



New Zealand

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New Zealand in context

New Zealand is a Pacific nation including New Zealanders of European and the Maori.

Population in 2017 estimated 4.9 million and labor force is 2.65 million.

Agriculture is the economic mainstay. Major agriculture-product: dairy products, sheep, beef, poultry, fruit, vegetables, wine, seafood, wheat and barley.

GDP annual grow inconsistently.

The economy fell into recession before the start of the global financial crisis in the period 2008-2009.



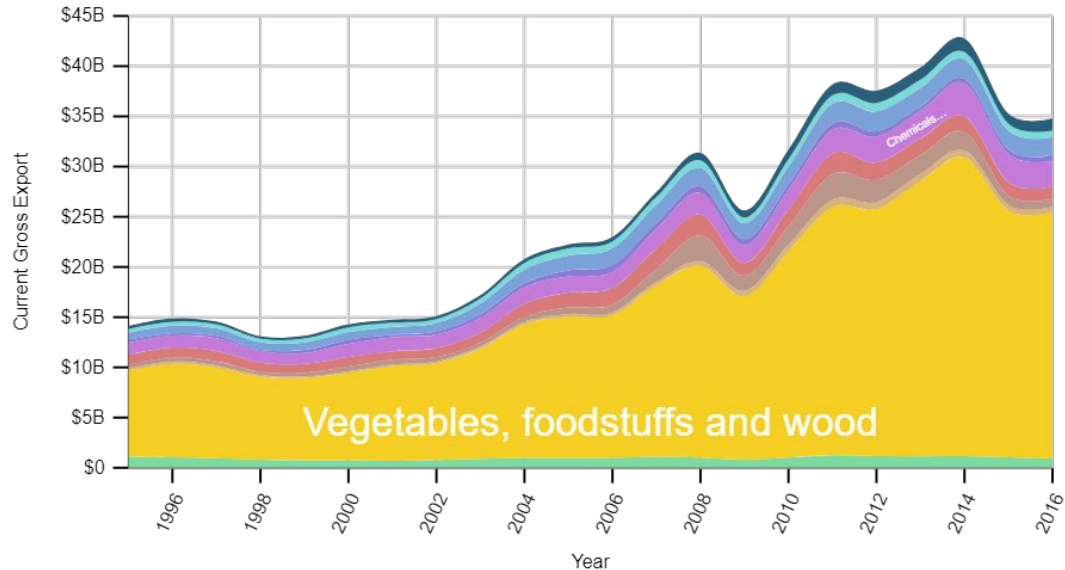
New Zealand in context



SOURCE: TRADINGECONOMICS.COM | STATISTICS NEW ZEALAND

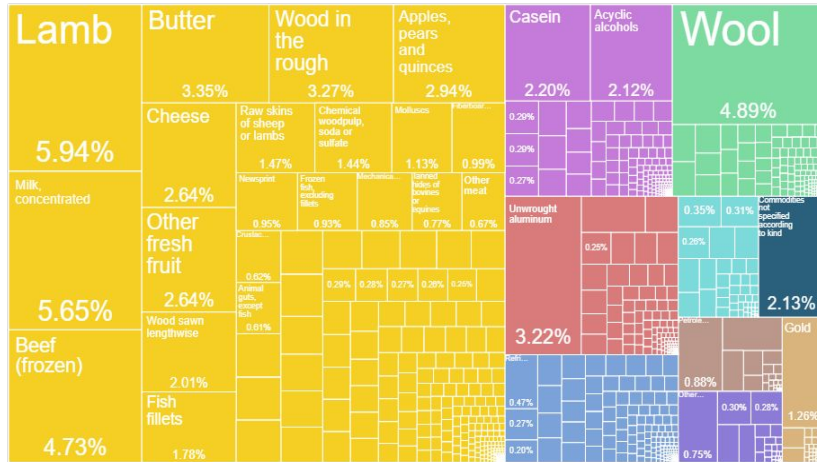


New Zealand Export overtime?



