

# DOING BUSINESS IN SOUTH EAST ASIA



## WE'RE HERE TO HELP

New Zealand has a number of trade agreements with some ASEAN countries and Australia, and you'll need to decide which one to use when doing business in these countries.

**IF** you're exporting a commodity...

Check out the online Tariff Finder to work out which FTA has the lowest tariffs for the goods you're exporting: [tariff-finder.fta.govt.nz](http://tariff-finder.fta.govt.nz). There are other factors such as transshipment and routing requirements that you should consider.

**IF** you're providing a service or investing overseas...

Service suppliers and investors don't need to 'choose' an FTA. Any benefits apply by virtue of the business being a NZ service provider or investor working in a sector covered by the FTA. FTAs can also provide greater certainty, including through guaranteeing certain minimum standards in overseas markets.

We are happy to discuss further if you would like to talk about which FTA is right for your business.

MFAT EXPORTER HELPLINE ON  
**0800 824 605**

OR EMAIL  
[exports@mfat.govt.nz](mailto:exports@mfat.govt.nz)

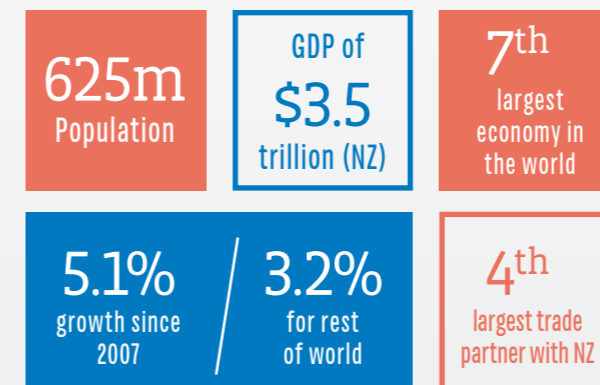
VISIT OUR WEBSITE  
<https://www.mfat.govt.nz/aseanfta>



## WHY ASEAN?

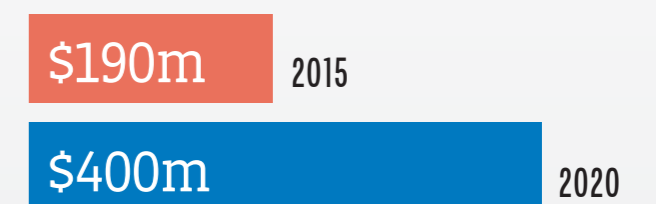
### Growing Market

ASEAN's 10 member states make up a huge and growing market



### Stronger Demand

ASEAN's growing middle class will see stronger demand for New Zealand products



**The Asean Middle Class**  
The number of people with disposable income between \$16 and \$100 per day will more than double by 2020

Total New Zealand exports to ASEAN were worth nearly \$6 billion in 2015



The Association of South East Asian Nations or ASEAN is the collective name of Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam.

