



Kiwi perceptions of Latin America

New Zealand business and public views

Dr Matthew O'Meagher, Latin America CAPE Director
February 25 2022 webinar, 1-2 pm



Haere mai, welcome, bienvenidos, bem-vindos

Introduction to the CAPEs

Scene setting

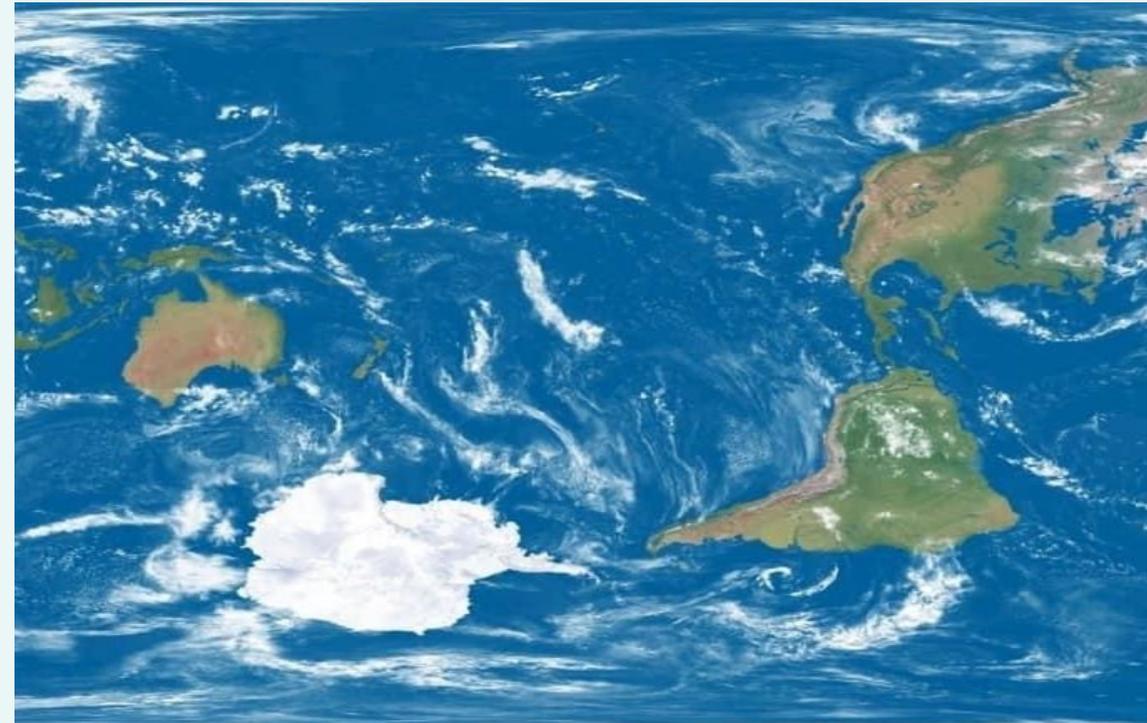
Survey results for business and public

Participant activity

New business videos

Panel discussion

2022 CAPE business activities





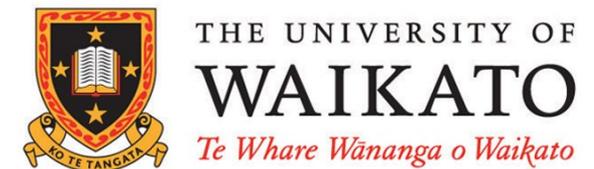
Who we are

The CAPEs are a consortium of four of New Zealand's leading universities:

- University of Auckland
- University of Waikato
- Te Herenga Waka—Victoria University of Wellington
- University of Otago

We are a collective hub of intercultural expertise to prepare Kiwis to succeed in the Asia-Pacific region:

- North Asia
- Southeast Asia
- Latin America.





What we do

We utilise university networks and knowledge to deliver a range of innovative:

- programmes
- resources
- initiatives.

We help develop Asia-Pacific knowledge of:

- businesses
- policymakers
- teachers and students.

So Aotearoa New Zealand can build future-focused commercial, educational, and cultural relationships with these diverse and dynamic regions.





