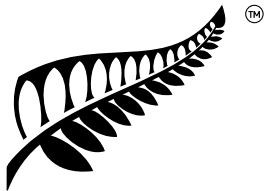


# NZ-China Trade

**CHFPA  
Conference  
November 1st**

Liam Corkery  
-Trade Commissioner



**NEW ZEALAND  
TRADE & ENTERPRISE**  
Te Taurapa Tūhono

# An overview of New Zealand's trade position

Trade to the year ended March 2018

**\$78.1b**

Total exports

**\$75.8b**

Total imports

**\$2.2b**

Trade balance

Goods only

**\$54.1b**

Goods exports

**\$57.8b**

Goods imports

**-\$2.6b**

Goods balance

Services only

**\$23.3b**

Services exports

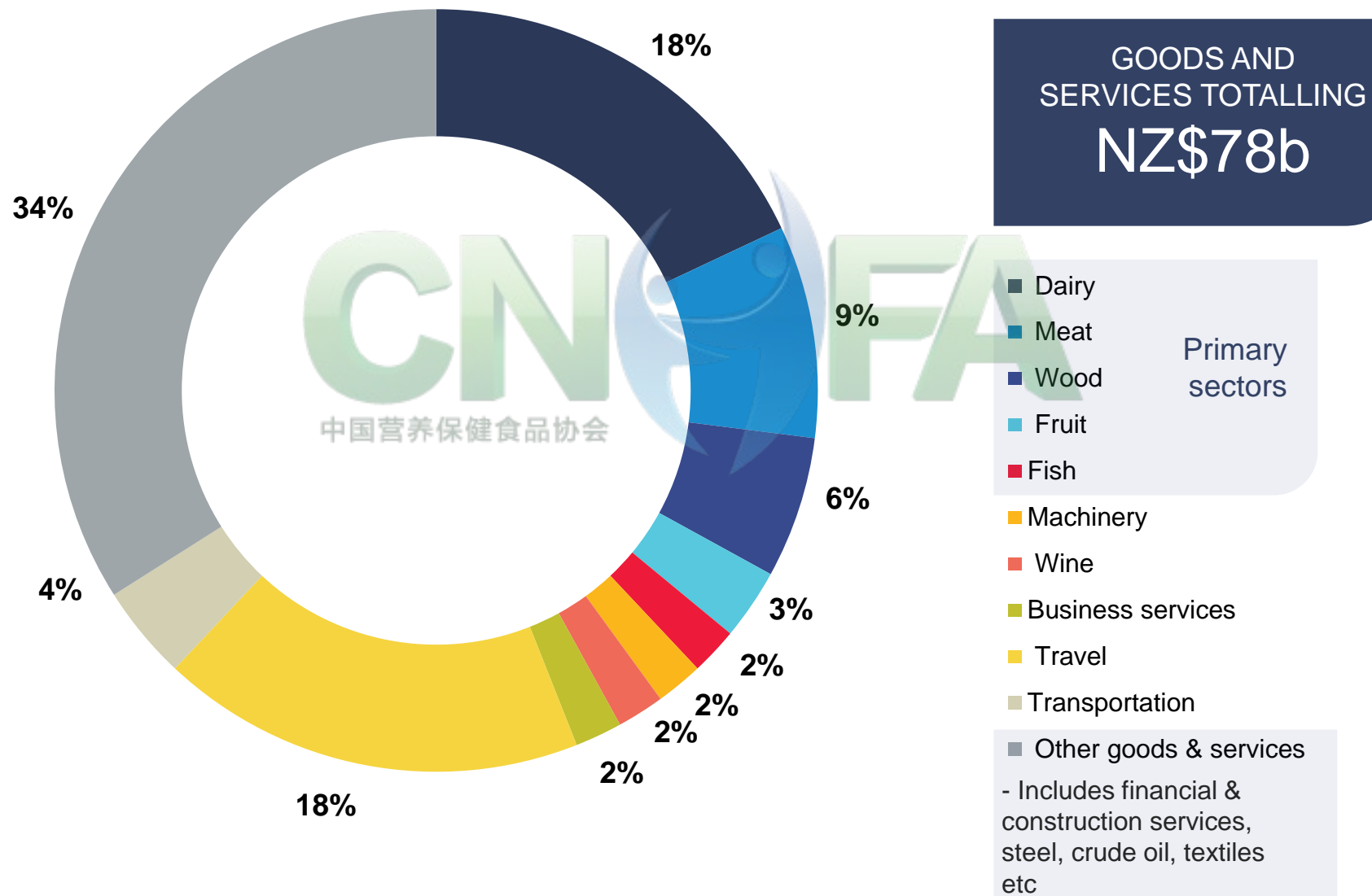
**\$18.3b**

Services imports

**\$4.9b**

Services balance

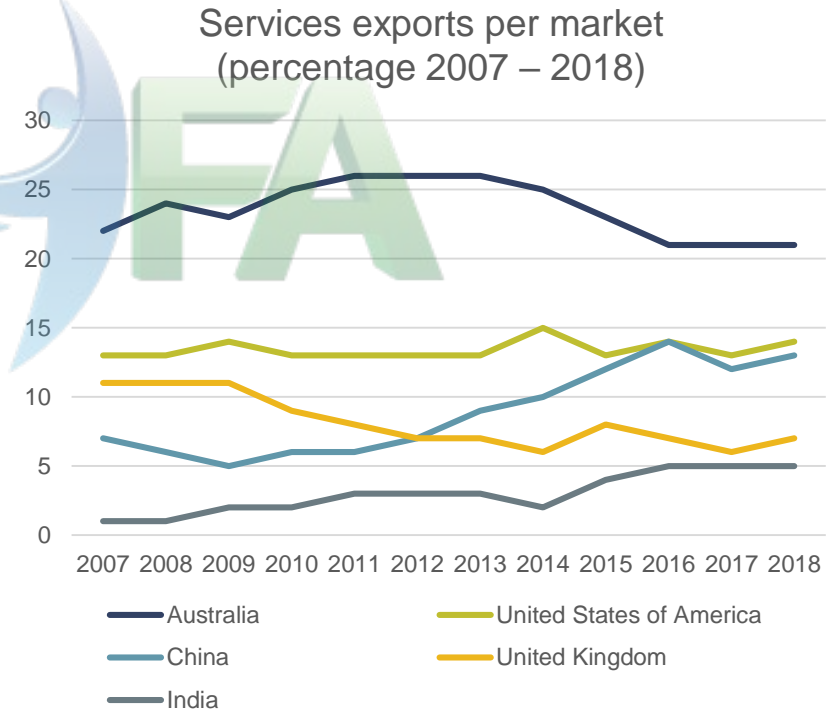
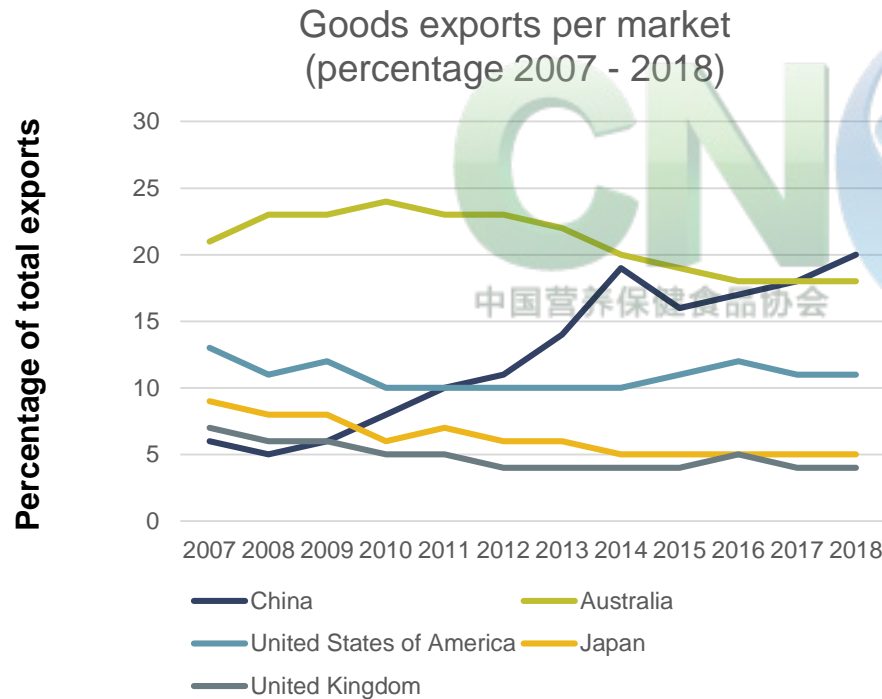
# New Zealand's export footprint