# NEW ZEALAND'S NETWORK OF ASEAN FTAs

The ASEAN-Australia-New Zealand FTA covers **ten South East Asian countries**

We have separate agreements with **Malaysia, Thailand, Singapore and Brunei**

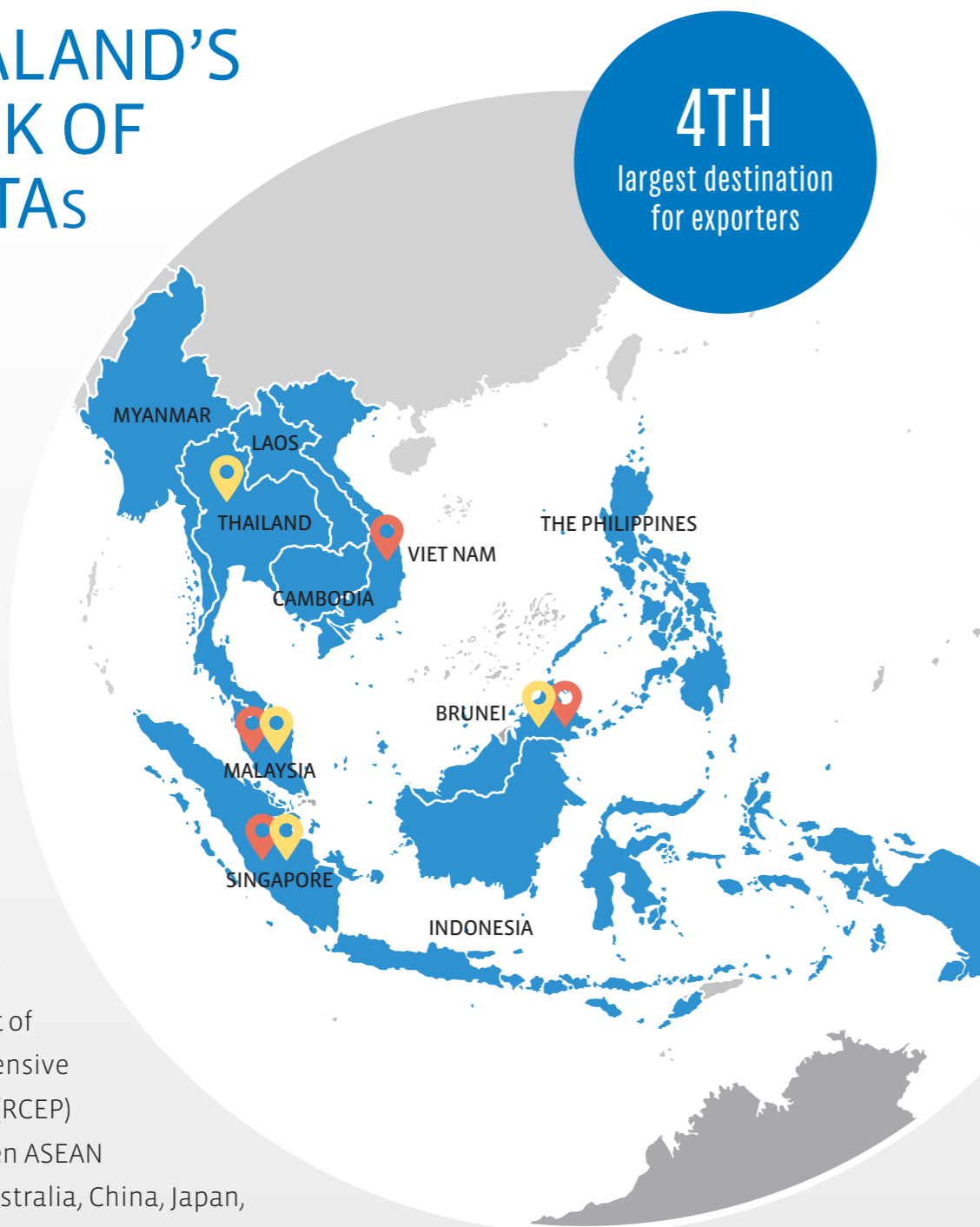
When it enters into force, TPP will cover **Viet Nam, Malaysia, Singapore and Brunei**

New Zealand is also part of the Regional Comprehensive Economic Partnership (RCEP) negotiations with all ten ASEAN countries, as well as Australia, China, Japan, India and Korea. These negotiations give New Zealand the opportunity to improve on our existing FTA relationships in South East Asia.



**NEW ZEALAND HAS COMPREHENSIVE FREE TRADE AGREEMENTS WITH ASEAN — BUSINESSES ARE ALREADY REAPING THE BENEFITS**

**4TH**  
largest destination  
for exporters



## WHAT DO THE ASEAN FTAs MEAN TO YOU?

- ✓ Elimination of tariffs on over 99% of exports to key ASEAN markets by 2020
- ✓ Streamlined customs procedures
- ✓ Simpler regulatory processes
- ✓ Facilitate participation in global value chains
- ✓ Greater openness, security and access for services suppliers
- ✓ Better protection and security for investors
- ✓ More streamlined procedures for business visas and immigration applications
- ✓ Higher commercial profile for New Zealand companies.



## Whittaker's Chocolate in SE Asia

*Southeast Asia was Whittaker's first venture into exporting outside Australia and it's now our largest export region.*

*The close proximity allows us to get into market regularly – something that emails and video conferencing cannot replace – to meet with partners, understand the competitive environment and tailor our offer accordingly. Short transit times and regular shipping schedules are also a bonus for FMCG goods with limited shelf life.*

*There is definitely a correlation between our export markets and FTAs such as AANZFTA and the Malaysia-NZ FTA which we use exporting to Malaysia, Indonesia, Philippines & Singapore. We are seeing significant demand from a growing middle class for premium products but price*



*points can still be a challenge, so the removal of tariff barriers helps us get product at a price that's palatable to the consumer.*

*We are looking forward to growing our presence further in the region with a larger product offering including our New Zealand Artisan Collection, to truly showcase the best of our country's produce.*