Scene setting

Brad Olsen
Infometrics





Survey results

David Talbot
Talbot Mills Research





Annual surveys of Kiwi perceptions

Three years of surveys by Talbot Mills Research
(previously UMR Research)

- Prior surveys in 2019 & 2020
- Minor adjustments only
- Public and business polls
- www.latamcape.org.nz





Our latest surveys

Polling conducted from November 16–December 9 2021

Public poll

- Representative online survey of the general public aged 18 years & over
- Sample size: n=1,000 (same as previous years)
- Margin of error +/- 3.1%

Business poll of 290 export, import, or investment decision-makers

- 90 from the general public sample
- 200 from an oversample of decision makers
- Larger business sample than in 2019 (253) and 2020 (232)
- Margin of error +/- 6.4%



TALBOT MILLS
Research



COVID-19 and recovery



COVID-19's impact: Public responses

27%

Know about
COVID -19's
impact there

23%

important role
to play in NZ's
recovery

25%

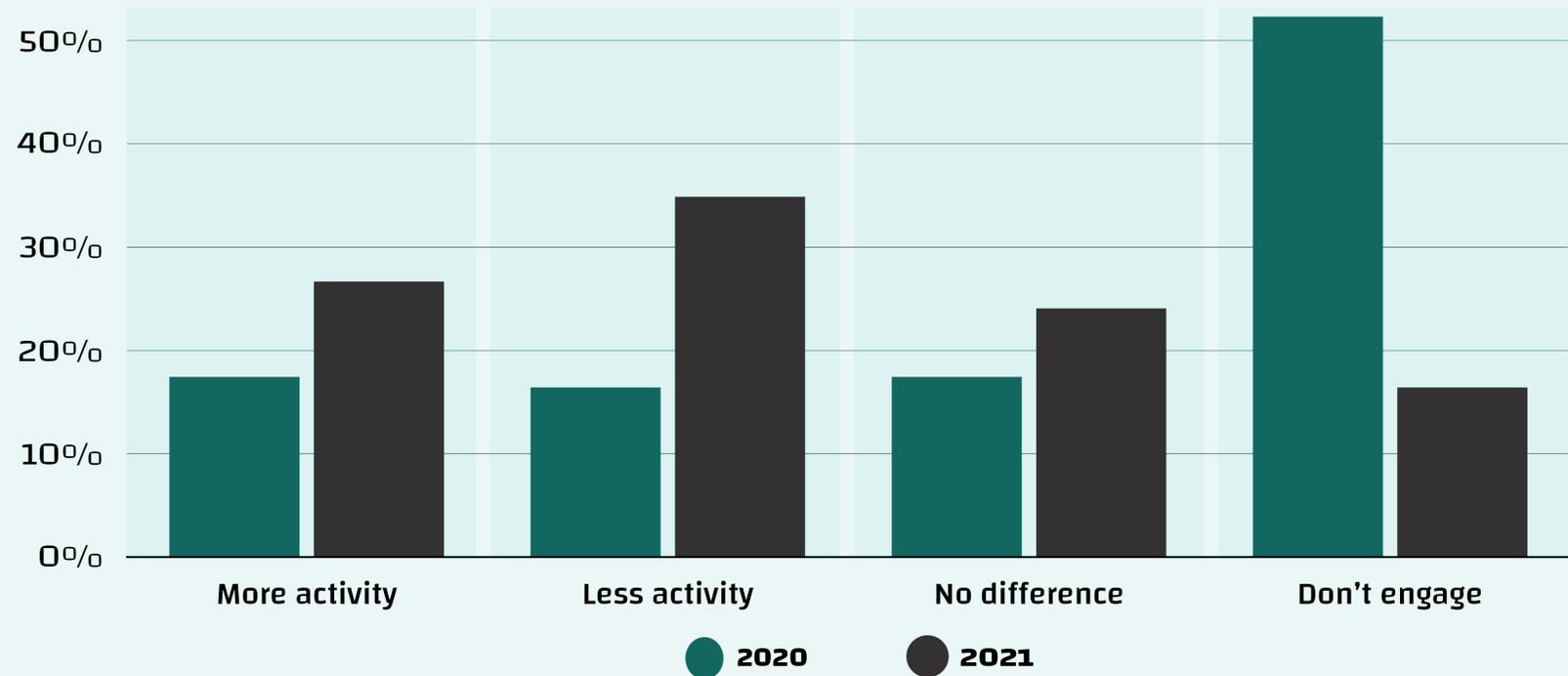
Likely to travel
there

COVID-19's impact: Business responses

64%

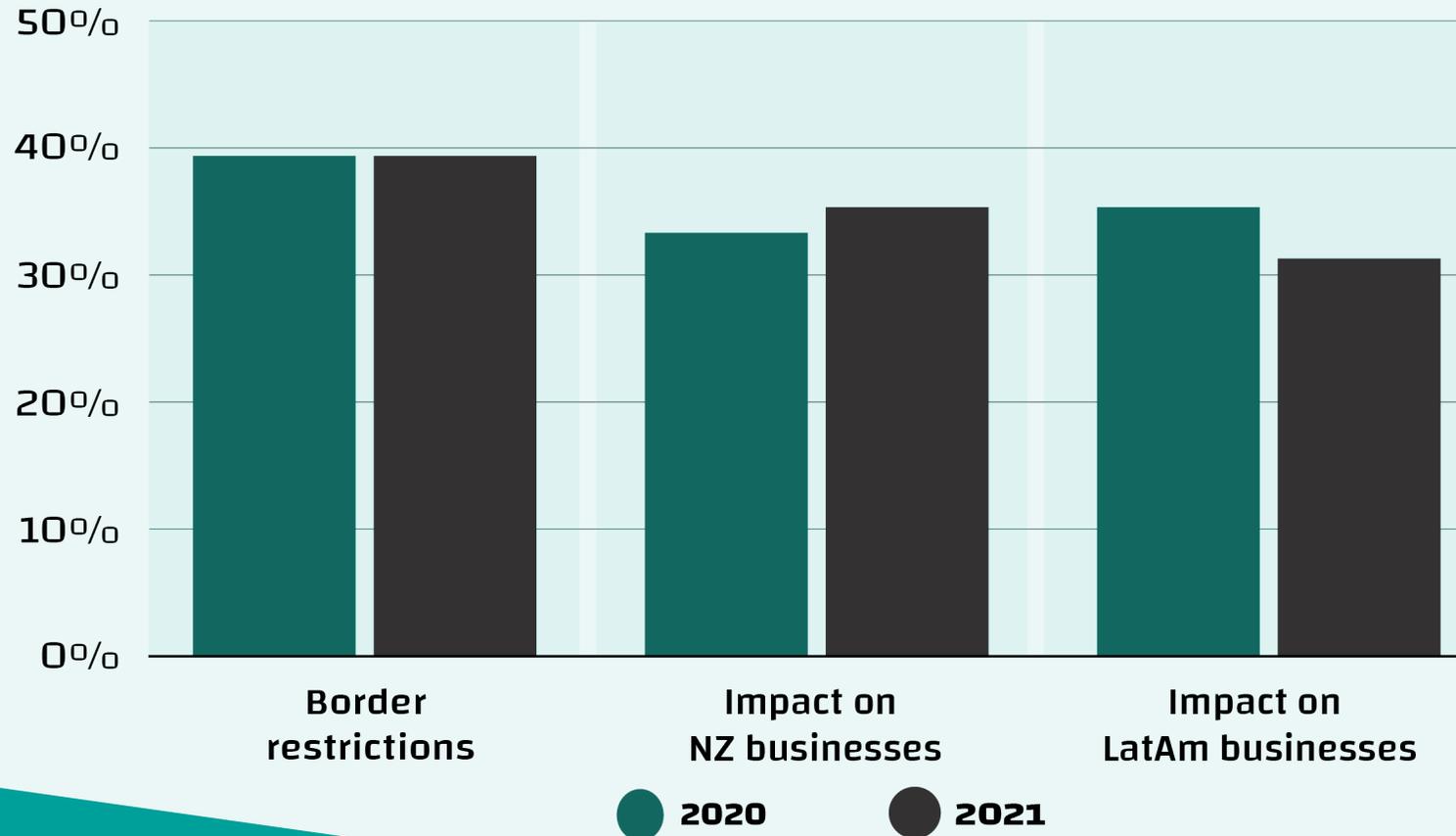
know about
COVID-19's
impact there

Effect on business activity with LatAm

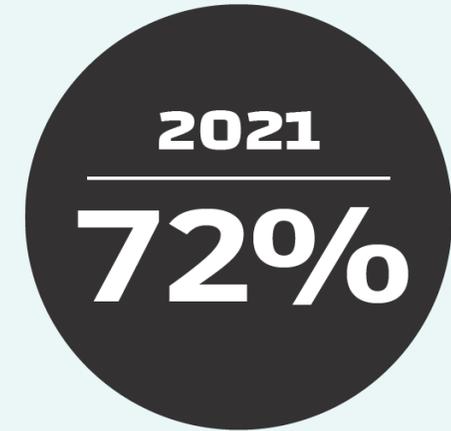


COVID-19's impact: Business responses (continued)