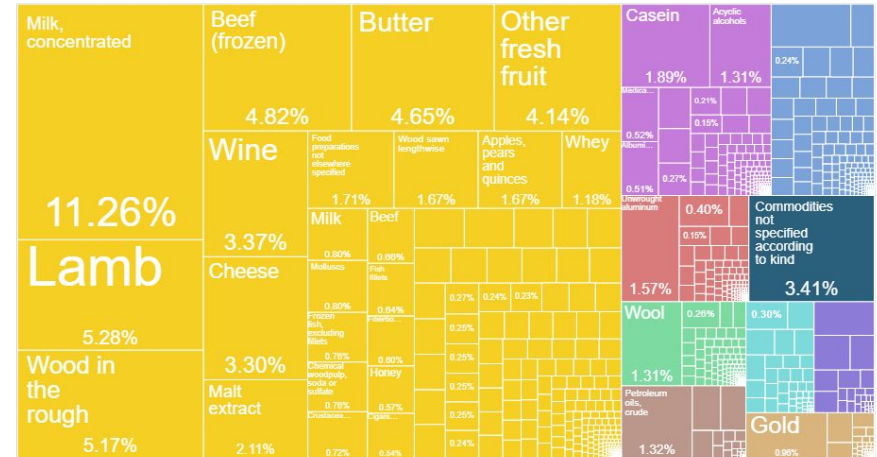
New Zealand's Main Exports

\$14.1B / \$14.1B



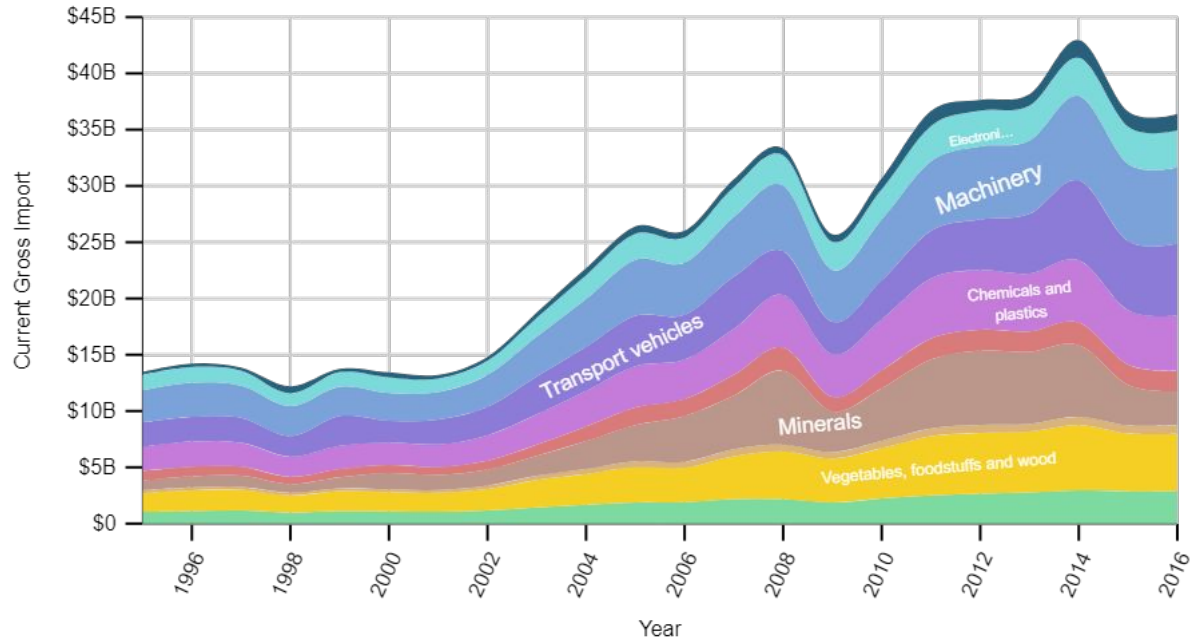
1995

\$34.8B / \$34.8B

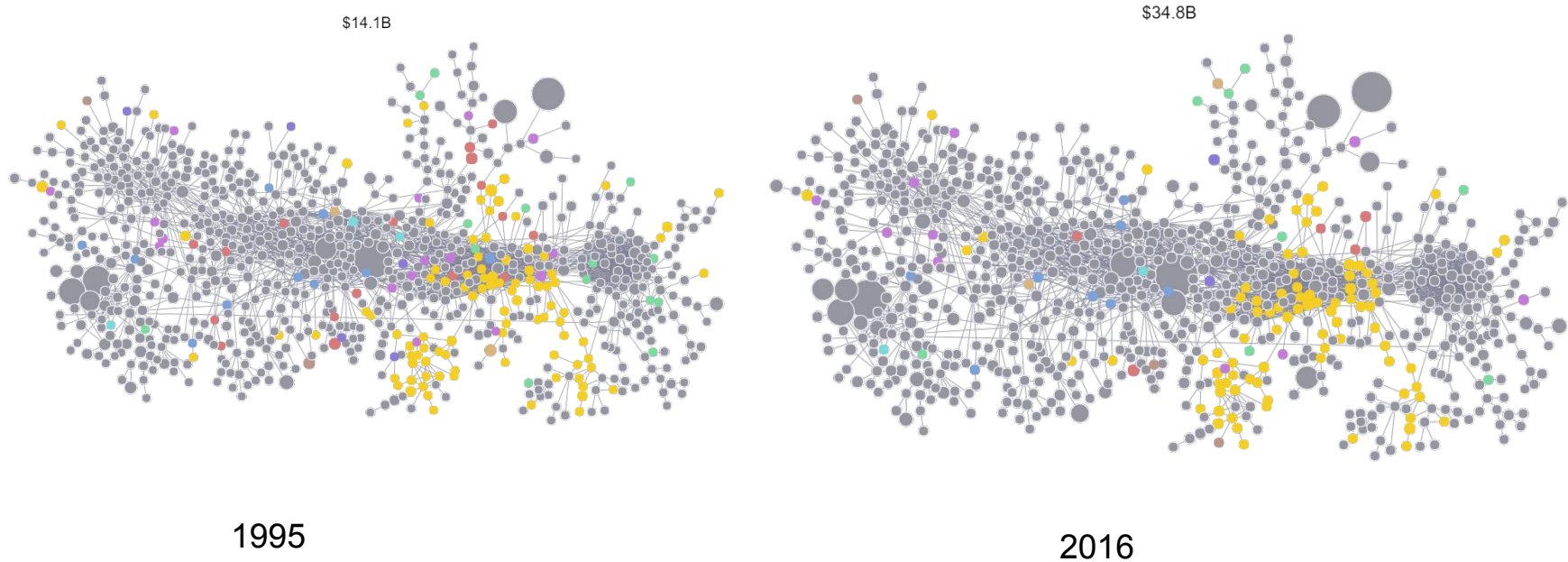


2016

New Zealand's Main Imports



New Zealand's Export Diversification



