



3 BATCH
REPORT
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NZ-UK Free Trade Agreement: Māori Enterprise Perspectives



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Abbreviations

AHC	Asset Holding Company
BERL	Business Economic Research Limited
CEO	Chief Executive Officer
DNA	Deoxyribonucleic Acid
FTA	Free Trade Agreement
IP	Intellectual Property
IT	Information Technology
MFAT	Ministry of Foreign Affairs and Trade
NZ	New Zealand
NZTE	New Zealand Trade and Enterprise
NZ-UK FTA	New Zealand-United Kingdom Free Trade Agreement
RMA	Resource Management Act 1991
SME	Small and Medium Enterprise
UK	United Kingdom

SUMMARY

Purpose and scope

- This report provides insights from five Māori enterprises on the NZ-UK FTA. The enterprises include a Māori lands trust dealing primarily in geothermal energy, the commercial arm of an iwi entity, and a collective of Māori kiwifruit growers.
- Interviewees acknowledge that Māori business is unique and does not necessarily fit in the generic 'box' of mainstream business. Māori business is built primarily on whakapapa and kaupapa, is Māori owned and led, and considers Māori values.

Māori enterprises and trade

- Trade experiences of Māori businesses include multiple sector experiences and the sharing of knowledge with international entities.
- Reasons for trade include knowledge acquisition in other specialist sectors, as well as the opportunity to share ideas and exchange relevant intellectual property. Access to markets is also paramount regarding increasing trade expeditions, investigating options offered in international markets and channels for international trade.

Challenges and opportunities

- Challenges for Māori enterprise and trade include: (1) data sovereignty and protecting data related to whakapapa and mātauranga Māori; (2) investment of time and effort to build relationships in international markets, as well as the difficulty of progressing to transaction; (3) ensuring Māori have adequate information to fully understand an FTA so that Māori are well-equipped to get their products to market; and (4) the difficulty for Māori SMEs to engage in international trade without scale or agility to pivot if required.
- Opportunities include: (1) collectivising to gain scale; (2) decreased reliance on China and Asia; and (3) gaining knowledge in specialist sectors from larger international organisations (e.g. geothermal organisations like Ormat in Israel).

Treaty of Waitangi and trade policy

- Māori enterprise views on the Treaty and trade policy include: (1) te Tiriti o Waitangi should be the foundation in terms of how New Zealand forms relationships with others; (2) Under te Tiriti o Waitangi, there needs to be an assurance that Māori are at the negotiating table; and (3) there needs to be an expectation that Māori, as a treaty partner, are accurately reflected in any partnerships with other countries.

Expectations of the FTA

- An FTA needs to be mutually beneficial for all sizes of business, not just the larger corporates.
- There needs to be acknowledgement and recognition of Māori indigenous rights.
- Māori have high standards and expectations of trading partner ethics, therefore, there needs to be a no-tolerance rule for unethical behaviour.

Success, benefits, and risks of the FTA

- Māori have varied investments, although heavily weighted in the primary industries, so there is opportunity from an FTA to gain knowledge in other areas, learning and understanding new markets.
- Desirable benefits from the FTA include access to more markets for Māori entities and collectives to determine what the opportunity is to sell products internationally.
- An FTA may enable exposure of Māori brands to a wider audience and increase international understanding of Māori business.

Māori priorities and outcomes

- Specific outcomes desired from the FTA include improved access to consumer markets and Māori and New Zealand doing business in a way that does not cripple local businesses here in New Zealand.
- Key priorities for Māori from the FTA include ensuring Māori rights under te Tiriti o Waitangi are adhered to so that cultural identity – te reo Māori, mātauranga Māori and culture – are safe and secure.



PURPOSE

This research provides insights into Māori enterprise perspectives on a NZ-UK FTA and trade policy generally to assist trade negotiations. This report is based on research carried out by GHA.

