

Technology, creativity and integrity in business

New Zealand is consistently ranked one of the best countries in the world to do business with, and many French companies have experienced first-hand the benefits of a relationship with Kiwi companies.

French business consultant Boris Bourdin believes the richness of the technology sector in particular is something that is not as well-known as it should be.

As he observed, “New Zealand sends satellites, rockets into space. There are few countries today that manage to do this. There are some really cutting-edge solutions coming out of New Zealand.”

French companies with a history of doing business with New Zealand consistently remark that the strong relationships grown over time are what makes New Zealanders great people to work with.



RocketLab New Zealand

“I’VE DEALT WITH NEW ZEALAND TECH COMPANIES WANTING TO ENTER EUROPE AND I WAS REALLY SURPRISED BY THE CREATIVITY AND RICHNESS OF NEW ZEALAND’S TECHNOLOGY OFFERINGS.”

- Boris Bourdin

Supporting patients through the pandemic

For Fisher & Paykel Healthcare, makers of medical respirators used widely during the Covid pandemic, bringing New Zealand products to the European market has meant introducing the health care sector to a new world of New Zealand innovation and technology.

As Patrick Frasca from F&P France explains, “for French people, New Zealand is two islands at the end of the world. Wide open spaces, fun. It’s rugby, sailing. However, one thing that is not well known is that New Zealand is also an incubator for new technologies.”



Fisher and Paykel respiratory humidifier demonstration

Ingenious solutions

New Zealand has a reputation for challenging the status quo. New Zealand companies enjoy embracing innovation and constantly striving to find solutions. This spirit runs through everything we do – whether it's finding new ways to boost our agricultural output in a sustainable manner, designing world-class animation, or improving services for citizens and businesses.

“THE BENEFIT OF DOING BUSINESS WITH NEW ZEALAND IS THAT THERE ARE NO SURPRISES. ANY TRADE YOU ENTER INTO, YOU KNOW IT IS GOING TO HAPPEN.”

- Jean-Michel Nagard, NZ Direct

EU/NZ: STRONGER TOGETHER

The EU is an important partner for New Zealand. We share the same values, perspectives and interests that make us closer than geography would suggest.

LEARN MORE ABOUT NEW ZEALAND'S RELATIONSHIP WITH THE EU



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