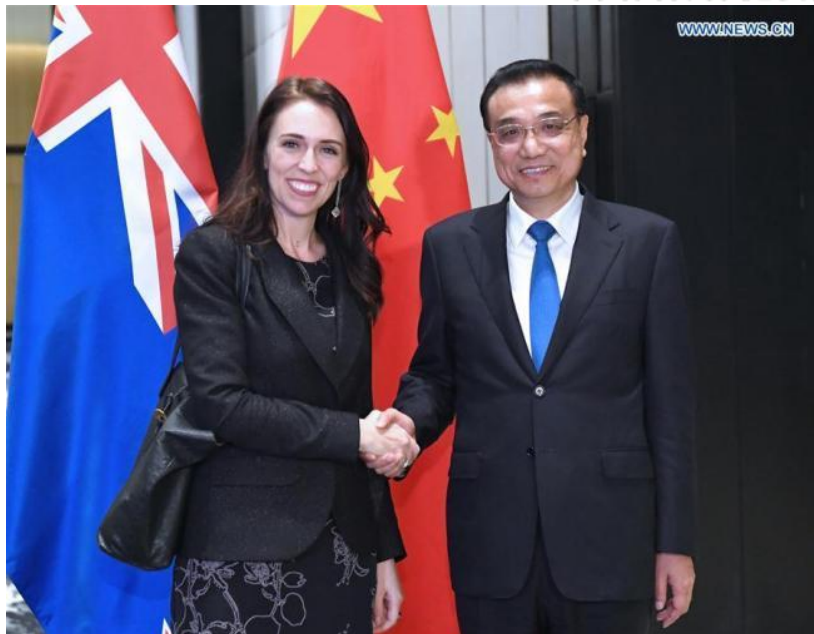
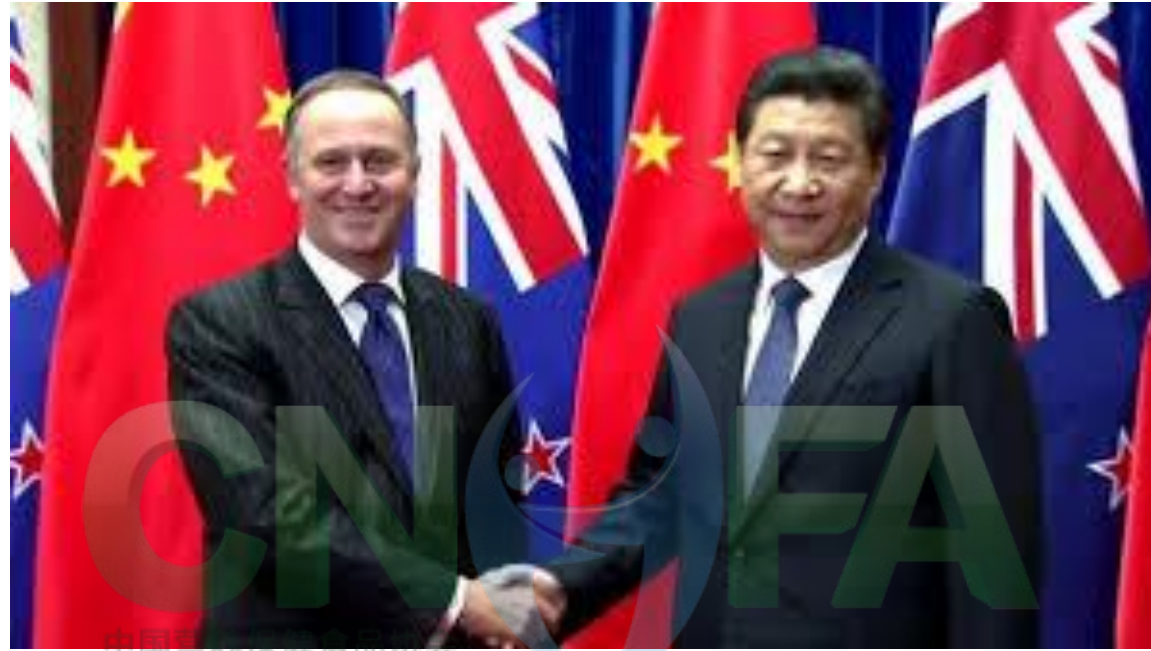
# Goods and Services by top market