ABOUT THE MĀORI ENTREPRENEURS

#	Iwi	Role	Sector	Experience
P1	Ngāti Tūwharetoa ki Kawerau, Ngāti Awa, Ngāti Rangitīhi, Te Whānau a Apanui	Trustee	Geothermal	IP Trade
P2	Ngāti Tūwharetoa	Executive Committee Member	Kiwifruit	Trade and export
P3	Ngāi Tukairangi	Chair	Kiwifruit	Trade and export
P4	Te Ātihaunui-a-Pāpārangī, Ngāti Tamakopiri, Ngāi Tahu, Ngāti Tūwharetoa, Ngāti Kahungunu ki Wairarapa	Executive Committee Member	Kiwifruit	Trade and export
P5	Ngāti Whare, Ngāti Manawa, Tūwharetoa, Ngāti Porou	General Manager	Honey, fisheries, wool, forestry	Trade and export



ABOUT THE MĀORI ENTERPRISES

Being Māori

P5: Being Māori is about being cognisant of more than just the physical and what's immediately in front of you. It is holistic, where all the different elements make up the whole.

P5: Māori interpret all things through multiple lenses.

P5: Whakapapa is key and Māori are connected to everything.

Definition of Māori business

P1: Māori business is built primarily on whakapapa and kaupapa. Māori business needs to be Māori owned and needs to be for kaupapa that advances Māori.

P4: Māori business does not fit in the box of what a generic business is considered to be.

P2: Māori business is Māori owned and Māori led.

P5: Māori consider more than just business. Consideration needs to be given to values, kaupapa and not just policies and procedures.

A Māori way of doing business

P1: Māori have a way of doing things that encompasses Māori values as much as possible through relationships and overall goals.

P3: There are several characteristics – some may possess many, and some only a few. These include embedding tikanga, design and symbology, a Māori way of doing things regarding collectivism. There is also a focus on building a relationship before the transaction.

P4: Primary focus is the health and well-being of the Māori people and the land, and not necessarily the economic benefit.

P2: For large Māori entities, a Māori way of doing business is focused on intergenerational gains and long-term sustainability.

P5: Māori are whānau oriented and whakapapa to whenua (land) and the environment. Māori also have a social conscience – a Māori conscience. The bottom line is important, but Māori focus is not just financial. Māori are also concerned about other outcomes, such as employment, jobs, and housing.

P5: Māori business is not 9am – 5pm, it is 24/7.

Industry, sector, and business activity

P1 is a trustee on a land trust that works primarily in geothermal. The trust has built relationships with other geothermal sector-focused entities in Israel, Italy, and Japan.

P2 is a committee member of the Māori kiwifruit growers collective and participates in the trade, knowledge sharing and export of kiwifruit.

P3 is the chair of the Māori kiwifruit growers collective.

P4 is a committee member of the Māori kiwifruit growers collective and participates in the trade, knowledge sharing and export of kiwifruit.

P5 is the general manager of the commercial arm of a Māori post settlement governance entity (PSGE) and its subsidiaries – honey, fisheries, wool, forestry.

MĀORI ENTERPRISE AND TRADE

Trade experience	<p>P1: Involved in the sharing of knowledge with other international entities working in geothermal.</p> <p>P2: International trade experience with other entities and growers of kiwifruit.</p> <p>P3, P4: Involved in the knowledge sharing of international trade within the kiwifruit sector.</p> <p>P5: International trade experience in the honey, fisheries, wool, and forestry sectors. International relationships in Asia.</p>
Rationale for trade	<p>P1: Opportunity to share ideas and do intellectual property (IP) exchanges. Opportunity to provide access to research for international organisations in exchange for business IP.</p> <p>P2: Opportunity to gain knowledge in other areas.</p> <p>P5: Market access – more trade expeditions like those to China and Korea. UK has a population of 70 million and, therefore there has potential to increase channels. There is also motivation to investigate access to other international markets.</p>
Challenges/opportunities	<p>P1: There is a concern regarding data sovereignty, particularly where artificial intelligence (AI) is developed overseas and does not consider nuances for Māori. It would be good to see more and better technology exchanges.</p> <p>P1: It takes a lot to build relationships in international markets, and it is even harder to get to a transaction, but there are opportunities if it is successful, such as, unique knowledge that some international specialist countries can provide.</p> <p>P4: Some Māori do not understand FTAs – the risk of that is that if Māori have products that are marketable, they may not know how to get those products to market.</p> <p>P5: Initially, it will be hard for SMEs because many of their export dreams have been invested in China and Asia. Therefore, some may not take up or see opportunities. Māori SMEs will also need to be agile if they choose to pivot in products and markets.</p>
Treaty and trade policy	<p>P1: Te Tiriti o Waitangi should be the foundation in terms of how New Zealand initiates relationships with others – Māori need to be at the negotiating table.</p> <p>P4: Māori as a treaty partner must be accurately reflected in partnerships with other countries.</p> <p>P5: The FTA needs to enhance Māori rights – need to/should acknowledge te Tiriti o Waitangi so all trade partners understand the Aotearoa New Zealand framework that Māori work within.</p>
Expectations as Māori	<p>P1: The FTA needs to be mutually beneficial for all business sizes, not just for the larger corporates.</p> <p>P4: There needs to be acknowledgement and recognition of Māori indigenous rights.</p> <p>P5: Māori are more sensitive to and have expectations of trading partner ethics – Māori do not tolerate unethical behaviour.</p>
Inter-indigenous trade	<p>P1: Inter-indigenous trade would be beneficial if there is some value alignment with Māori.</p> <p>P5: Inter-Indigenous trade is important as there is huge commonality in Indigenous histories. Māori are leading the way and it would be good to see Māori doing more work to build success for other Indigenous peoples.</p>
Other comments	<p>P5: It would be good to have support services and systems that provide better access to information.</p> <p>P5: There is concern about increased competition here in New Zealand where buying local becomes a cost issue. SMEs could be eliminated so that would be a real issue.</p>

