources of NZTE and NZ Inc to deliver on the plan.

WORKING WITH BUSINESS LED COALITIONS

Coalitions are companies with a shared opportunity or challenge that come together to achieve international growth.



COLLABORATE TO COMPETE

We are a nation of small businesses

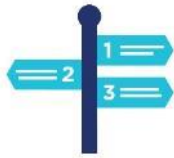
97% of New Zealand businesses either
have no employees or fewer than **20**.

The scale and SME nature of our companies means that we need to think smarter and collaborate to compete.



Can you achieve international growth by yourself or could you go bigger, better, faster by pooling resource, expertise or funding with other like-minded companies

WHY DO COALITIONS COME TOGETHER?



To develop joined up products, services or solutions



To capitalise on international market opportunities



To share knowledge, costs and risks



To build capability to succeed internationally



To win big deals and solve complex problems



To enter competitive markets

NZ TELEMATICS ALLIANCE

“With the formation of NZ Telematics Alliance, we have the opportunity to reduce cost and actually do some larger scale projects that would otherwise be unachievable for any one company”

Selwyn Pellet
CEO of Coretex
Chair of the Telematics Alliance



CRAFT BEER COLLECTIVE



RENAISSANCE
BREWING COMPANY
MARLBOROUGH

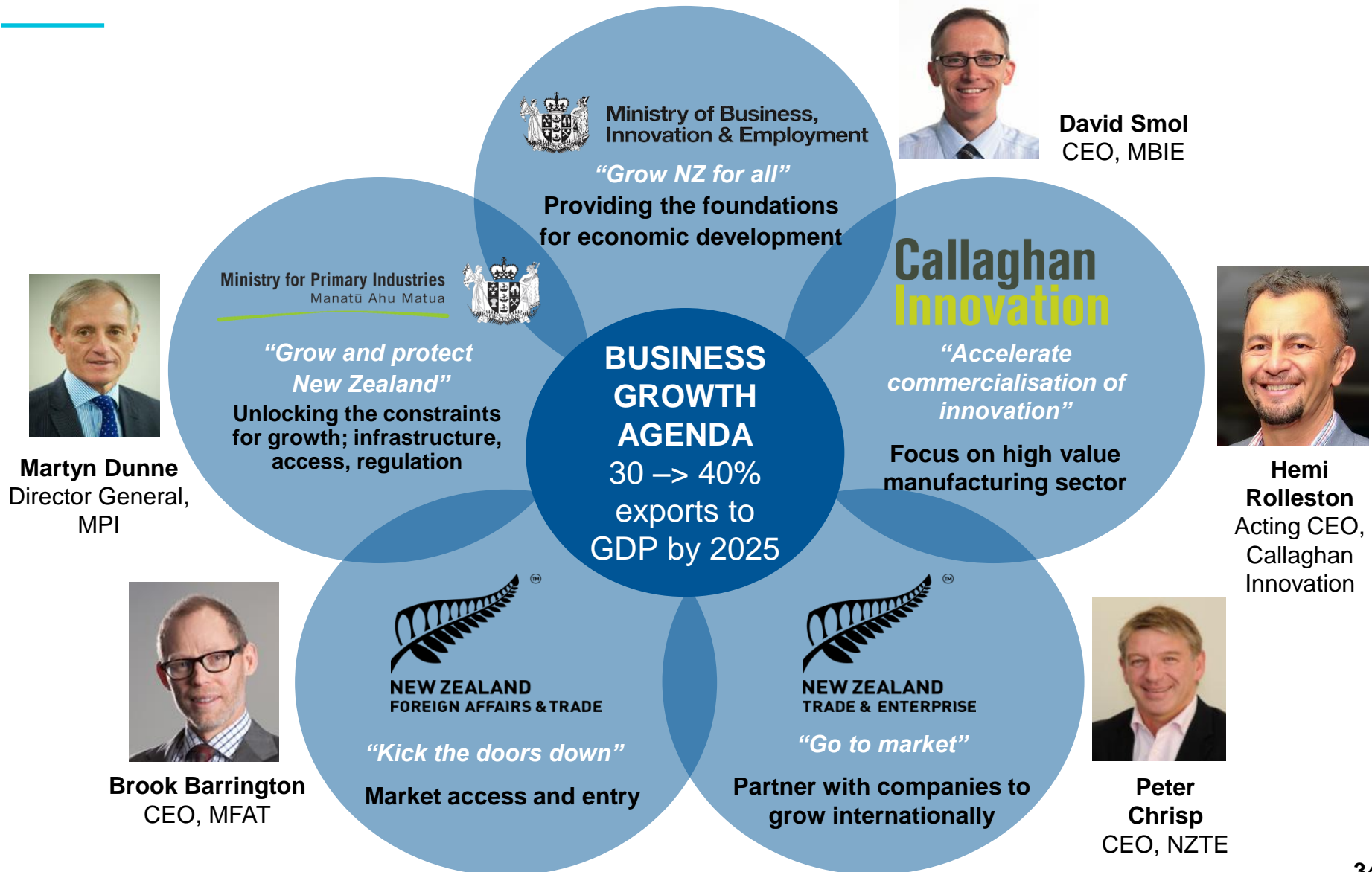


- **The CBC** is a coalition of five craft beer companies – 8 Wired Brewing, Renaissance Brewing, Three Boys Brewery, Tuatara Brewing Company, and Yeastie Boys
- **Common goal** to tackle the UK craft beer market. Great opportunities but difficult to tackle on your own....
- Working together, the CBC put together a portfolio of beer brands that enabled them to successfully secure a UK distributor and then launch in the UK market.
- Appointed a NZ Beer Ambassador to generate positive PR and exposure in the UK Craft Beer market.
- Collaboration allows individual companies to deliver a number of things they couldn't deliver on their own:
 - a wider product range,
 - more regular supply,
 - greater volume & scale (By shipping together they have achieved greater cost efficiencies)
- NZTE support for the Collective included:
 - in-market assistance and introductions
 - co-funding to launch in the UK and appoint a UK-based NZ beer ambassador

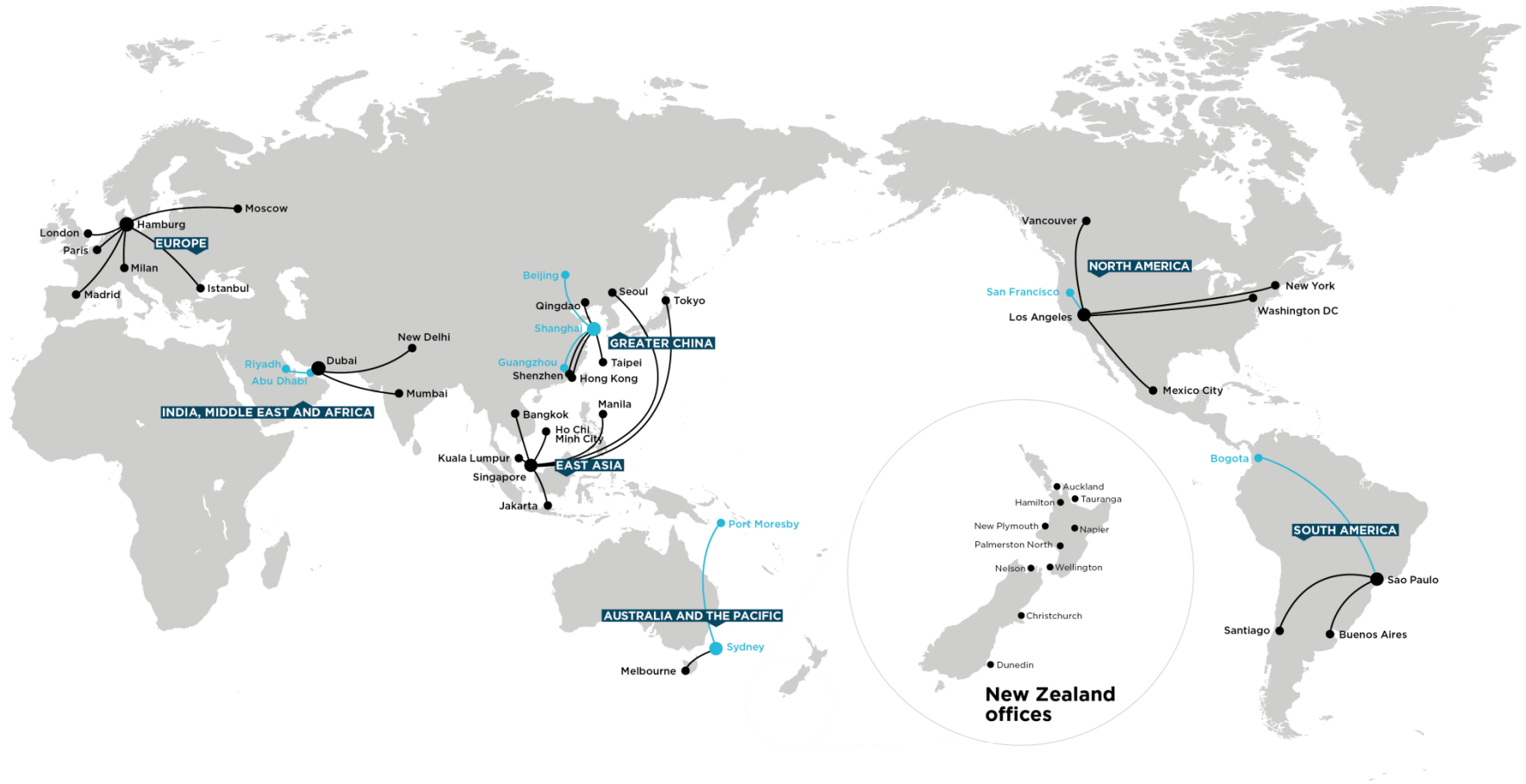
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WE EACH HAVE OUR ROLES AND RESPONSIBILITIES



MFAT ARE LEADING THE NZ INC COUNTRY STRATEGIES ... CHINA, INDIA, AUSTRALIA, USA, GCC , ASEAN



NZTE AND CALLAGHAN INNOVATION: NO WRONG DOOR

**Callaghan
Innovation**

Business. Technology. Success.



