

## **ANNEX 14B**

### **NON-AGRICULTURE COOPERATION AND TECHNICAL ASSISTANCE THEMATIC AREAS**

#### **Article 14B.1 Scope**

This Annex is intended to be used by the Parties as an indicative list outlining areas of interest for cooperation under the APP.

#### **Article 14B.2 Traditional Knowledge and Traditional Medicine**

1. The Parties recognise their respective heritages and mutual interest in traditional knowledge and traditional medicine, and the contribution that bilateral exchange and collaboration can make to the economic growth and development of their respective communities and businesses involved in this field, including by creating trade opportunities for them. Accordingly, the Parties agree to enhance their bilateral cooperation in the field of traditional knowledge and traditional systems of medicine.
2. In furtherance of paragraph 1 and for the purpose of Article 14.3 (Scope of Cooperation Activities and Technical Assistance), in relation to traditional knowledge and traditional systems of medicine, the Parties may, while respecting any rights, interests, duties, and responsibilities of holders of traditional knowledge and traditional systems of medicine, undertake cooperation and technical assistance through activities such as:
  - (a) promoting collaboration between relevant parties in New Zealand with their counterparts in India, including in relation to traditional systems of medicine in the case of India, the prominent Ayush institutes established or functioning under the Ministry of Ayush;
  - (b) facilitating the exchange of traditional knowledge experts, traditional medicine practitioners, health professionals, scientists, researchers, academicians, and students for the purposes of training, capacity building, and experience sharing;
  - (c) encouraging and facilitating joint research collaboration and exchanges in the field of traditional systems of medicine, with a view to enhancing scientific validation, evidence-based practices, and innovation, including through use of biotechnology;

- (d) developing pilot projects and bilateral working groups to facilitate the appropriate integration of traditional knowledge, in market ready products, including the integration of traditional medicine in healthcare therapeutics, cosmetics, functional foods, supplements and related goods and services;
- (e) organising short-term courses, webinars, awareness programmes and certification courses in areas of mutual interest;
- (f) establishing business forums to provide platforms for structured engagement between exporters of traditional medicine and wellness and healthcare enterprises of each Party, with a view to facilitating networking, information exchange, and the exploration of potential commercial collaborations;
- (g) exploring ways to promote bilateral trade that relates are related to or derives from traditional knowledge and traditional systems of medicine; and
- (h) strengthening cooperation on the development and use of emerging technologies for the preservation and restoration of traditional knowledge and traditional medicine systems, including artificial intelligence-based software, e-commerce, and digital distribution platforms.

### **Article 14B.3 Tourism**

1. The Parties recognise their common interest in enhancing bilateral cooperation in tourism and the contribution that bilateral exchange and collaboration may make towards the development of their respective people, communities and businesses involved in tourism.
2. In furtherance of paragraph 1 and for the purpose of Article 14.3 (Scope of Cooperation Activities and Technical Assistance) in relation tourism, the Parties may undertake cooperation through activities such as:
  - (a) exploring opportunities to strengthen capability in the hospitality and tourism sectors, including through academic collaboration where possible which, in the case of India, may include exploring opportunities where appropriate for students and faculty members of India's Institutes of Hotel Management;
  - (b) knowledge sharing and exchange of best practices on the development of eco-tourism and sustainable tourism projects which may include the conduct of training programmes and visits of officials, as appropriate;

- (c) exchanging information, experiences and best practices on tourism infrastructure planning and investment; and
  - (d) encouraging collaboration, engagement and regular interactions between tourism stakeholders of the Parties.
3. The Parties shall explore the possibility of concluding a memorandum of understanding on tourism cooperation in due course, to further articulate shared priorities on tourism-related matters.

#### **Article 14B.4 Audio-Visual Production**

1. The Parties recognise their common interest in strengthening cooperation in the area of audio-visual production, with a view to fostering cultural exchange, promoting the growth of creative industries, supporting sustainable economic development, and enhancing people-to-people linkages.
2. In furtherance of paragraph 1, and for the purpose of Article 14.3 (Scope of Cooperation Activities and Technical Assistance) in audio-visual production, the Parties may undertake cooperation and technical assistance through activities such as:
  - (a) facilitating the sharing of best practices in screenwriting, direction, production management, cinematography, editing, sound and visual effects, as well as film financing, sales, and distribution;
  - (b) promoting co-productions, including through the *Agreement on Audio-visual Co-productions* between the Government of New Zealand and the Government of India, done at New Delhi on 28 June 2011 and encouraging partnerships between production companies, filmmakers, and digital platforms in the territories of both Parties;
  - (c) promoting participation in, and leading delegations to, international film festivals, markets, and trade fairs hosted in the territory of either Party, and promoting bilateral film weeks, showcases, and retrospectives;
  - (d) facilitating the exchange of filmmakers and technicians through networking events, familiarisation visits, training workshops, co-production summits, mentorship programmes, and residencies in the territories of both Parties;
  - (e) promoting cooperation on film policies and incentive schemes, facilitating exchanges on intellectual property protection and regulatory frameworks, and encouraging measures to simplify

and enable film production across locations in the territories of both Parties; and

- (f) facilitating the sharing of knowledge and best practices in emerging technologies in film, including virtual and augmented reality, artificial-intelligence-based production, post-production, restoration and archiving, and digital distribution platforms.

#### **Article 14B.5 Sports**

1. The Parties recognise the benefits of further developing relations in the field of sports, and desire to promote and strengthen existing friendly relations and cooperation.
2. Noting the *Memorandum of Cooperation between Sport New Zealand of the Government of New Zealand and the Ministry of Youth Affairs and Sports of the Government of the Republic of India on Cooperation in the Field of Sports* signed in New Delhi on 15 March 2025, in furtherance of paragraph 1, and for the purpose of Article 14.3 (Scope of Cooperation Activities and Technical Assistance) in relation to the area of sports cooperation and technical assistance, the Parties may undertake cooperation and technical assistance through activities such as:
  - (a) exchange of subject matter experts, government officials, coaches and athletes in the areas of sports;
  - (b) exchange of sports sciences personnel, sports leaders, sports administrators, professionals, technicians, and sport support personnel;
  - (c) access to training centres, international competition between athletes and teams, and share programmes and knowledge related to coaching, talent development, athlete services and well-being, sports science, and innovation;
  - (d) share programmes and approaches to increase participation, especially with regard to children and young people, and collaboration in the area of physical education and associated curriculum;
  - (e) share information, policy, programmes, research and learning related to sports, including system strategy, sport integrity, governance and organisational capability, major events, and other associated activities; and
  - (f) collaboration in the area of physical education and fitness development programmes which may include training, exchange and attachment programmes, and exchange of technology and research in the field.