



New Zealand: U.S. Export Opportunities under TPP

New Zealand is a Key U.S. Export Market

- **New Zealand's** economy is valued at **\$172.2 billion***
- **\$3.6 billion** in goods in **2015** were exported from the **United States to New Zealand**
- **12,182** U.S. companies exported goods to **New Zealand** in **2014** – **87.5%** were small and medium-sized companies
- **17,516** U.S. jobs supported by goods exports to **New Zealand** and **15,250** U.S. jobs supported by exports to **New Zealand** 2015

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in New Zealand for U.S. Exporters

	 Machinery	 Chemicals	 Automobile Products	 Health Products	 Consumer Goods
Before TPP	\$382 Million in Exports to New Zealand	\$312 Million in Exports to New Zealand	\$267 Million in Exports to New Zealand	\$180 Million in Exports to New Zealand	\$137 Million in Exports to New Zealand
	5% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector
With TPP	93.4% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	83.2% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	99.3% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	99.5% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	86.4% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand

* 2015 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the

use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications,

software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Customs Procedures: TPP provides for transparent and predictable customs regulations to facilitate the quick release of goods and promote regional supply chains. This includes special features to support small business exporters, including extra facilitations to speed express delivery.

Sanitary and Phytosanitary (SPS): TPP ensures that science-based SPS measures are developed and implemented in a transparent, predictable, and non-discriminatory manner, while at the same time preserving the ability of U.S. and other TPP regulatory agencies to do what they deem necessary to protect food safety and plant and animal health.

Intellectual Property Rights:

TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Market Opportunity Spotlights



Information and Communication Technology (ICT)

The ICT sector, including subsectors telecommunications, IT hardware, IT software, IT services, Internet services and wireless technologies, is viewed as a key tool by the New Zealand Government to increase local productivity and enhance innovation. U.S. brands are highly visible and enjoy a high receptivity by New Zealanders. U.S. suppliers of hardware represent approximately 50% of New Zealand's ICT imports. Increased demand is forecasted to follow international technology trends and mirror population increases.



Medical Equipment

New Zealand's healthcare system comprises public, private, and voluntary sectors that coordinate with each other to provide and fund healthcare for its population. U.S. exports of health products to New Zealand totaled \$180 million in 2015, which makes this sector the fourth largest industrial goods export sector for U.S. companies. U.S. exports of **medical equipment** are a major sub-sector within the health products sector, totaling \$111 million in 2015. Currently U.S. exports of health products face maximum tariffs of up to 10%. TPP will enhance the competitiveness of U.S. exports of health products by eliminating all duties on 99.5% of U.S. exports of health products once TPP goes into force.

TPP Works for America

2,991,102
Jobs Supported by
Goods Exported to TPP
countries in 2015

\$679.6 Billion
2015 Total U.S. Goods
Exported to TPP
Countries

174,331
U.S. Companies
Exported Goods to TPP
Countries in 2014

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2014

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2014