Main barriers to business



Likely to travel there





Latin America's roles in NZ's recovery

Important role to play
in New Zealand's recovery



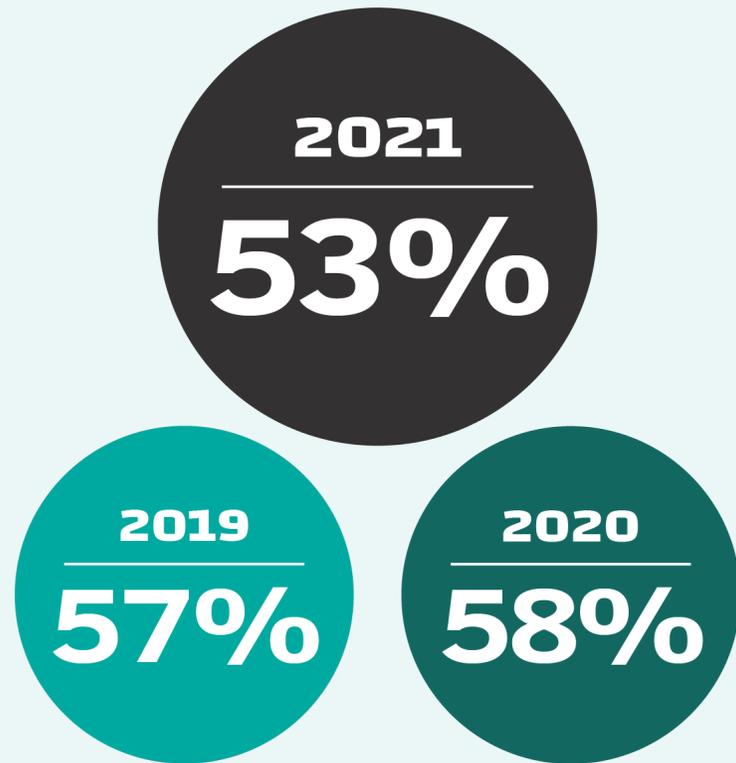
	1st choice	2nd choice	3rd choice
Attracting international tourists	12 ^o / _o	14 ^o / _o	14 ^o / _o
A market diversification option for exporters	9 ^o / _o	15 ^o / _o	7 ^o / _o
Attracting international students	11 ^o / _o	7 ^o / _o	9 ^o / _o
Protecting the Pacific Ocean and Antarctica	7 ^o / _o	9 ^o / _o	11 ^o / _o
Collaboration in setting international trade rules	5 ^o / _o	9 ^o / _o	11 ^o / _o
Cultural and sporting collaborations	9 ^o / _o	7 ^o / _o	7 ^o / _o
Strengthening international responses to climate change	9 ^o / _o	8 ^o / _o	10 ^o / _o
Developing partnerships between Indigenous peoples	9 ^o / _o	7 ^o / _o	7 ^o / _o
Promoting human rights	12 ^o / _o	8 ^o / _o	6 ^o / _o
Building global citizens	11 ^o / _o	6 ^o / _o	9 ^o / _o
Advancing regional security	6 ^o / _o	10 ^o / _o	9 ^o / _o



