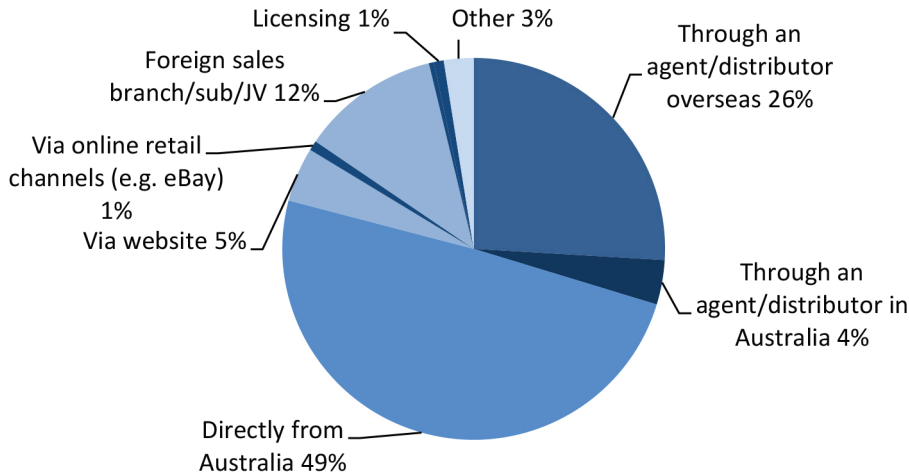


NEW ZEALAND

Figure 49: New Zealand - Mode of servicing

Survey question: *Mode of servicing (top two countries)*

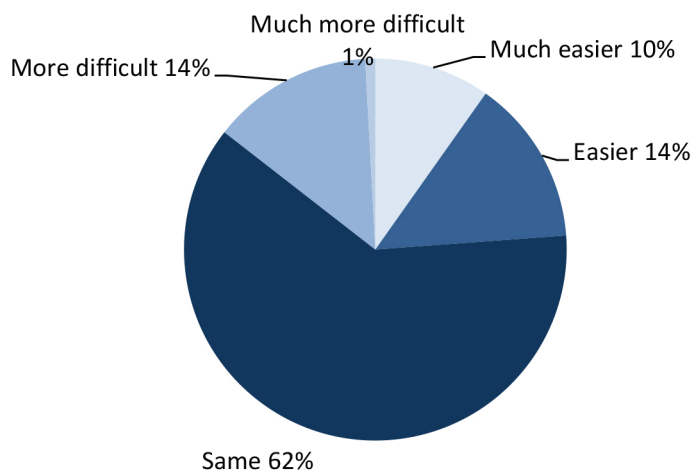


Sample size by number of respondents: n=245

Almost 50 per cent of respondents who nominated New Zealand as one of their most important markets service it directly from Australia (Figure 49). Among Australia's top ten international markets, this proportion is only surpassed by Papua New Guinea.

Figure 50: New Zealand - Ease of doing business compared to Australia

Survey question: *Ease of doing business (top two countries)*



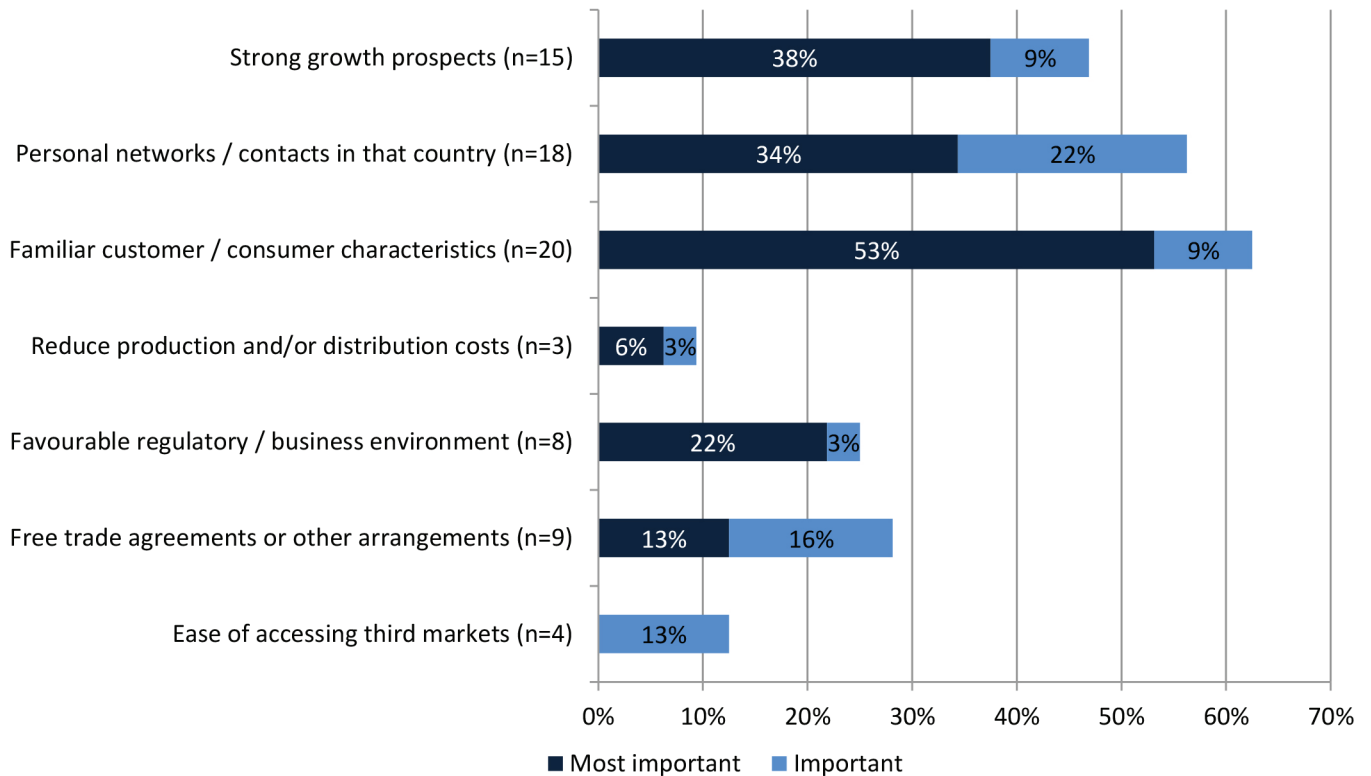
Sample size by number of respondents: n=245

As Figure 50 shows, more businesses reported that New Zealand is easier to do business in compared to Australia (24 per cent) than reported that it is more difficult (15 per cent). A majority (62 per cent) regard business conditions in the two countries as being the same.

Only 21 respondents selected New Zealand as the most difficult market in which they do business. About two-thirds of these businesses earn revenue from two to three markets, and New Zealand is one of their most important overseas markets. Lack of information about market opportunities and local regulations, foreign exchange risks and border restrictions (tariffs, quotas and import duties) are the most common barriers selected by respondents.

Figure 51: Why was New Zealand selected for future business?

Survey question: *Why has your company chosen to target this country for future business? (select all that apply)*



Sample size by number of respondents: n=32

Sample size by number of responses: n=77; multiple responses were possible

Note: 'Other' category accounted for n=0 responses

Unlike the other countries profiled, growth is not the most important reason respondents provide for planning future expansion to New Zealand. The main motivation for choosing New Zealand is rather that it is seen as a 'comfortable' market in terms of personal contacts and familiar customer/consumer characteristics (Figure 51). The existence of the Closer Economic Relations Trade Agreement is not a highly motivating factor among those planning to expand to New Zealand.