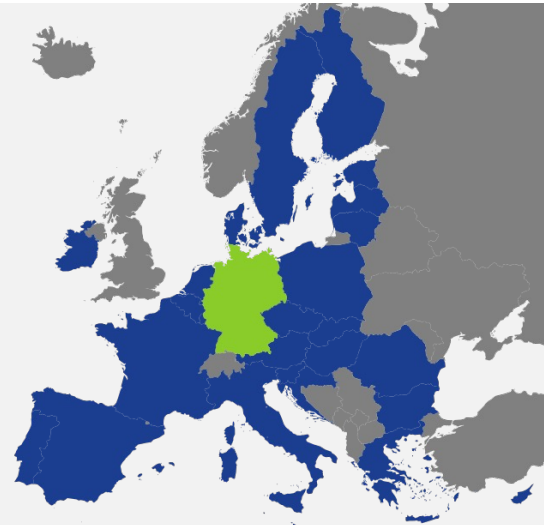




## EU-NZ FTA COUNTRY FACTSHEET GERMANY



### Overview of benefits



Eliminates **customs tariffs** for German exporters and importers



Improves **market access** for German service providers



Protects **distinct German** food and drink products



Enables opportunities for **green** German firms and **technology**



Supports German **small- and medium-sized businesses** to export



Creates opportunities for Germany's **digital firms** to export their services



Enables German firms to bid on **public contracts** in New Zealand



Facilitates German **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Germany to New Zealand

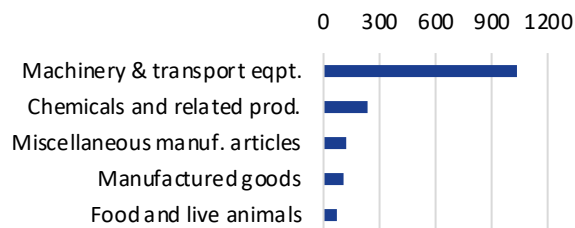


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top-5 exported services from Germany to New Zealand

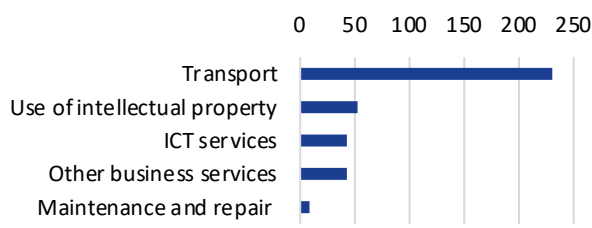


Figure 2: Top-5 exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, German goods exports to New Zealand exceeded **€1.6 billion**, led by **machinery and transport equipment**, totalling over €1 billion. This was followed by **chemicals and related products** (€236 million) and **miscellaneous manufactured articles** (€119 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing German firms' competitiveness across these and other sectors.



#### Machinery and transport equipment

**Road vehicles** (€353 million) are the main exports for machinery and transport equipment. This is followed by **industry-specific machinery** (€212 million), such as tractors (€86 million); and **other transport equipment** (€165 million), dominated by air- & spacecraft equipment.



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for motorhomes (HS 8703.32.11), previously 10%, is now 0%.



#### Chemicals and related products

**Medicinal and pharmaceutical products** (€104 million) are the main exports. This is followed by **chemical products** (€44 million), including herbicides, fungicides, and insecticides (€15 million); and **plastics in non-primary forms** (€23 million), such as plates, sheets, film, or foil (€16 million).



Prior to the FTA, tariffs in this sector were **as high as 5%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for beauty or make-up preparations (HS 3304.99.00), previously 5%, is now 0%.



#### Miscellaneous manufactured articles

The main exports in this category are **professional and scientific control instruments** (€58 million), including instruments for physical or chemical analysis (€12 million). This is followed by **miscellaneous plastic-based articles** (€13 million) and **footwear** (€10 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for automatic regulating instruments (HS 9032.89.00), previously 5%, is now 0%.



## Trade in services

German service exports amounted to **€404 million** in 2022. Of this, the **transport sector** accounted for the largest share with €231 million, dominated by **sea transport** (€99 million).

The agreement facilitates **easier access** for German firms to New Zealand's service market, ensuring a **level playing field** for German service providers in sectors like **telecommunications, financial services, and international maritime transport**. Additionally, the FTA includes advanced provisions for the **movement of business professionals**, allowing German firms to efficiently post managers or specialists and their **families** to subsidiaries in New Zealand.