GENERAL NATURE OF THE FTA

Success

- P1: Success has much to do with geographical indicators, IP and brand recognition, as well as brand protection.
- P2: Māori have varied investments, so there is an opportunity to gain knowledge in other areas as well as learn and understand more about new markets.
- P5: Success has much to do with working together (e.g. small businesses coming together to form a collective).

Benefits

- P1: Access to more markets – it takes a long time to build relationships and engage with international markets.
- P4: The opportunity to work collectively to attain scale so that Māori can enter international markets.
- P5: Mitigation of reliance on China.
- P5: Hopefully, another benefit is that it provides opportunity to expand a/some Māori brands to a wider international audience, therefore, provide more international understanding of Māori business enterprises.

Risks

- P1: Data being held on international servers. International markets would have access to things Māori prefer not to share, like whakapapa and mātauranga Māori.
- P2: Telling the unique story of Māori could be difficult due to restrictions the UK has in certain areas (e.g. the retail environment in the UK is challenging).
- P5: China learns quickly and this can impact negatively on trade. An FTA with the UK is a way of spreading risk, but there is also risk should Māori get too complacent.

Protecting rights and interests

- P1: Need to ensure IP is protected.
- P1: We know we haven't sorted the Wai 262 claim yet, therefore we need to ensure there is a regime that recognises te Tiriti o Waitangi.
- P3: There needs to be a consideration of what the allowance is regarding the right to purchase land in New Zealand.
- P2: If there are discussions with other countries, MFAT needs to ensure Māori are involved in that, especially with the Māori Ministers we have in Parliament.
- P5: Te Tiriti o Waitangi needs to in the FTA.

SPECIFIC OUTCOMES OF THE FTA

Goods and services P5: Māori are interested in increased numbers of consumers and products to determine what the opportunity is to sell products internationally.

Investment P1: There is concern about overseas investment rules for buying land or competing with Māori or local business for land.
P4: It would be good to understand how an FTA would enhance access for Māori in international markets and how it would reduce barriers.

Environment P1: The FTA needs to be informed by Māori in regard to respecting the New Zealand environmental policy, without risk of international policies being imposed.
P4: Need to ensure there is consideration given to climate change and how that is reflected in agreements with other countries.
P5: The FTA on its own will not protect our environment. Other key things include te Tiriti o Waitangi and legislation, such as the Resource Management Act (RMA).

Customary rights P1: We want the UK FTA to help with protecting data sovereignty – the UK is figuring out their own systems and how they communicate the importance of that to their own business community.
P5: Cultural and intellectual IP is an interesting and important issue. It is important to own our own IP – it may not be the norm, but it is important because fraudulent behaviour and duplication activities create more risk.

Priorities

Priorities for Māori P5: Upholding rights and identity are key.
P5: Consumer markets being opened and Māori doing business in a way that does not cripple our markets here in New Zealand.
P5: Ensuring our rights under te Tiriti o Waitangi are adhered to so that our cultural identity – te reo Māori, mātauranga Māori and culture are safe and secure.

Priorities for Māori Business P1: There should be nothing harmful for Māori and it should encourage positive outcomes for te ao Māori.
P4: Need to ensure that as a treaty partner, Māori are recognised and receive our fair share of things.





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