

Country Profile: New Zealand (Aotearoa)

1. Industrial Strategy (including objectives/goals)

The Ministry for Primary Industries (MPI) crafted a strategy, vision, and an action plan to aid the government's goal of doubling exports by 2034.¹ To that end, the MPI launched a new 2025-2026 industrial plan with its constituent business units, which include agriculture and investment services, biosecurity, fisheries, food safety, forest service, and Māori partnership and industries.

- The strategic goals guiding this process are prosperity, protection, sustainability, and visible leadership.

Main goals:

1. Double exports by 2034.
2. Deliver solutions for farmers to reduce greenhouse gases by 2030.
3. Protect the country from harmful pests and diseases that threaten agriculture.
4. Support the primary sector by reducing costs, providing insights, and instituting AI-driven solutions where needed.

New Zealand's industrial and economic strategies typically sought to build a high-wage, low-emissions, and high-productivity economy by targeting key areas like value-added production, sustainability, Māori economic development, and digital transformation. This is seen in initiatives like the MPI's "Fit for a better world" plan of 2020-2023 and the current economic strategy "Going For Growth."² The latter is centered around 5 pillars:

- Developing talent
- Competitive business settings
- Promoting global trade and investment
- Innovation, technology, and science
- Infrastructure for growth.

¹ Ministry for Primary Industries, 'MPI's Action Plan and Strategy' (2025) <<https://www.mpi.govt.nz/about-mpi/strategy/>> accessed 5 April 2025.

² For delivered and ongoing goals, see: Ministry of Business, Innovation & Employment, *Going for Growth: Unlocking New Zealand's Potential* (12 February 2025) <<https://www.goingforgrowth.govt.nz/goingforgrowth.pdf>> accessed 5 April 2025, 35-41.

2. Digital (development) strategy

New Zealand is regarded as a leading digital government, and it aims to digitize public services and for digital innovation to drive growth across businesses and sectors in the country.³ The goals include⁴:

- Enhance digital and ICT exports to become New Zealand's leading export earner.
- Ensure all businesses are digitally enabled and adopt appropriate digital tools.
- Grow the digital sector to employ over 10% of the workforce in high-value jobs.

3. Main constitutional provisions

- Constitution Act 1986: defines the roles and powers of government branches and affirms the authority of the Parliament to make laws (section 15), including regulating business, industry, and trade.

4. Main regulatory provisions and policy developments

- State-Owned Enterprises Act 1986: allows the government to operate commercial enterprises while maintaining public ownership.
- Commerce Act 1986: regulates competition law in New Zealand.
- Public Finance Act 1989: regulates government spending and the management of public resources.
- Resource Management Act 1991: promotes sustainable management of resources.

5. (Regional) economic treaties to which the state is a signatory

- Regional Comprehensive Economic Partnership (RCEP)⁵
- European Union-New Zealand FTA (EU-NZ FTA)⁶
- Association of Southeast Asian Nations (ASEAN) Australia-New Zealand FTA (AANZFTA).⁷
- Comprehensive and Progressive Partnership for Trans-Pacific Partnership (CPTPP)⁸

³ Department of Internal Affairs, 'Introduction to NZ's Digital Transformation' (2021) <<https://www.digital.govt.nz/digital-government/about-digital-government/introduction-to-nzs-digital-transformation>> accessed 5 April 2025.

⁴ Department of Internal Affairs, *The Digital Strategy for Aotearoa* (September 2022) <<https://www.digital.govt.nz/dmsdocument/237~the-digital-strategy-for-aotearoa/html>> accessed 5 April 2025.

⁵ Ministry of Foreign Affairs and Trade, 'Regional Comprehensive Economic Partnership (RCEP)' <<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/regional-comprehensive-economic-partnership-rcep>> accessed 5 April 2025.

⁶ Ministry of Foreign Affairs and Trade, 'New Zealand – European Union Free Trade Agreement' <<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/new-zealand-european-union-free-trade-agreement>> accessed 5 April 2025.

⁷ Ministry of Foreign Affairs and Trade, 'ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)' <<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/asean-australia-new-zealand-free-trade-agreement-aanzfta>> accessed 5 April 2025.

⁸ Ministry of Foreign Affairs and Trade, 'Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)' <<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/cptpp>> accessed 5 April 2025.

6. Plurilaterals

- Pacific Agreement on Closer Economic Relations (PACER)⁹
- Trans-Pacific Strategic Economic Partnership (P4)¹⁰
- Digital Economy Partnership Agreement (DEPA)¹¹
- Government Procurement Agreement (GPA)¹²
- Information Technology Agreement (ITA).¹³
- Trade in Services Agreement (TISA)¹⁴
- WTO members Joint Statement Initiative (JSI) on E-Commerce¹⁵

7. Proceedings initiated against the state, or by it, before international fora for the adoption/implementation of industrial policy measures

New Zealand has had multiple cases before WTO, but all focused-on trade restrictions, tariffs, and subsidies. None addressed digital or sustainable industrial policies.

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⁹ Ministry of Foreign Affairs and Trade, 'PACER Plus'

<<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/pacer-plus>> accessed 5 April 2025.

¹⁰ Ministry of Foreign Affairs and Trade, 'Trans-Pacific Strategic Economic Partnership (P4)'

<<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/trans-pacific-strategic-economic-partnership-p4>> accessed 5 April 2025.

¹¹ Ministry of Foreign Affairs and Trade, 'Digital Economy Partnership Agreement (DEPA)'

<<https://www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-in-force/digital-economy-partnership-agreement-depa>> accessed 5 April 2025.

¹² World Trade Organization, 'Government Procurement Agreement'

<https://www.wto.org/english/tratop_e/gproc_e/gp_gpa_e.htm> accessed 7 April 2025.

¹³ World Trade Organization, *Information Technology Agreement*

<https://www.wto.org/english/tratop_e/inftec_e/inftec_e.htm> accessed 10 April 2025.

¹⁴ Ministry of Foreign Affairs and Trade, 'Trade in Services Agreement' (New Zealand Treaties Online)

<<https://www.treaties.mfat.govt.nz/search/details/p/85/2940>> accessed 10 April 2025.

¹⁵ World Trade Organization, 'Joint Statement on E-commerce'

<https://www.wto.org/english/tratop_e/ecom_e/joint_statement_e.htm> accessed 7 April 2025.