China and Australia are key goods export markets

Services are more balanced to a range of markets



# A Comprehensive Strategic Partnership



# FIVE TRADE FIRSTS



August 1997

**FIRST** COUNTRY TO AGREE TO  
**CHINA'S ACCESSION TO THE WTO**

by concluding the bilateral negotiations  
component of that process



April 2004

**FIRST** COUNTRY TO  
**RECOGNISE CHINA AS A  
MARKET ECONOMY**



November 2004

**FIRST** DEVELOPED COUNTRY TO  
**COMMENCE FTA NEGOTIATIONS  
WITH CHINA**  
中国营养保健食品协会



April 2008

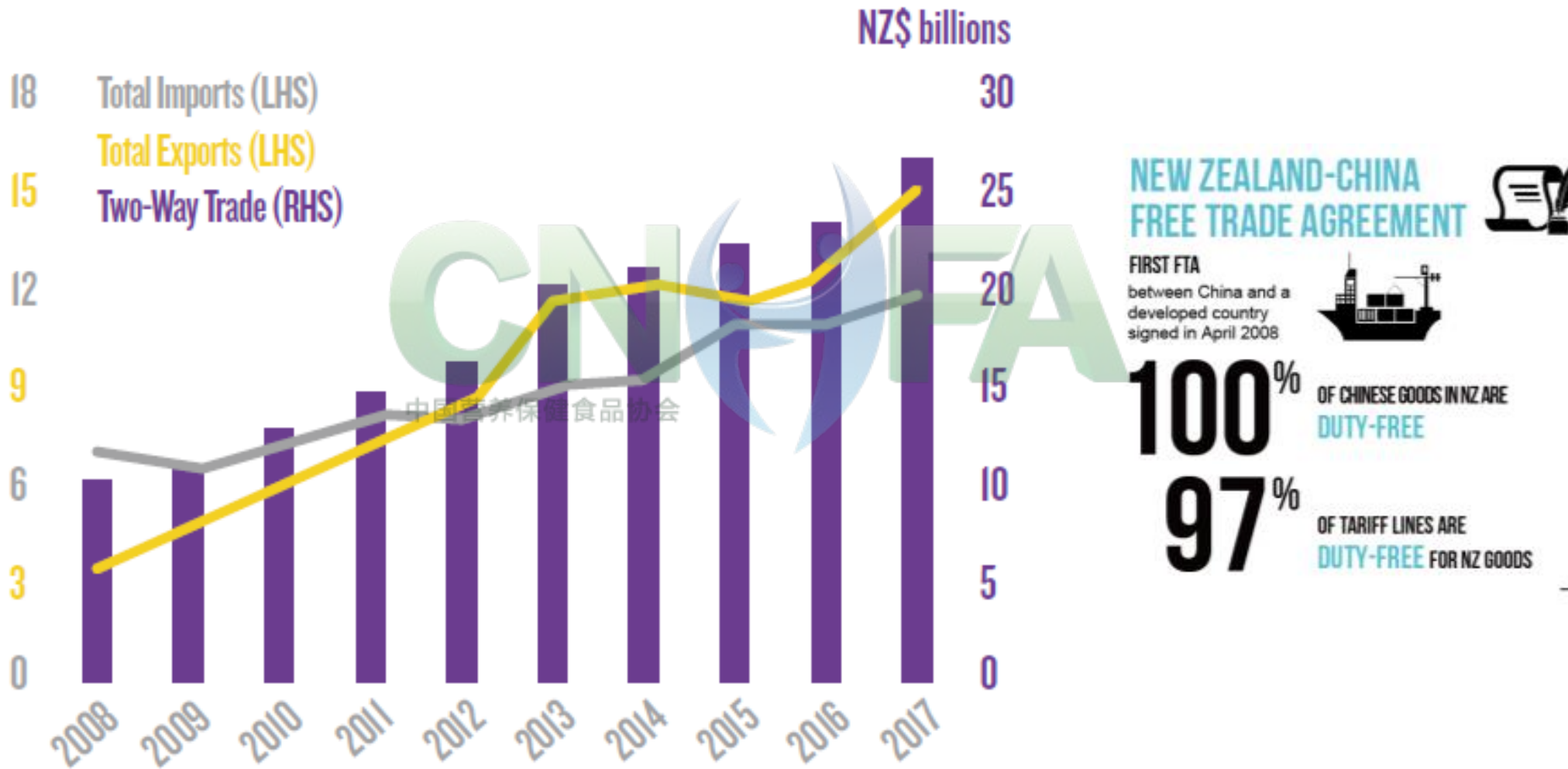
