

INTRODUCTION

New Zealand, situated in the Southwest Pacific is a westernised, sophisticated country with a high per capita income and a population of 3.3 million. The majority of inhabitants are urban dwellers and of European extraction.

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Almost one third of the population lives in the greater Auckland area (1 Million people). Auckland is located in the northern part of the North Island, New Zealand's major international gateway.

PAGE 1 INTRODUCTION

Auckland is the major business city for government and corporate head offices. It is situated at the southern tip of the North Island and is strategically located in the heart of the greater Auckland area. The population of the greater Wellington area is 350,000.

PAGE 2 THE MARKET

PAGE 3-4 GROWTH EXPECTATIONS

Christchurch is the second largest city on the South Island and is a second gateway for international air traffic to and from S.E Asia and North America.

PAGE 5-6 IMPORT GROWTH TRENDS

PAGE 7 MARKET SHARE TRENDS

Prior to the present government coming to power (July 1984), the New Zealand economy was characterized by regulations, controls, non-tariff barriers and a highly protected market. These have progressively dismantled and the market is now substantially liberalized.

PAGE 8-11 APPENDIX 1 - TELECOMMUNICATIONS DEREGULATION IN NEW ZEALAND

Telecommunications and information technology industries. Today New Zealand has the most deregulated communications industry in the world. Unlike other countries, New Zealand does not have a regulatory body governing industry practices. It currently relies on the "Fair Trading" and "Commerce" Acts to ensure competitive practices.

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The latest development is a government proposal to auction the radio spectrum to private enterprise. This has met with mixed public reaction and has yet to be finalised. (See also Appendix 5 - page 21.)

PAGE 17-20 APPENDIX 4 - TELECOM CORP AND COMPETITION

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