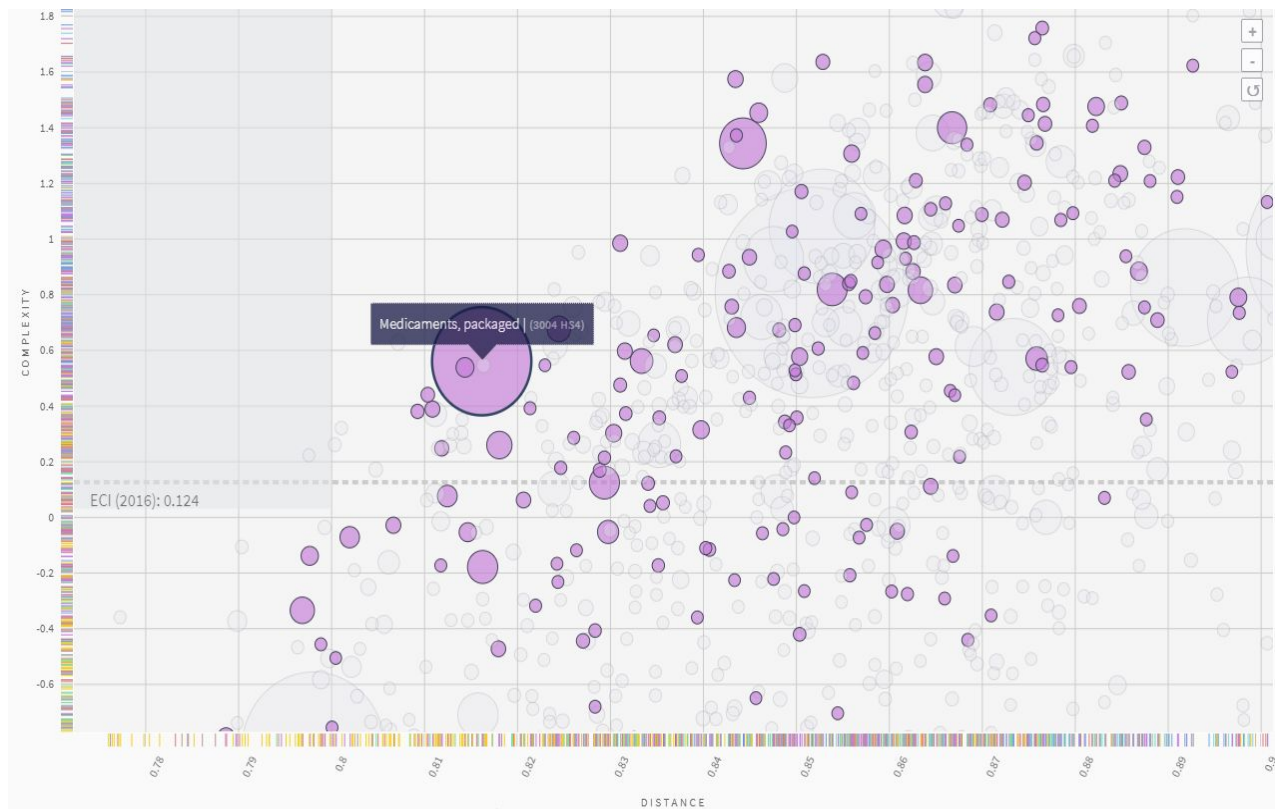
Moving forward from Agriculture

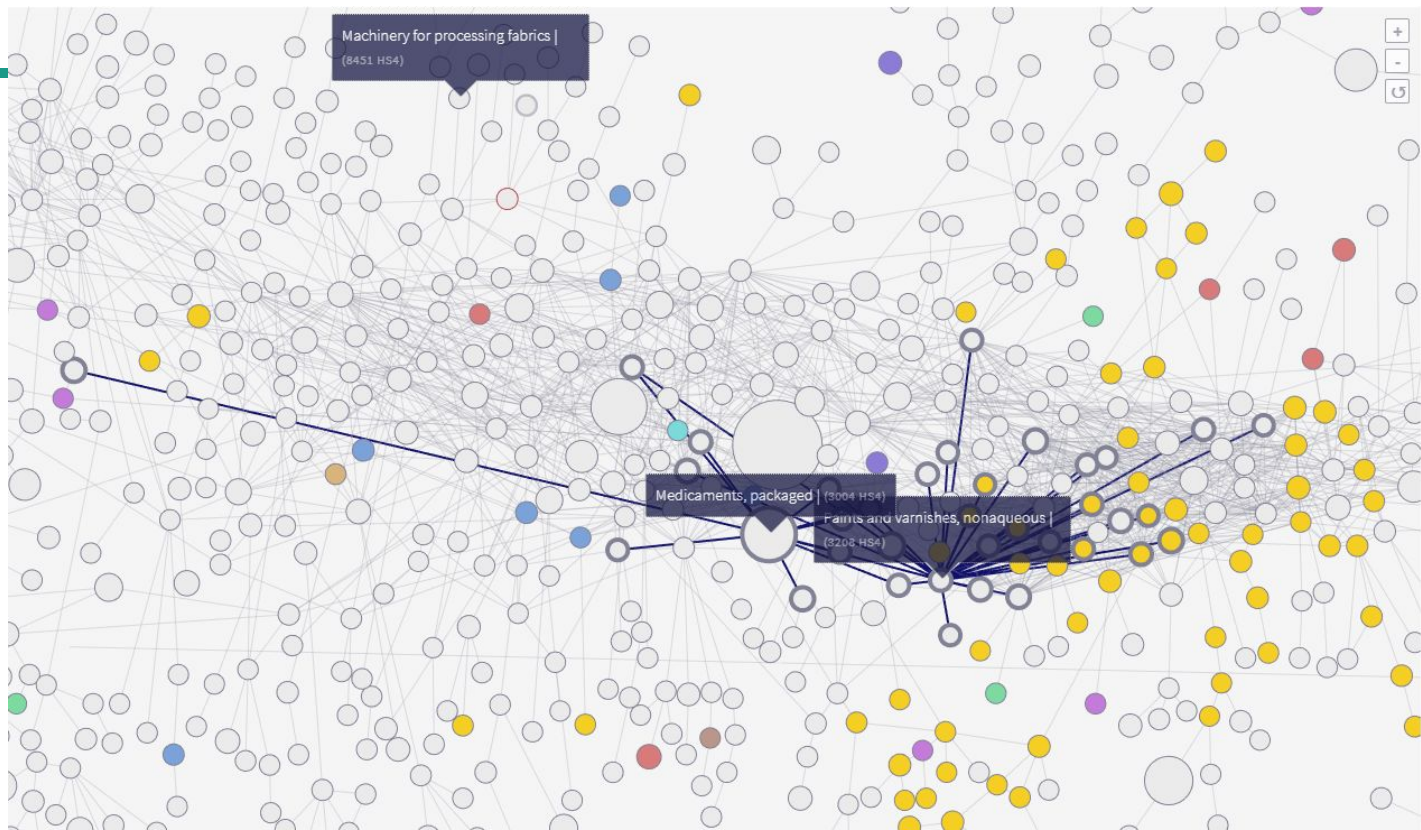


New Zealand sector policy focuses on:

1. Marine
2. Creative industries (including screen)
3. ICT
- 4. Bioscience (including health – medical devices)**
- 5. Food and beverage**
6. Advanced materials
7. Tourism
8. Export Education

Product feasibility according to the Atlas





Paints and Varnishes

Paints and varnishes (including enamels and lacquers) based on synthetic polymers or chemically modified natural polymers, dispersed or dissolved in a nonaqueous medium.

