

New Zealand New Thinking

Anna Heiler

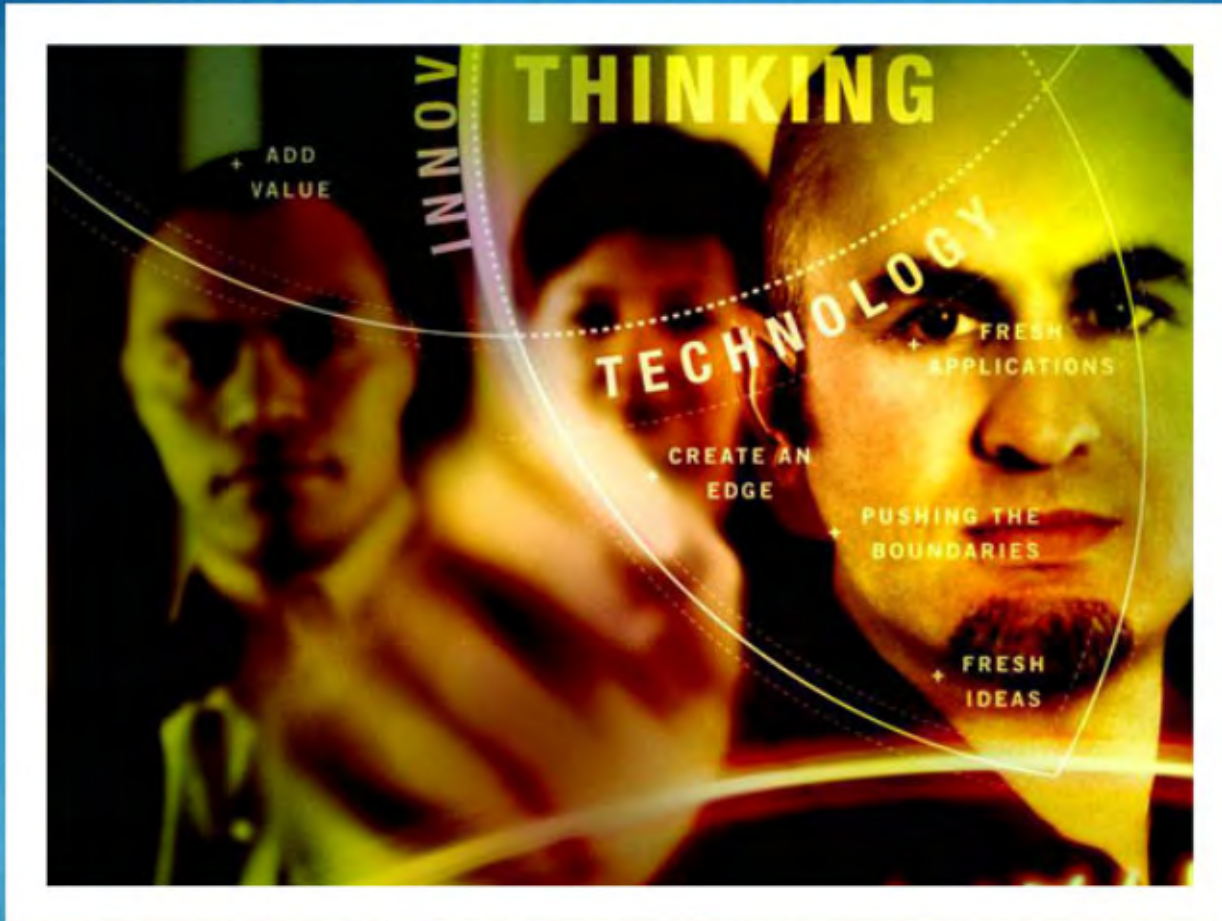
Director of Strategy

New Zealand Trade and Enterprise



NEW ZEALAND
NEW THINKING

One of the World's Most Entrepreneurial Countries



NEW ZEALAND
NEW THINKING

New Zealand Business Environment

Open and liberalised economy

Ease of doing business

Lifestyle advantages

Investment advantages

Where NZTE fits in



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New Thinking

Operating internationally

New Zealand New Thinking is the answer

The world economy is changing and offers opportunities for New Zealand businesses

