



6 BATCH
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NZ-UK Free Trade Agreement: Māori Enterprise Perspectives



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Abbreviations

FTA	Free Trade Agreement
GHA	Glenn Hawkins & Associates Limited
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
UK	United Kingdom

SUMMARY

Purpose and scope

- This report provides insights from five Māori enterprises on the New Zealand-United Kingdom free trade agreement (NZ-UK FTA). Whakapapa is the key determinant of being a Māori business. Interviewees acknowledge that values and relationships distinguish Māori from non-Māori enterprises. Kaupapa Māori is ensuring that relationships are shared and maximised both in a social and commercial sense.

Māori entrepreneurship

- Building a relationship is the initial step – business is not primarily about business, it's about relationships that lead to business. This thinking sets Māori apart, where the focus is on building a relationship and using tikanga to align the values of the parties involved.
- We inherently present ourselves as Māori.
- All Māori enterprises have a story – we can tell the story of the origins of Māori products because we know it is an x-factor of Māoridom.

Māori enterprise and trade

- Trade experiences of Māori businesses include Māori-led trade missions, trade missions, government, and multiple sector experience.
- Reasons for trade include getting more value for products, presenting a Māori perspective for the world to see.

Challenges and opportunities

- Challenges for Māori enterprise and trade include: (1) scale – difficulties engaging as a small enterprise; (2) access to an overseas market that can make it easier to trade domestically; (3) loss of voice at the table because of the scale of non-Māori enterprise.
- Opportunities include: (1) forming collectives to approach markets together; (2) solidifying the Māori approach to trade; and (3) increasing business excellence through learning from overseas examples.

Treaty of Waitangi and trade policy

- The treaty and trade policy includes: (1) principles of the treaty need to underpin any trade policy we have as best it can; (2) the treaty provides the foundation for a positive relationship with foreign countries and Māori; and (3) there need to be some real benefits to the treaty relationship.

Expectations of the FTA

- Māori need to be part of the discussions. Māori want to negotiate their own relationship with sovereign nations and people.
- Indigenous to Indigenous trade is important; however, the focus needs to be on building the relationship and understanding the values before entering any trade relationship. The relationship needs to ensure it is not exploitative and aligns with each other's values.

Success, benefits, and risks of the FTA

- An indicator of success would be to develop a united Māori brand.
- Desirable benefits from the FTA include building relationships through tourism and then leveraging the experience to achieve business connections.
- There is an historical relationship that can be utilised. Most Māori have whakapapa to the United Kingdom.

Māori priorities and outcomes

- Specific outcomes desired from the FTA include leveraging Māori collectives to approach markets.
- General priorities for Māori from the FTA include recognition of their unique values. Māori are staunchly iwi-centric, so notions of homogeneity need to be challenged.
- The building of capacity and capability through collectives: joint approaches, joint capability building and joint capacity building.



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 Kauwhata	Business owner / director / trustee	Housing, entrepreneur	Trade negotiations
P2	Ngāti Rangiwewehi, Ngāti Kauwhata & Ngāti Tukorehe	Business owner / director / trustee	Mātauranga Māori	International trade visits
P3	Ngāti Ranginui, Ngāi Te Rangi, Ngāti Rangiwewehi	General Manager	Māori / science / innovation	Tourism, science, and innovation
P4	Ngāti Whakaue, Ngāti Maniapoto	Partner	Consulting, Accounting, Seafood	Governance for exporter, trusted advisor for many Māori businesses
P5	Ngāti Tūwharetoa, Ngāti Rangitīhi, Ngāti Awa	Business owner, Director, entrepreneur	Tourism, housing, land development, Seafood	Tourism, international trade shows