Gross Export

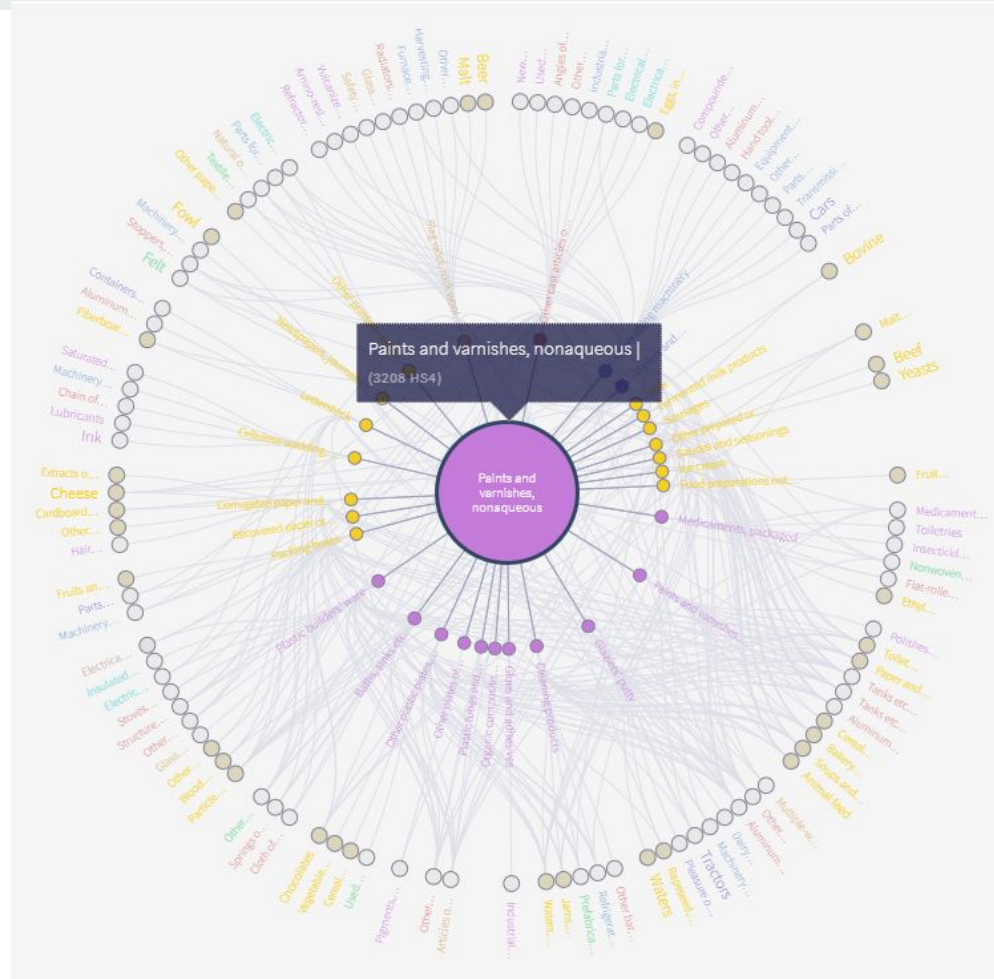
\$15.7M

Revealed Comparative Advantage (RCA)

0.559

Product Complexity Index (PCI)