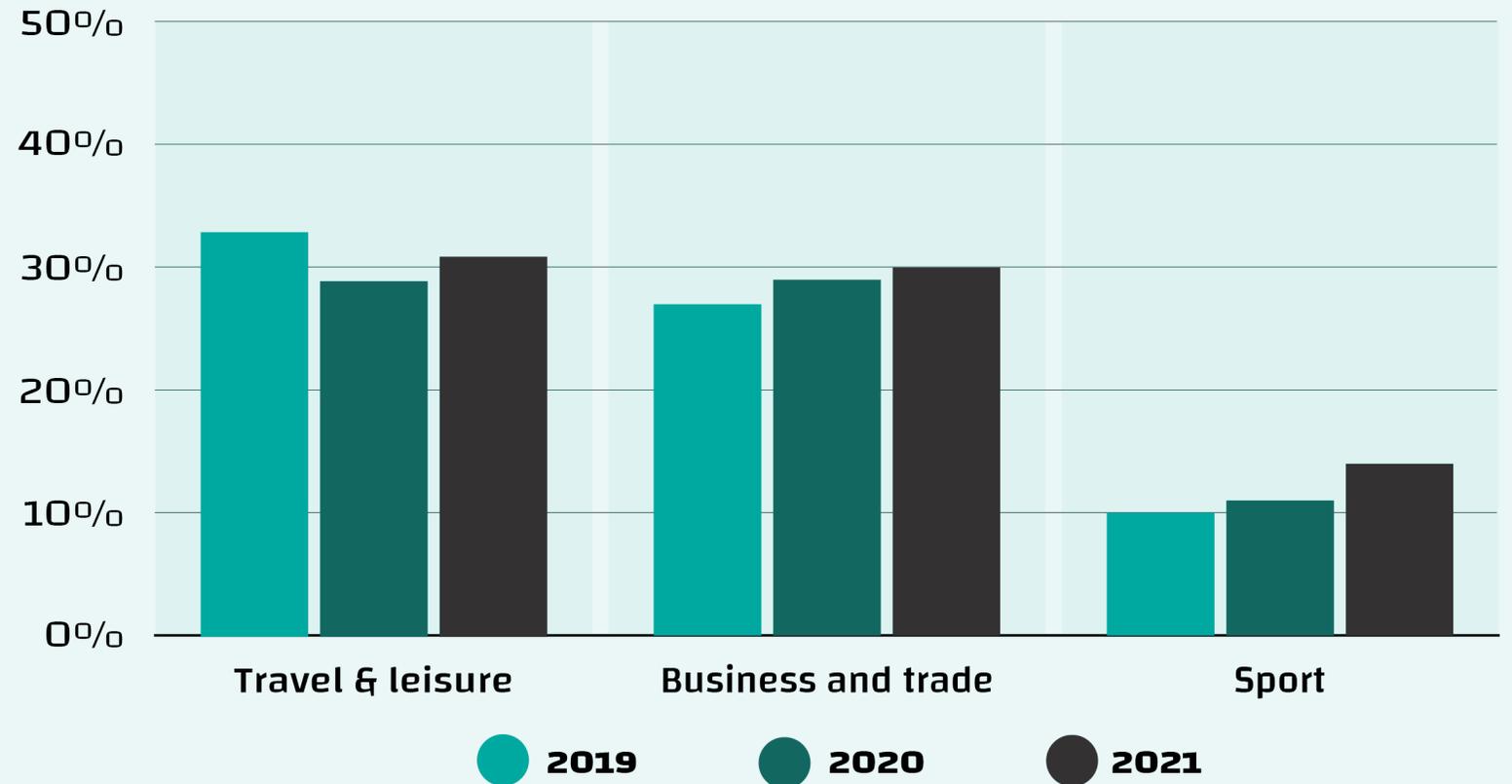
Wider public responses

Importance of LatAm to Kiwis

LatAm's importance to NZ



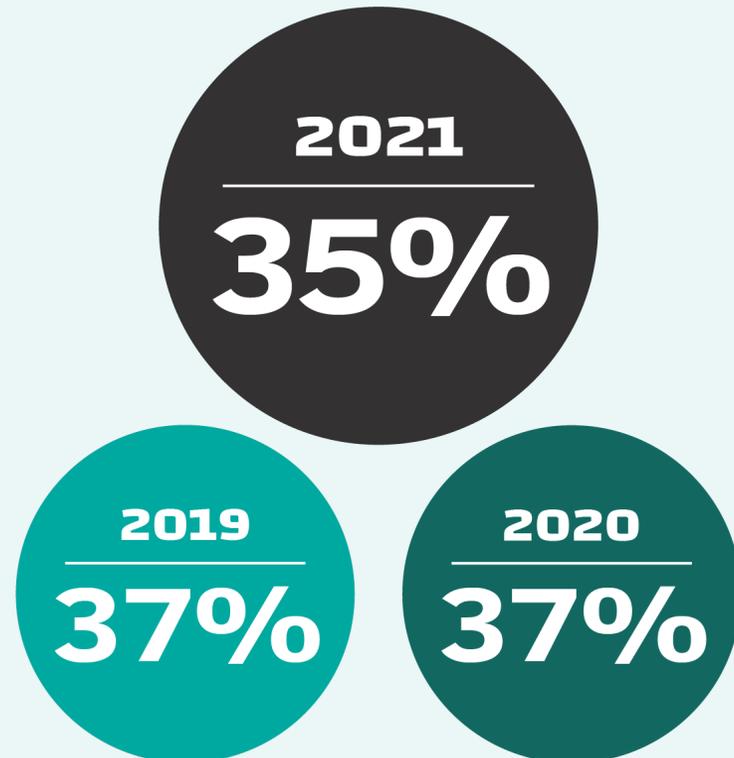
