



**5** BATCH  
REPORT  
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# NZ-UK Free Trade Agreement: Māori Enterprise Perspectives



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## Abbreviations

CEO	Chief Executive Officer
FTA	Free Trade Agreement
GHA	Glenn Hawkins & Associates Limited
GM	General Manager
IP	Intellectual Property
IT	Information Technology
MFAT	Ministry of Foreign Affairs and Trade
MIPCOM	Marché International des Programmes de Communication
NZ	New Zealand
NZTE	New Zealand Trade and Enterprise
NZ-UK FTA	New Zealand-United Kingdom Free Trade Agreement
UK	United Kingdom

# SUMMARY

## Purpose and scope

- This report provides insights from five Māori enterprises on the NZ-UK FTA. Whakapapa continues to be the key determinant of being a Māori business. Interviewees are involved with many business arrangements from being active lease/royalty holders to full ownership and management. Kaupapa Māori is ensuring Maori values are at the forefront of decisions.

## Māori entrepreneurship

- While Māori are participants in all sectors or industries, scale is a barrier that entrepreneurs face while participating in trade. Māori entrepreneurs are participants in some form of export; however, the domestic infrastructure to support increased trade does not match up with the international opportunity.
- The media and digital spaces are avenues that enable engagement and communication directly through to the end customer regardless of the country they reside in. One entrepreneur noted that through the promotion of New Zealand sports influencers on social media alone, their digital business now has a customer base of 15% from the UK, and another 10% from the rest of Europe.

## Māori enterprise and trade

- Trade experiences for Māori businesses include digital and e-commerce connections and self-funding for attending trade shows overseas such as MIPCOM in France.
- E-commerce has resulted in an easy stream of direct engagement between Māori businesses and European and UK customers.

## Challenges

- Challenges for Māori enterprise and trade include:
  1. Scale – the challenge faced by Māori enterprise and trade is achieving the capability to reach many of the opportunities in overseas markets.

2. Overseas competition makes it risky and difficult for Māori enterprises to enter markets and achieve premium pricing, particularly for convenience foods because the wider New Zealand brand isn't strongly associated with Māori identity.
3. Copycats – overseas companies are stealing and repackaging digital content and reselling to online users through their own network.
4. The lack of established networks at trade shows that result in deep business conversations – instead, Māori enterprises are meeting people for the first time.

## Opportunities

- Opportunities include:
  1. Having key UK based people that can help create networks and market opportunities.
  2. Leveraging other media and digital businesses to collectively market to the UK.
  3. Having a national based strategy to ensure NZ has a strong digital and marketing platform that will open the door for Māori businesses.
  4. Establishing or promoting Māori business networks in the UK. Noting that Ngāti Rānana is well-known for connecting Māori.

## Treaty of Waitangi and trade policy

- Māori enterprise views on the treaty and trade policy include:
  1. The engagement on the treaty with the UK is important as the Crown were original signers of the Treaty.
  2. There are domestic issues with the treaty that need to be addressed first, such as ensuring Māori are represented genuinely in overseas forums.
  3. Māori rights need to be protected as the treaty is fundamental to protecting Māori identity in trade.



### Expectations of the FTA

- Māori need to decide what is beneficial and what is not. There needs to be relationship building between Māori and the UK, whereby an understanding can be formed for how Māori and the UK might work together. Currently, there is little understanding of tastes, content, humour, etc.

### Success, benefits, and risks of the FTA

- An indicator of success in the FTA would be Māori and the Crown working together to better understand how Māori can position its content and brand in the UK market.
- It will be beneficial to gain an understanding of the key trade shows and retail environment so that the entrepreneurs can better shape content.
- The intellectual property regime in New Zealand is frustrating and must be sorted as part of future trade with the UK.

### Māori priorities and outcomes

- Specific outcomes desired from the FTA include better coordination of New Zealand businesses when approaching the market. Noting that, during other trade shows, there was a lack of New Zealand cohesiveness compared with the other countries (MIPCOM).
- General priorities for Māori are to ensure that a positive and genuine story is told to the UK rather than a watered-down version that is informed by market research, consumer trends and other marketing material.
- Māori to be unapologetically Māori and not to compromise.
- The building of networks and collectives so that Māori can collaborate and share knowledge resources in-market.



## 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 by GHA.

## ABOUT THE MĀORI ENTREPRENEURS

#	Iwi	Role	Sector	Experience
P1	Ngāti Rangitīhi, Ngāti Porou	Director	Sports Management	International business
P2	Ngāpuhi	CEO	Media / Retail	Media / Retail
P3	Ngāti Tūwharetoa	Managing Director	Online Content / Influencer	International client base
P4	Ngāti Whakaue	GM	Media / Retail	Media
P5	Ngāti Kahungunu	Director	Food	International transactions

## ABOUT THE MĀORI ENTERPRISES

<b>Being Māori</b>	<p>P1–5: Whakapapa is central to being Māori and being a Māori business.</p> <p>Kaupapa, looking beyond purely economic drivers and broadening the outlook to secure the wellbeing of the people.</p> <p>Ensuring business encourages and promotes rather than belittles Māori.</p>
<b>Definition of Māori business</b>	<p>Māori business is driven by Māori people.</p> <p>Māori business is based on kaupapa that support Māori.</p> <p>Māori business is using values and reo in a genuine way.</p>
<b>A Māori way of doing business</b>	<p>P1: For Māori there is a purpose in their business which goes beyond mere profit. However, that does not mean that the profit is not important.</p> <p>P3: Māori like to try things with limited resources, as they are resourceful, innovative, and connected.</p> <p>P5: Māori business is about empowering Māori to use their assets in a way that connects them with each other, their whakapapa and their tūrangawaewae.</p>
<b>Industry, sector, and business activity</b>	<p>P1 is a sports agent that facilitates professional sports players into overseas markets such as Australia, England, and France.</p> <p>P2 is a media producer and Māori retail and reo advocate.</p> <p>P3 specialises in fitness and content using online platforms, ecommerce.</p> <p>P4 is a general manager of a media company.</p> <p>P5 is a food processing entrepreneur.</p>

# MĀORI ENTERPRISE AND TRADE

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## Trade experience

P1 is involved in trade but has always dealt directly with the consumer or end user.