**FIRST** DEVELOPED COUNTRY TO  
**CONCLUDE FTA NEGOTIATIONS  
WITH CHINA**



November 2016

**FIRST** DEVELOPED COUNTRY TO  
**LAUNCH NEGOTIATIONS TO UPGRADE  
OUR BILATERAL FTA WITH CHINA**

# Two-Way Trade has Tripled



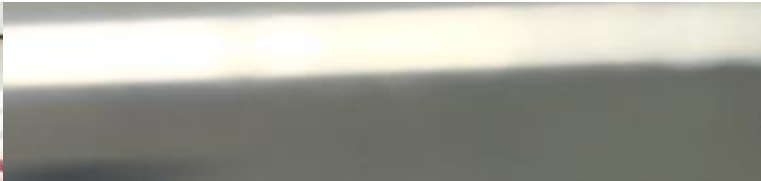
# A primary heart + added value



Primary sector produce



brand, design, logistics and services





# Can we capture the premium food opportunity?



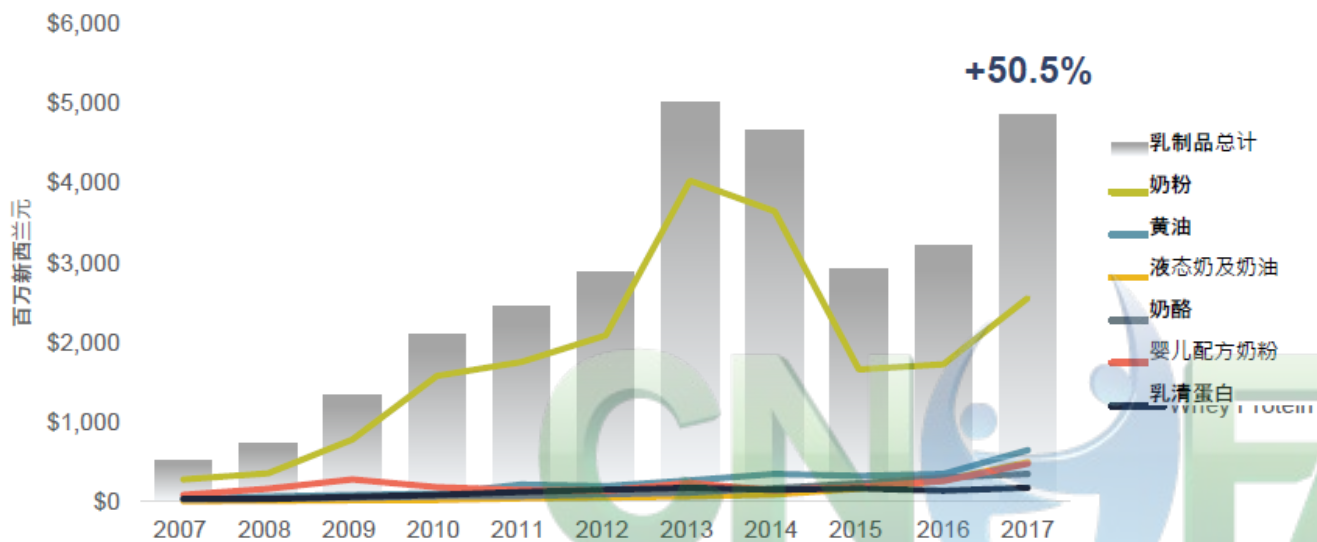
# Can we export New Zealand's farming systems and technology?