Strongest links



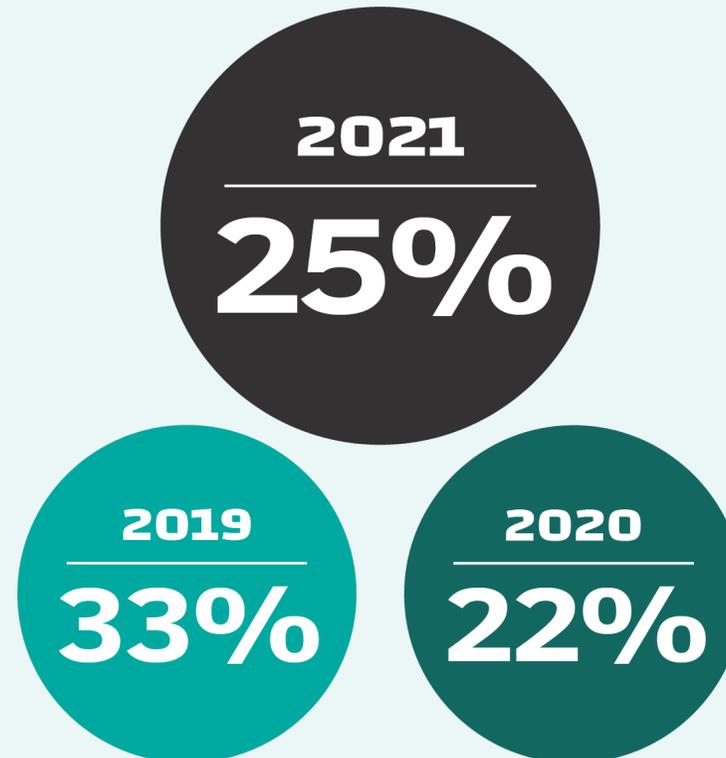


Awareness

Knowledge of differences between nations

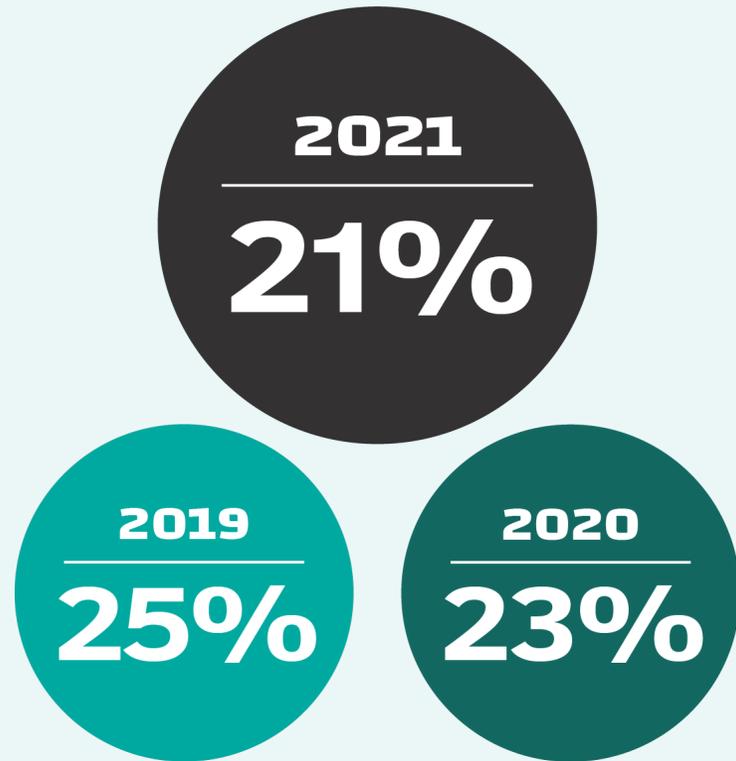