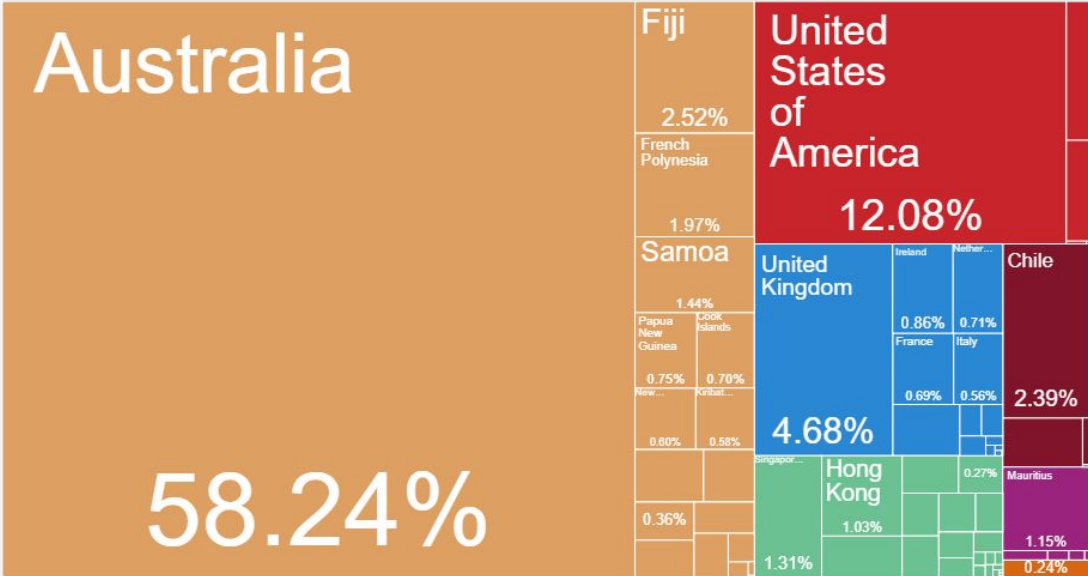
0.387

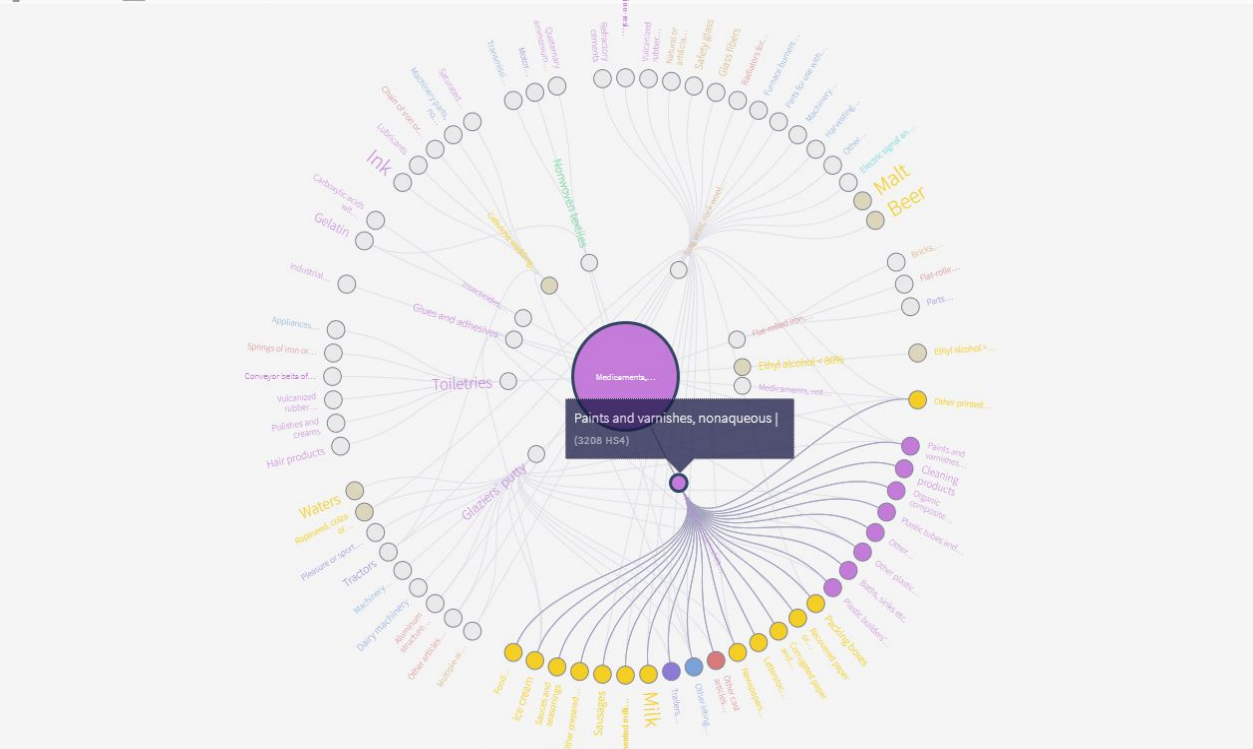


Where did New Zealand export Paints and Varnishes?