Operating internationally means:

- New business models
- Moving away from exporting to markets
- Moving towards operating in markets
- New Zealand Inc approach

NZ Technology Oasis, Dubai

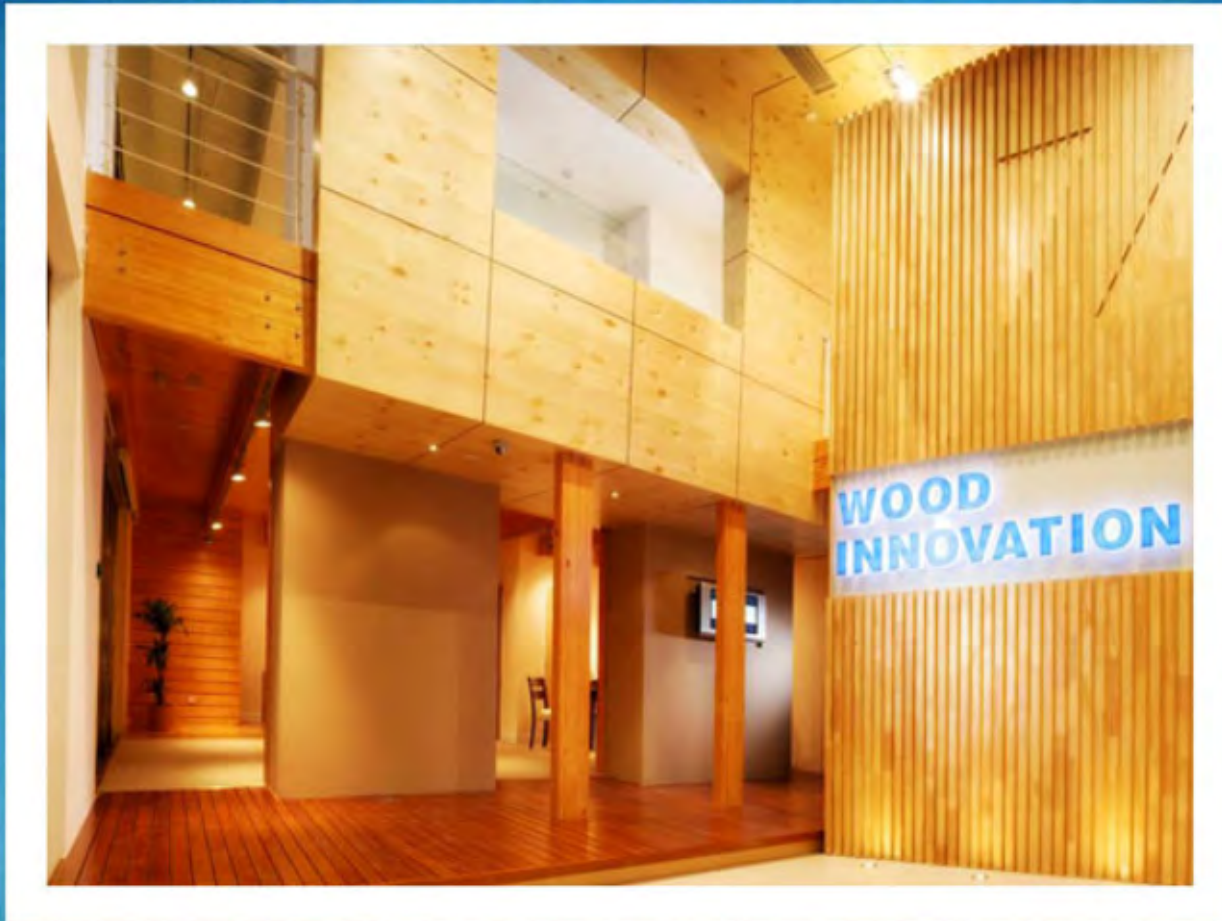


New Zealand Focus, Hong Kong



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New Zealand Wood Innovation Centre, Shanghai