ABOUT THE MĀORI ENTERPRISES

Being Māori	<p>P1–5: Whakapapa is central to being Māori and being a Māori business.</p> <p>Kaupapa, how we interact with each other, and the environment.</p> <p>Celebrate being Māori and staying staunch to tikanga.</p>
Definition of Māori business	<p>Incorporating Māori values, practices, tikanga – is kaupapa and values based.</p> <p>Māori business can be defined as having 50% or greater ownership that is Māori. Another definition is business conducted in a kaupapa Māori way, operating in te ao Māori. Māori business typically looks at positive outcomes for Māori beyond just commercial outcomes. Employment is a key driver, particularly keeping it in the whānau.</p> <p>Relationships are key, both domestically and internationally.</p> <p>Tikanga, kaupapa, values.</p>
A Māori way of doing business	<p>For Māori business trying to fill the gaps in the market that are of benefit to Māori, such as housing, innovative materials, whānau well-being.</p> <p>Ensuring relationships are nurtured along the way.</p>
Industry, sector, and business activity	<p>P1 is an entrepreneur and a trustee of the Māori business network in Manawatū.</p> <p>P2 is an entrepreneur who has been involved with trade for decades, working alongside Māori businesses. Also, a business owner.</p> <p>P3 is the general manager of the Māori economic development agency that is looking to increase the use of Māori assets, and ensure Māori are better positioned for the future using science, technology, engineering, arts, and mathematics (STEM) as a foundation to grow innovation.</p> <p>P4 is the partner of a Māori professional services firm. Also, a governor of major entity, Moana, and Whānau Ora.</p> <p>P5 is an entrepreneur with a background in adventure tourism, seafood, and land development.</p>

MĀORI ENTERPRISE AND TRADE

Trade experience

- P1: Limited, however, supports other Māori businesses.
 - P2: Significant, former Cabinet Minister and facilitated Māori trade delegations.
 - P3: Involved in Māori economic development, and the growing of talent to ensure Māori can be successful. Also encouraging innovation to increase the value of Māori products going to the world.
 - P4: Director of the largest Māori exporter. Also, been the trusted advisor for many Māori entities.
 - P5: Part of Māori trade delegations travelled extensively and did business overseas, particularly in Singapore, China, and around the Pacific.
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Rationale for trade

- P2: Māori need to participate – Māori cannot just be an after-thought. There is a demand for products that we produce.
 - P4: There are opportunities – we can get a premium price over other markets domestically.
 - P3: Māori should have uninterrupted pathways to do trade agreements, rather than through the Aotearoa New Zealand government.
 - While horticulture (Kiwifruit) is doing well, the real value is in the technology and intellectual property of such products. The focus on commodities / export quantities needs to shift to high value / price makers as opposed to price takers.
 - P5: The exporters will usually form the relationships through tourism experiences. Many times, high-value UK tourism clients have asked to be connected to Aotearoa New Zealand companies while on holiday.
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Challenges/opportunities

- P1, P5: There are opportunities to approach markets collectively as Māori. Aware that some Māori businesses went to Chicago and Ireland. However, this needs to be broadened.
 - P1, P3, P5: Ideal for food and beverages. Aware that the government agencies, such as NZTE, were by-passed in a deal with India through collaboration at a local level.
 - P2: We need to have an element of control – exercising tino rangatiratanga and mana motuhake.
 - P1, P3, P5: Need to protect intellectual property, mātauranga Māori. Worried about genomics, the whakapapa aspect is not well understood by overseas jurisdictions. Need to sort out the domestic channels for intellectual property before figuring out how it works for international trade agreements.
 - Risks include intellectual property on Indigenous products. The risk of duplication and counterfeits.
 - P4: Rights to Māori products and Māori stories, tikanga and history that are interwoven into Māori products – we should never lose that.
 - P5: No one seems to care about government support and government funding – if it is a deal, then it should not need other interventions.
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Treaty and trade policy	<p>P1: The Treaty of Waitangi is us. It is the foundation document and must be given necessary recognition.</p> <p>P2: The Treaty serves as a protection for intellectual property issues like Wai 262. It empowers us to have a seat at the table. It protects mātauranga Māori and intellectual property.</p> <p>P3: The Treaty should be the foundation for any FTA. The relationship needs to be built before trade.</p> <p>P4: There are expectations that rights are upheld, and the Treaty is adhered to.</p> <p>P5: It is important, but only if there are actual benefits.</p>
Expectations as Māori	<p>It would be beneficial if the likes of Callaghan Innovation would help navigate intellectual property. The space is difficult in international markets.</p> <p>P3: Protection should be first. Whakapapa needs to be protected. No one should blend our Indigenous knowledge systems with other things. We need to protect our space.</p> <p>P4, P5: It is important for our Māori organisations to be Māori and operate in a kaupapa Māori way. We need to focus on having Māori suppliers and supporting Māori business as best we can.</p>
Inter-indigenous trade	<p>Effort needs to be put into Māori consolidating better and protecting the rights of other Indigenous groups.</p> <p>P2: Iwi taketake—we are against the exploitation of other Indigenous groups.</p> <p>P4: It is a huge opportunity for us to trade with our First Nations in other countries like Australia and Canada. Huge opportunity for us to support one another.</p> <p>P3: The notion of Indigenous is the starting point. The perspectives, values and belief systems are important. Despite this, there are a variety of different issues.</p> <p>The Māori entities were romanticised by the “indigeneity”; however, the deal soon went sour, and the Hawaiians took a very “American” style of business by using lawyers to sort the business dealings instead of kanohe ki te kanohe or values-based relationships, as was initially determined.</p> <p>P5: From this, the fundamentals of business are key to any business relationship regardless of perceived values.</p>
Other comments	<p>P3: The foundation of these agreements is based on coloniser mentality. It does not sit well.</p> <p>If businesses cannot thrive in Aotearoa New Zealand, then they should not consider exporting.</p> <p>P5: For a business to build capability, they need to build within New Zealand. Export partners will likely proactively chase the products to import them. There is too much competition overseas to enter a crowded market.</p>