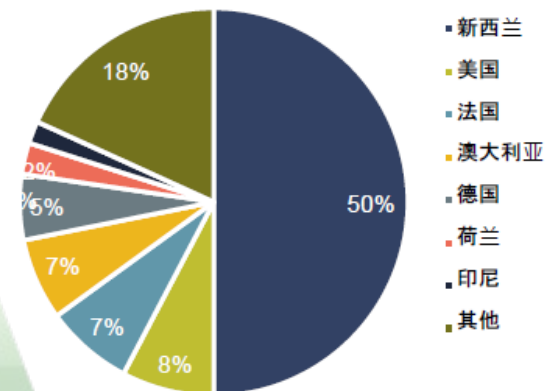
# Reasons for optimism

# 对华商品出口-乳品业

新西兰乳制品出口总额(12月底)



中国进口乳制品情况 (仅2004年)



- 乳制品出口额已开始回升，截至2017年12月上升了50.5%，达到48亿新西兰元，2017年新西兰出口到中国的乳制品达到了自2013/14年度以来创纪录的奶制品出口额的最高水平。这也使得我们与中国的整体贸易顺差达到了自2014年以来的最高水平。
- 截至2017年12月，奶粉出口额增长了47.9%，达到25亿新西兰元，而黄油出口增长了85.7%，达到6亿4800万新西兰元，液态奶和奶油出口增长84.5%，达到4亿9800万新西兰元，婴儿配方奶粉出口额增长83.7%，达到4亿7800万新西兰元，也显示出了其潜力。
- 恒天然 (Fonterra) 是新西兰主要的乳品出口商和最大的公司，也是全球最大的奶制品出口商。恒天然大多数出口到中国的产品为需要进一步加工的配方原料。同时，他们也有诸多零售品牌产品在中国推广和销售。
- 其他著名的新西兰乳品公司包括：威士兰乳业 (Westland)、纽瑞滋 (Nouriz)，Synlait (新莱特)、大拓 (Tatua)，A2 等。



# Significant Chinese Investment in NZ Dairy Sector



# And over NZ\$1bn NZ Investment into China



中国营养保健食品协会



# Our Interests are aligned in promoting Dairy Consumption





# KAITIAKI

Care of people and place  
(our role as guardians)



## 2nd

out of 149 economies for  
**PROSPERITY**<sup>1</sup>



## 3rd

in the world for  
**HUMAN RIGHTS**<sup>2</sup>



## 2nd

of 163 nations measured for  
**PEACEFULNESS**<sup>3</sup>

1. Prosperity Index, Legatum Institute, 2017

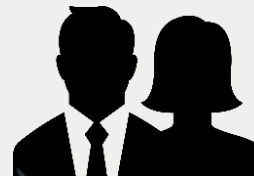
2. Fraser Institute Worldwide Index of Human Freedom, 2016

3. Institute for Economics and Peace, Global Peace Index, 2017



# INGENUITY

Challenging the status quo with original and bold solutions.



# #1

out of 190 economies of  
**EASE OF DOING  
BUSINESS<sup>1</sup>**



# 5th

in Asia-Pacific for  
**INNOVATION<sup>2</sup>**



# 3rd

out of 139 nations for  
**GLOBAL CREATIVITY<sup>3</sup>**

1. IFC World Bank, *Doing Business Report*, 2018

2. INSEAD Business School, *Global Innovation Index*, 2017

3. Martin Prosperity Institute, *Global Creativity Index*, 2015

# INTEGRITY

From a good place (our foundation)



1. Transparency International, Corruption Perceptions Index, 2017

2. International Budget Partnership, Open Budget Survey, 2015

3. The Heritage Foundation, Index of Economic Freedom, 2016