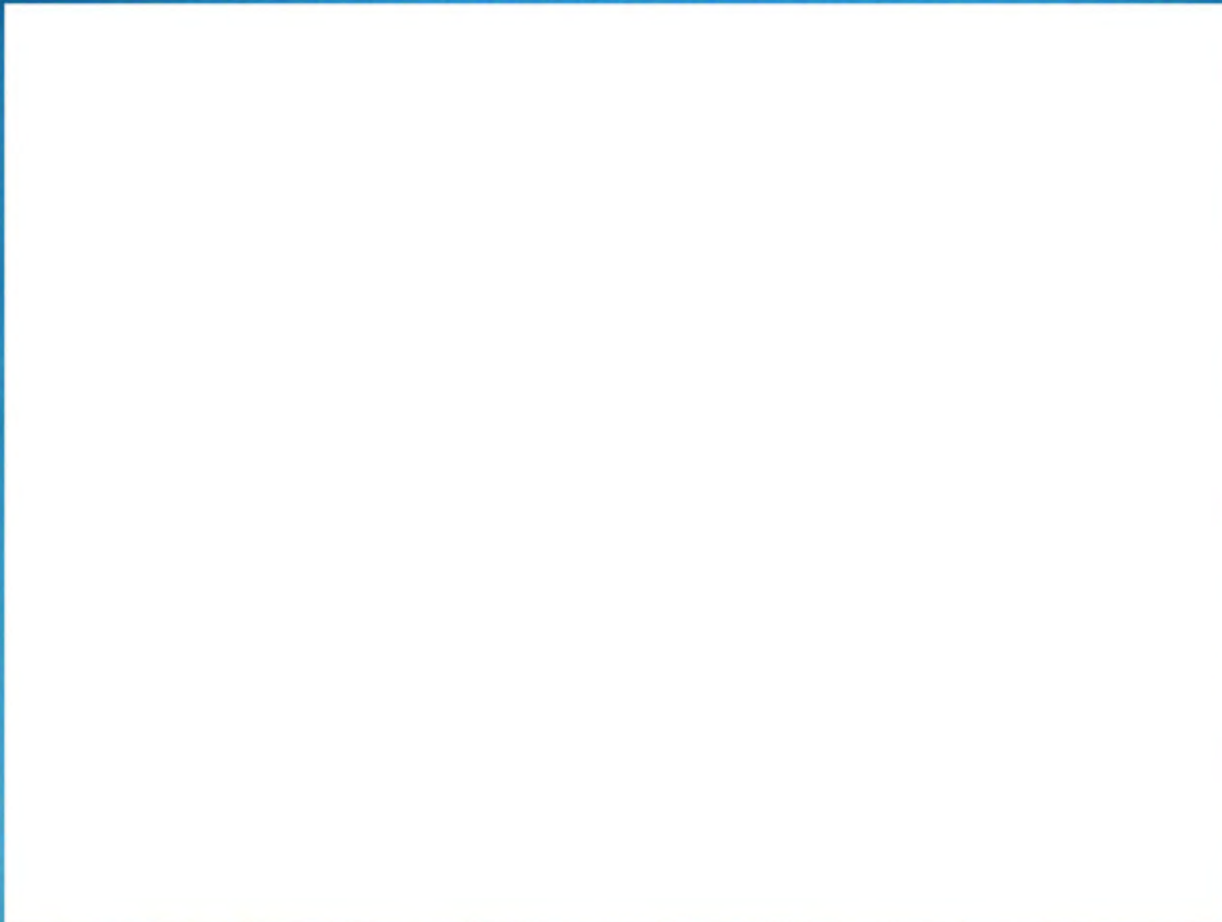
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CeBIT 2006



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“Forward thinking and innovation are not limited to any part of the world, but they flourish in New Zealand – and in the minds of Kiwis.”

Time Magazine, August 2003



New Zealand New Thinking