GENERAL NATURE OF THE FTA

Success	There are opportunities to take a holistic view of relationships, such as tourism leading to other opportunities, including trade.
Benefits	<p>P1: Access to markets with lower tariffs.</p> <p>P2: Māori do not know the UK well because Aotearoa was shut out of the EU. The biggest benefit is rebuilding the relationship and learning what can be done.</p> <p>P4: Accessing some of the intellectual property that the UK has in genomics, and genes that it holds in their museums that maybe available for repatriation.</p>
Risks	<p>P1: Intellectual property rights.</p> <p>P1–P5: Ensuring the Māori brand is not abused.</p> <p>P2: Protection of Indigenous knowledge. Understanding the notion of Indigenous knowledge. Māori get left out of discussions.</p> <p>P2: Treaty clauses are not enforced.</p> <p>P3: The uncertainty of what will happen to Māori products that cover kaitiakitanga practices.</p>
Protecting rights and interests	<p>P2: Intellectual property and rights are important to Māori.</p> <p>P3: Ambitious standards of kaitiakitanga and other values important to Māori need to be upheld.</p> <p>For Māori intellectual property and branding, non-Māori businesses are the worst offenders, therefore, we need to sort out local transgressors before trying to enforce international intellectual property rights. It will be almost impossible. Therefore, there is a need for checks and balances to verify indigeneity.</p>

SPECIFIC OUTCOMES OF THE FTA

Goods and services	P1, P5: Key performance indicators for Māori trading in the UK so that Māori are not just a clause in an FTA to get it over the line politically.
Investment	P5: FTA should facilitate people exchanges and positively impact investment in Māori communities.
Environment	P1–5: The Māori view of kaitiakitanga cannot be compromised.
Customary rights	Māori have unique ways of doing things that, over the years, have been accepted by the broader Aotearoa New Zealand business community. This may not be the case in foreign countries. The hard-fought wins over successive decades of Waitangi Tribunal hearings, court cases have meant that some things are now normal in Aotearoa New Zealand. Māori notions of the environment are now widely accepted as an example. Māori do not want foreign rights or interests imposed because it's their custom (e.g. Kermadec Islands).

Priorities

Priorities for Māori	<p>P2, P5: Ministers and officials must do better at genuinely including Māori views in FTA negotiations and should always have Māori at the table.</p> <p>We need to have a merged view. We are fiercely iwi-centric; however, we should focus on developing the notion of kotahitanga.</p> <p>P1–5: The Treaty of Waitangi should be the foundation of a trade agreement.</p> <p>P2: We do not want to be missing the boat because Māori did not get the opportunity to be at the table and present our kaupapa in our way.</p>
Priorities for Māori Business	<p>P2–P5: Support for Māori collectives.</p> <p>P4, P5: Utilising the science and innovation sector to get high-quality products into market.</p> <p>P5: The focus on commodities / export quantities needs to shift to high value / price makers as opposed to price takers.</p>





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