New Zealand New Thinking

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New Zealand Trade and Enterprise
One of the World’s Most Entrepreneurial Countries
New Zealand Business Environment

Open and liberalised economy

Ease of doing business

Lifestyle advantages

Investment advantages
Where NZTE fits in
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
New Zealand Wood Innovation Centre, Shanghai
“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