\$15.7M

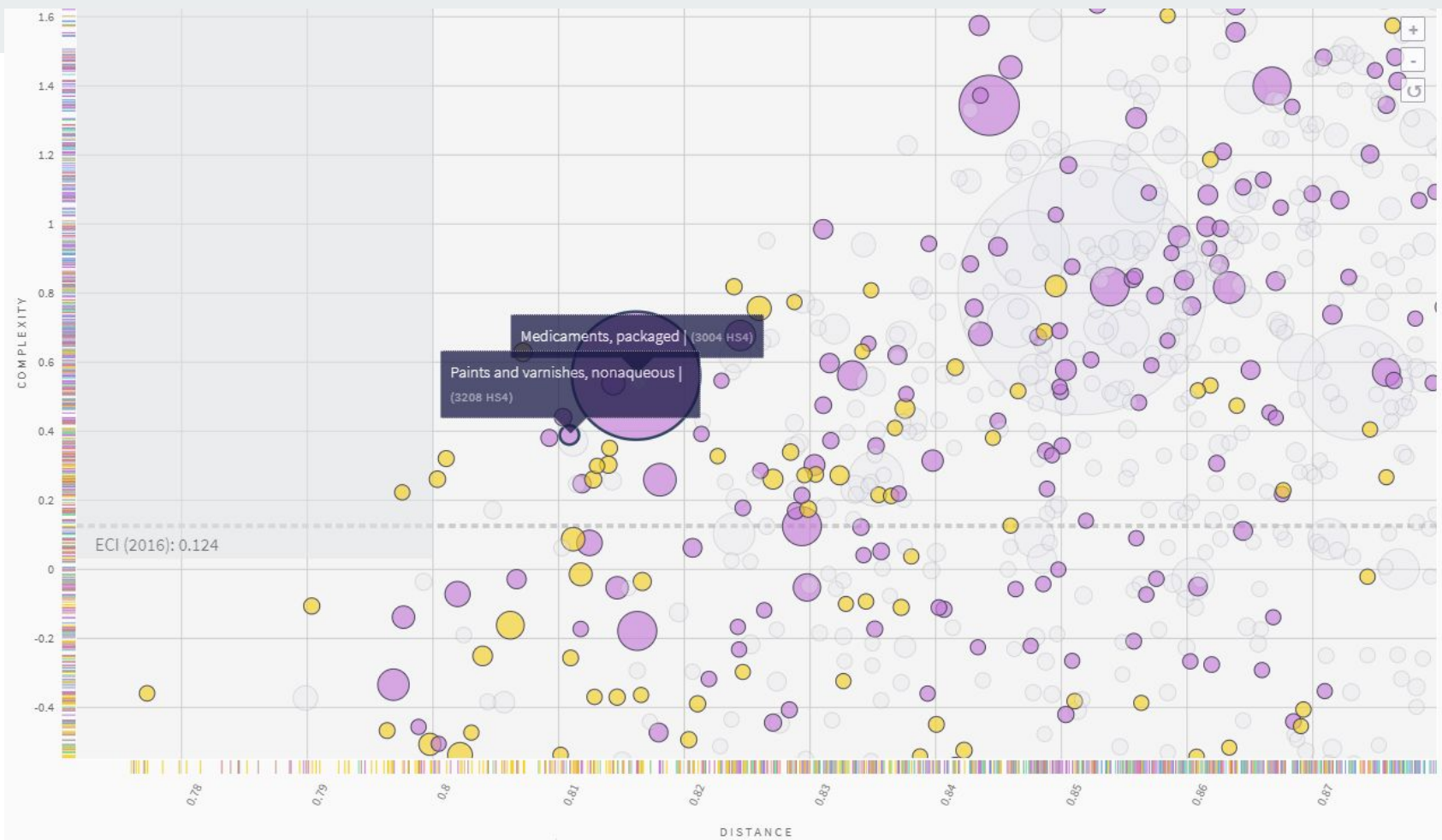




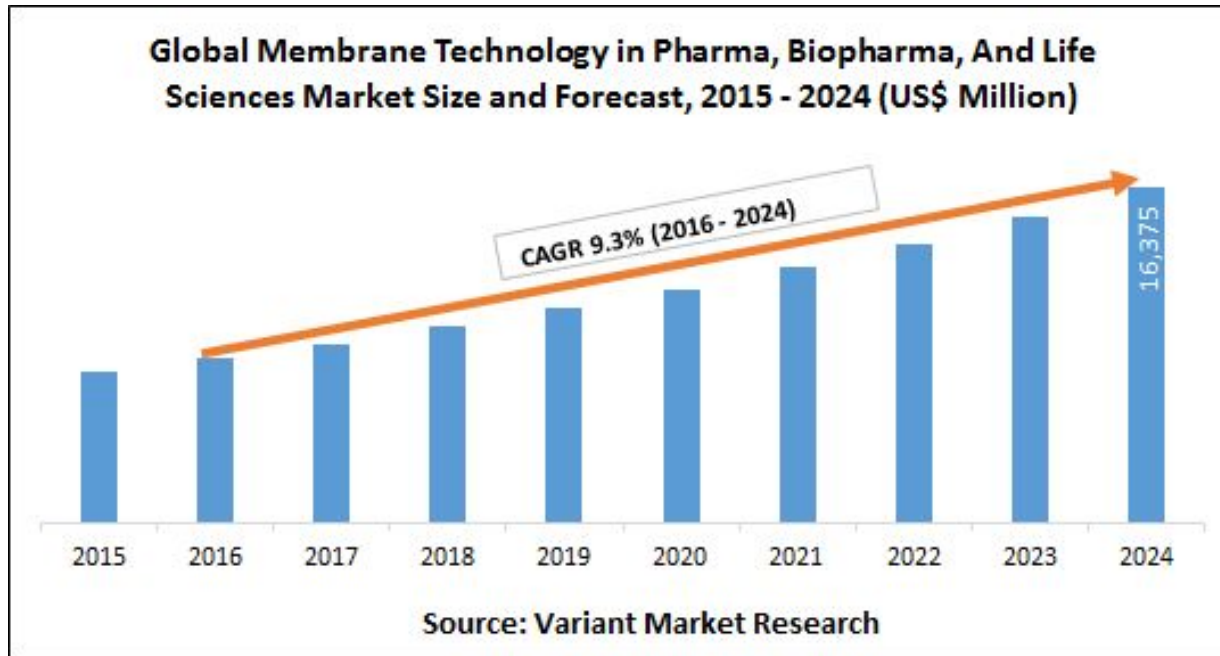
World Trade

Revealed Comparative Advantage (RCA) **0.24**

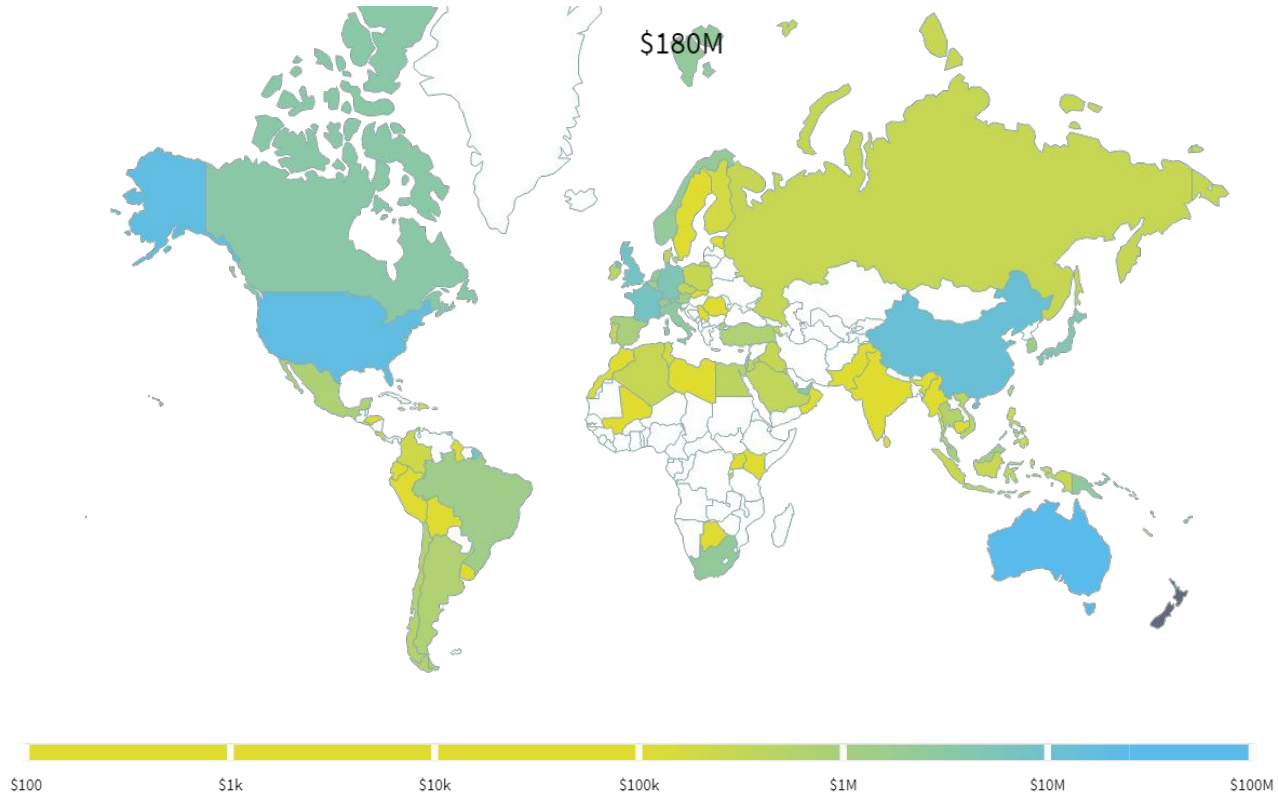
Opportunity Gain
0.119



Market trend of Bioscience



Where will New Zealand export Medicaments, packaged to



A Feasible Future



Near-future Goal: Paints and Varnishes

Ambitious Goal: Medicaments

- Financial Support: Establish a research and development fund (R&D) in National Budget
- Policy Support: The Government set out a S&T Development plan focusing on: Bioscience
- Strengthen the quality of education at primary and secondary levels by focusing on strengthening basic knowledge for children and youth in sciences, biological and technology
- Encourage SMEs in producing synthetic polymers or chemically modified natural polymers

Conclusion



Based on current advantages of agriculture, New Zealand can develop into biochemical industry. From then, they can aim to medicament even further medical preparations (Blood, Carboxylic acids, Vitamin)



Thank you.

