The changing face of trade:
New Zealand’s response
The context for New Zealand’s trade has changed a lot since 1882

Credit: Paul Sutherland Photography
Trade is integral to our economic performance

- Total trade = around 60% of economic activity
- Exports support 12.5% of employment
- But..... as the Australia and New Zealand Productivity Commissions concluded earlier this year* “the digital economy is the economy”

* “Growing the Digital Economy in Australia and New Zealand: Maximising Opportunities for SMEs” Joint Research Report, by Australia and New Zealand Productivity Commissions, January 2019

Credit: Sarah Orme
So what enables this?

- Predictability
- Level playing field
- Domestic regulatory settings
- Integration and interoperability
And for digital trade?

- New business models present new questions and challenges, including:
  - Are existing trade rules fit for purpose?
  - What about the impact on the individual?
  - Data, data, data
  - What is a good?
  - Cyber security
New Zealand’s Emerging Digital Trade Architecture

- FTA e-commerce chapters
- WTO e-commerce plurilateral
- International fora including APEC and the OECD
- Bilateral/regional cooperation

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Credit: Tom Roberton Photography