

New Zealand welcomes investment

New Zealand is attractive for new investment

New Zealand is recognised globally as being a safe place to invest and do business.

We have a straightforward, business-friendly taxation system that supports capital development, R&D and international investment.

New Zealand has a stable and internationally-competitive economy.

We have world-class infrastructure across transport, logistics and telecommunications.

New Zealand's geographic proximity and extensive free-trade agreements provide access to key global markets.

We have flexible immigration policies.

Our labour costs are extremely competitive for a first-world country with a highly skilled and educated workforce.

We have an innovative and entrepreneurial culture.

New Zealand has strong macroeconomic foundations.

New Zealand has abundant water and arable land, with a stable supply of gas and electricity.

More information on New Zealand's attractiveness can be found at nzte.govt.nz.



"The Government is backing businesses right around New Zealand by ensuring we have competitive policy settings to encourage investment, new jobs and growth."

Rt Hon John Key
Prime Minister

How do we rank...?

Ease of doing business	2nd in 2015	World Bank Doing Business Report
Protecting investors	1st in 2015	World Bank Doing Business Report
Ease of starting a business	1st in 2015	World Bank Doing Business Report
Absence of corruption	2nd in 2014	Transparency International Corruption Perceptions Index
Economic freedom	3rd in 2015	Heritage Foundation Index of Economic Freedom
Attractiveness to foreign investors	4th in 2015	Milken Institute Global Opportunity Index
Global competitiveness	16th in 2015-16	World Economic Forum Global Competitiveness Index

New Zealand needs international investment

International investment benefits New Zealand workers

Firms with international investment make an important contribution to employment in New Zealand. They employ about 393,000 people, or 20 per cent of New Zealand's workforce. On average, they employ more people and pay higher wages than domestic firms.

International investment allows New Zealand firms to connect to the world

In a global market, New Zealand's international connections are vital to our productivity and competitiveness. Small economies rely heavily on flows of people, capital, trade and ideas with other economies around the world. In the absence of a large domestic market, international connections allow New Zealand to access resources, knowledge and technology from the most technologically advanced countries, to access global networks, to benefit from economies of scale, and to stimulate competition to spur innovation and move resources to areas of comparative advantage.

International investment brings capital, knowledge and skills to help New Zealand firms

International investment drives economic performance through a number of direct and indirect channels. It is an important source of capital for New Zealand firms, and is essential for some business initiatives which are unable to raise capital by other means. International investment can also improve firm productivity and innovation when investing firms transfer technology, knowledge and skills. Firms with international investment pass on these innovations to other New Zealand firms, leading to wider improvements across the economy.

See the International Investment for Growth report at www.mbie.govt.nz/bga for more information on the benefits of international investment to New Zealand.



"We need to attract more international investors into opportunities that grow new industries, put more capital into existing industries, and attract investment and job growth in regions around New Zealand."

Hon Steven Joyce
Minister for Economic Development

New Zealand's Investment Attraction Strategy

Our goal is to attract to New Zealand higher levels of business investment to accelerate growth throughout the whole of New Zealand.

Attracting high-quality business investment into all parts of New Zealand plays a critical role in creating economic growth, increasing jobs and lifting productivity, and is an essential ingredient for building an innovative and internationally-connected economy.

Investment brings the financial capital that firms need to expand their operations or meet the costs of accessing overseas markets, and can help stimulate productivity improvements by allowing firms to unlock more productive capital.

Attracting investment from overseas sources of capital can help us accelerate our economic growth and reach our export target sooner. Overseas investment can also bring additional benefits, such as providing access to new ideas, technology or production processes that can help firms to innovate and add value to the goods and services they produce.

Priorities

ATTRACTING FOREIGN DIRECT INVESTMENT

We want to facilitate investments with a potential direct economic impact of \$5 billion over three years (current performance is \$1.4 billion).

We need to increase the quality of overseas investment, which means an active shift towards the tradable and innovation-enhancing sectors, where investment is more likely to produce additional benefits to New Zealand.

We will target investment into the primary industries, premium food and beverage, specialised manufacturing, infrastructure, oil, gas and mining, ICT/digital and shared services sectors.

We have a global network of investment managers with extensive knowledge of the local investment environment and substantial experience helping investors invest in and work with New Zealand companies.

ATTRACTING OVERSEAS INVESTMENT IN R&D

We want to attract at least 10 new international companies to undertake R&D activity in New Zealand over the next five years (current performance is not measured).

Attracting overseas firms to establish an R&D presence in New Zealand introduces companies of a larger size into the New Zealand economy and helps transfer valuable skills into New Zealand.

The Government is investing heavily in encouraging business innovation. We are strengthening the innovation infrastructure and boosting the number of skilled people available to fuel development. We can deliver tailored advice and support to businesses that want to grow through R&D and exports.

ATTRACTING INVESTORS AND ENTREPRENEURS

We want to double the amount of capital that investor and entrepreneur migrants have brought to New Zealand from \$3.5 billion to \$7 billion over three years.

Investor and entrepreneur migration provides a point of difference to other mechanisms for bringing investment into New Zealand. The particular skills and experiences of individual migrants can be targeted and directed towards those parts of the economy that benefit the most.

Our business migration categories are designed to contribute to economic growth and attract business expertise to New Zealand. We have flexible policies attractive to investors and entrepreneurs and work with businesses to ensure they have access to the skills they need to grow.

Cross-cutting action areas

MORE VISIBLE INVESTMENT OPPORTUNITIES

Attracting high-quality investment requires us to have high-quality investment opportunities and offerings.

We will maintain a national pipeline of investment opportunities to underpin the coordination of our investment attraction efforts.

INVESTMENT BENEFITS ALL OF NEW ZEALAND

New Zealand's regional economies are diverse, with each having a particular mix of natural resources, infrastructure and people.

Our unique Māori economy has huge potential and Māori are increasingly looking to partner with others.

We will support the development of regional and Māori capabilities to build investment-ready opportunities.

BETTER ALIGNED NEW ZEALAND EFFORT

We want a more concerted and better integrated New Zealand-wide effort to attract investment and reduce the issues that present barriers to investment.

A senior group of Government Ministers has oversight of our strategy. These Ministers have commissioned a taskforce of senior government officials to drive progress.

Interested in exploring New Zealand's investment opportunities?
Visit nzte.govt.nz to connect to New Zealand's investment experts.

