



Chapter 9

Other Key Markets

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New Zealand

Overview

New Zealand's increasing engagement in the Asia-Pacific region has made it a valuable trading partner for Canadian companies. Moreover, new direct flights between Auckland and Vancouver have made business travel easier, quicker and more efficient. Sectors of particular interest, as identified in Canada's Global Commerce Strategy, are environmental industries, bio-industries, and information and communications technologies.

To search for specific trade and investment barriers to this market, please use our [CIMAR Database on Foreign Commercial Barriers](#).

Market Access Plans and Priorities

- Advocate for an import health standard that would allow the import of Canadian fresh pork products into New Zealand.
- Offer "Think Canada" presentations to business groups throughout the year, to promote Canada's research and development incentives.
- Create new business partnerships in the innovation-based sectors of environmental technologies, information and communications technologies, and life sciences (bio-industries).



2008 New Zealand Statistics

	2008	Percentage change since 2007
Population	4.24 million	1%
GDP	\$118.9 billion	-13.7%
Canadian Merchandise Exports	\$.5 billion (\$458.6 million)	13.5%
Canadian Services Exports	N/A	N/A
Canadian Merchandise Imports	\$.5 billion (\$479.0 million)	-6%
Canadian Services Imports	N/A	N/A
CDIA	\$1.1 billion	0%
FDI	\$.04 billion (\$41 million)	0%

All GDP figures in the tables are quoted at current prices, whereas annual percentage changes of GDP are calculated at constant prices