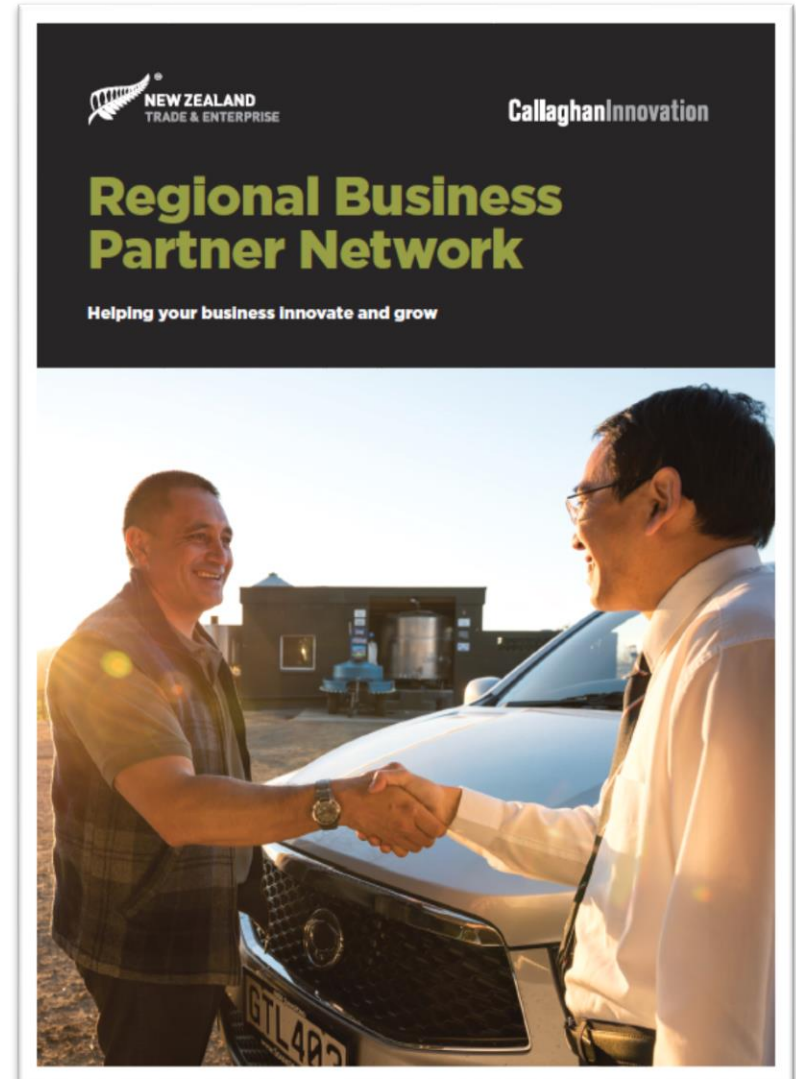
**NEW ZEALAND
TRADE & ENTERPRISE**

Bigger, Better, Faster



AND WITH REGIONAL PARTNERSHIPS THAT PROVIDE

- **Connections, advice, referrals, support**
- **Access to the combined Callaghan Innovation/ NZTE toolkit**
- **Vouchers / co-investment to help address gaps in business capability**



CONTACT US

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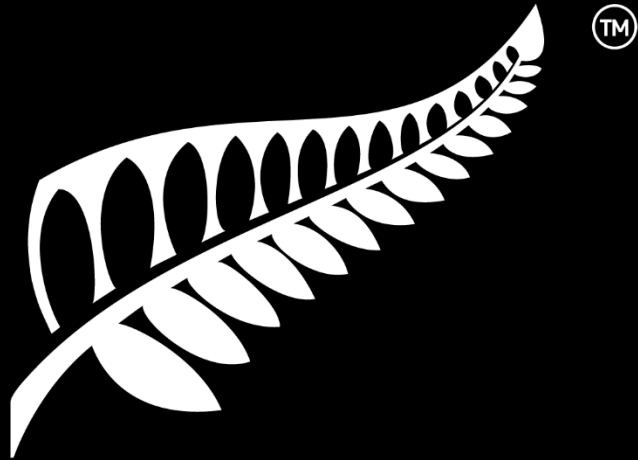
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