## Support framework for exporters

The FTA introduces a comprehensive regulatory framework designed to simplify export procedures and reduce compliance costs for German firms. This includes **streamlined customs processes** and **easy access to essential information**. Central to this effort is the European Commission's **Access2Markets** platform, which provides detailed information and guidance on **tariffs, rules of origin** ([Rules of Origin Self-Assessment Tool - ROSA](#)), **taxes, import procedures and formalities, product requirements, trade barriers, and trade flow statistics**. The databases are restricted to users in the EU. EU companies' offices outside the EU can request access via this [form](#).



Please visit the EU's **Access2Markets** platform for more information

## Investment opportunities

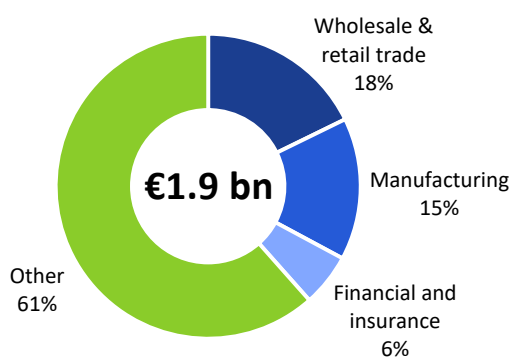


Figure 3: German FDI stock in New Zealand, 2021  
(Source: [Eurostat](#))

In 2021, Germany's foreign direct investment (FDI) stock in New Zealand amounted to **€1.9 billion**, with the service sector being the primary area for investment activities. Currently, about **90 German companies** are active in New Zealand, employing around **eleven thousand workers** and generating a **revenue totalling €3.2 billion** ([Deutsche Bundesbank, 2023](#)).

The FTA lays the groundwork for increased German investment in New Zealand, particularly in sectors such as

- **renewable energy**
- **infrastructure**
- **digital technology**

aligning with Germany's investment strengths.

German investment in New Zealand is poised for growth, supported by a **favourable investment climate** and shared priorities in **sustainability and innovation**. Under the FTA, the investment screening threshold has been doubled to **NZD 200 million (~€110 million)**. This adjustment impacts German investors planning to **acquire significant business assets** in New Zealand. Guidance on the overseas investment regime in New Zealand is available from the [Overseas Investment Office](#). More information on investing in New Zealand can be found on the [New Zealand Trade and Enterprise website](#).



## Agriculture & Geographical Indications

Germany's exports of food and beverages to New Zealand ranked fifth among its export sectors in bilateral trade for 2023, totalling about **€76 million**. The leading commodities were **sugars, sugar preparations, and honey** (€25 million), mainly including **lactose** (€22 million). This was followed by **meat and meat preparations** (€11 million), and **milk and cream products** (€8 million).

The FTA ensures **robust protection** for **75 German food and drink items** in New Zealand, **guarding against counterfeit** goods and securing marketing for authentic products with their traditional names. The agreement also includes provisions to potentially **expand the list of protected geographical indications (GIs)**, bolstering the safeguard of Europe's culinary and cultural legacy. All EU GIs protected in New Zealand can be accessed through [New Zealand's Intellectual Property Office](#).

Protected **German items** include, among others:



**Wines:** Badischer Landwein, Hessische Bergstraße, Pfälzer Landwein



**Spirits:** Münsterländer Korn (grain spirit), Bayerischer Kräuterlikör (herbal liqueur)



**Food items:** Nürnberger Rostbratwürste (sausages), Lübecker Marzipan (confectionery)

## Public procurement

The FTA unlocks new opportunities for German firms within New Zealand's public procurement sector, offering several key benefits:

- **Expanded market access:** German firms now have **broader access** to New Zealand's procurement, extending beyond WTO limits to include all entities governed by New Zealand Procurement Rules.
- **Equal footing with local firms:** The FTA levels the playing field, allowing German companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** German businesses gain entry to **transport and infrastructure** projects, notably those funded by the New Zealand Transport Agency and Auckland Transport, enhancing prospects in engineering and technology.

More information on public procurement can be accessed via [New Zealand Government Procurement](#). Furthermore, New Zealand's [Marketplace platform](#) allows EU firms to register their interest in providing Software as a Service (SaaS), consultancy, managed services, and enterprise software to the government.

## Key contacts & additional information

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### German-New Zealand Chamber of Commerce

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P: +64 (0) 9 309 0209

W: [neuseeland.ahk.de/en/](http://neuseeland.ahk.de/en/)

### Enterprise Europe Network

Link to website:

[een.ec.europa.eu/](http://een.ec.europa.eu/)

Local contact points:

[een.ec.europa.eu/local-contact-points/de](http://een.ec.europa.eu/local-contact-points/de)

### New Zealand Europe Business Council

E: [info@nzebc.org.nz](mailto:info@nzebc.org.nz)

W: [nzebc.org.nz/](http://nzebc.org.nz/)

Please refer to the [EU-NZ FTA SME Guide](#) for more information