P2 exported directly to consumers using e-commerce platforms. There were no trade requirements because the products were directly shipped or drop-shipped. Attended international trade shows (with no support).

P3 is involved in online content creation, using social media, then signing people up to programmes.

P4 is a reo advocate, digital entrepreneur, and retailer.

P5 is a part of establishing international supply agreements with current domestic partners who have an international footprint.

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## Rationale for trade

P1: There is no New Zealand domestic market for sports, only in Australia, UK, and France. The United States and Canada are slowly entering the mix, however, on an exceedingly small scale.

P2: To meet demand – it was not deliberate at first; however, the demand for the product was from the overseas market, therefore, the business had to adjust and began exporting products overseas.

P3: The e-commerce platform focuses more on the content as opposed to the location and country, because there are no boundaries to e-commerce and online business, sports, cross-fit, and fitness enthusiasts can interact from all corners of the world.

P4: Market opportunities.

P5: Increased domestic competition has meant that opportunities overseas must be explored to maintain profitability and commercial viability.

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## Challenges/opportunities

P1: The biggest challenge is forming relationships from a distance. Using technology has helped immensely, especially using Zoom to have initial meetings prior to completing business in person.

P2: The challenge is achieving the scale to realise a lot of the opportunities.

P3: Competition is the biggest issue. It is easy to copy products, and the internet is unregulated. It would be good to somehow police the false information or 'cowboys' who are doing more harm than good.

P4: The domestic treaty relationship is especially important. Once that is in place, then the FTA extends that.

P5: The cost of trying to do a transaction is exceedingly high. Market intel, travel, data, international regulations are all barriers to doing more international trade. It was difficult in Australia let alone the UK.

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## Treaty and trade policy

The Treaty of Waitangi and its principles should be the foundation for any FTA. This is relevant for reo, taonga, carvings and the likes of the haka, however, this is not extremely relevant for food or products that are not specifically Māori branded.

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<b>Expectations as Māori</b>	<p>P1: It needs to be meaningful and mutually beneficial, not just for the biggest companies in Aotearoa.</p> <p>P2: Dedicated support for Māori to take advantage of trade opportunities. Facilitating relationships and connecting with the right people would be helpful. We have had help from other Māori businesses, but it would be great to have an objective, neutral resource that does not also have commercial aspirations.</p> <p>Ensuring that the right people are representing Māori. Worried that MFAT officials, while understanding Māori, will not uphold and fight as hard as if a Māori representative were at the table.</p>
<b>Inter-indigenous trade</b>	<p>P1: Inter-indigenous trade is important, as it focuses more on building relationships, however, it has little commercial benefits.</p> <p>Inter-Indigenous trade is a fundamental aspect of trade, particularly in the sense of sharing stories and platforms, and how to navigate large content hungry platforms, such as Netflix who want everything to be in their format.</p> <p>Gaeltacht.</p>
<b>Other comments</b>	<p>Networks and relationships are key for any overseas trade. Many Māori who still live in the UK, have been doing business there for decades so it would be good to learn from them to avoid costly mistakes.</p>

## GENERAL NATURE OF THE FTA

<b>Success</b>	<p>P1: Success is making sure the well-being of our people is always at the forefront of decisions, particularly when 'exporting talent'.</p> <p>To achieve genuine and rich stories that promote Māori but will make our tūpuna proud.</p> <p>P5: Success is providing the opportunity to add markets and options for further expansion, while avoiding strong domestic competition.</p>
<b>Benefits</b>	<p>P2: The FTA could accelerate the intellectual property regime as being more fit-for-purpose for Māori.</p> <p>P5: Accessing market intelligence and processes.</p>
<b>Risks</b>	<p>P1: Intellectual property rights (P1).</p> <p>P1–5: Ensuring the Māori brand is not abused and watered down to suit market preference.</p> <p>Risk of copycat businesses that do not fall under the same copyright laws.</p> <p>More competition domestically for large UK brands entering the market.</p>
<b>Protecting rights and interests</b>	<p>P2: Ensuring there is a strong balance of stories out there that encourage our rangatahi to do positive things. Content-wise, negative stories or movies/ depictions of Māori can be very damaging (Once Were Warriors / Vegas).</p>

## SPECIFIC OUTCOMES OF THE FTA

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**Goods and services** P1–5: Key performance indicators for Māori trading in the UK so that Māori are not just a clause in an FTA agreement to get it over the line politically.

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**Investment** P5: FTA should facilitate people exchanges and positively impact investment in Māori communities.

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**Environment** P1–5: The Māori view of kaitiakitanga cannot be compromised.

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### Priorities

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**Priorities for Māori**

- Ensuring there are opportunities to attend trade shows overseas for medium-sized businesses.
- Ensuring domestic Māori businesses can be connected to Māori / NZ networks.
- Ensuring our taonga, reo and tikanga remains unadulterated from international influence.

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**Priorities for Māori Business**

- P2–5: Look at joining Māori collectives.
- Forming relationships in the UK market to better understand opportunities.

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