Knowledge of LatAm APEC nations

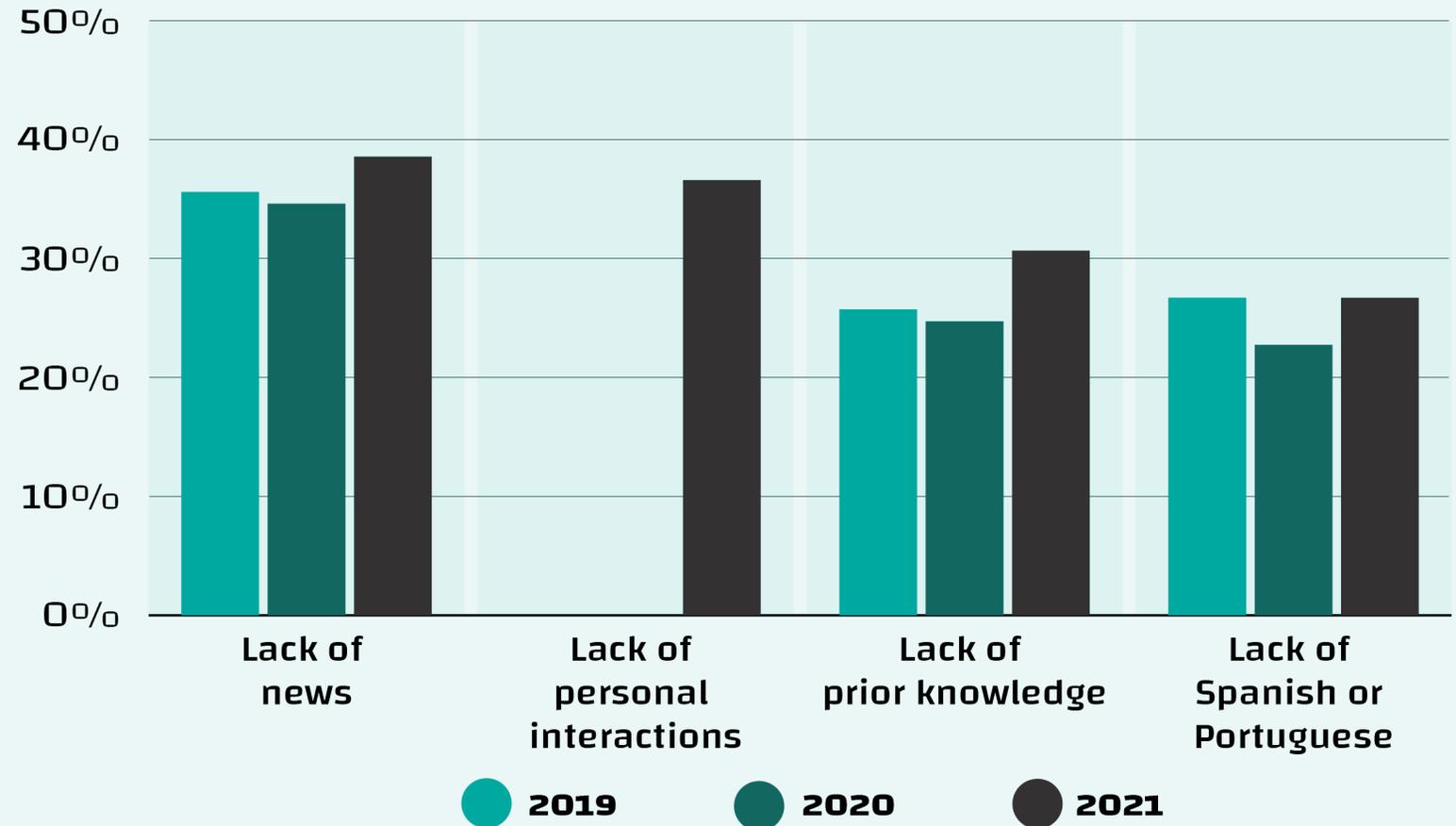


Information levels

Knowledge of
contemporary developments

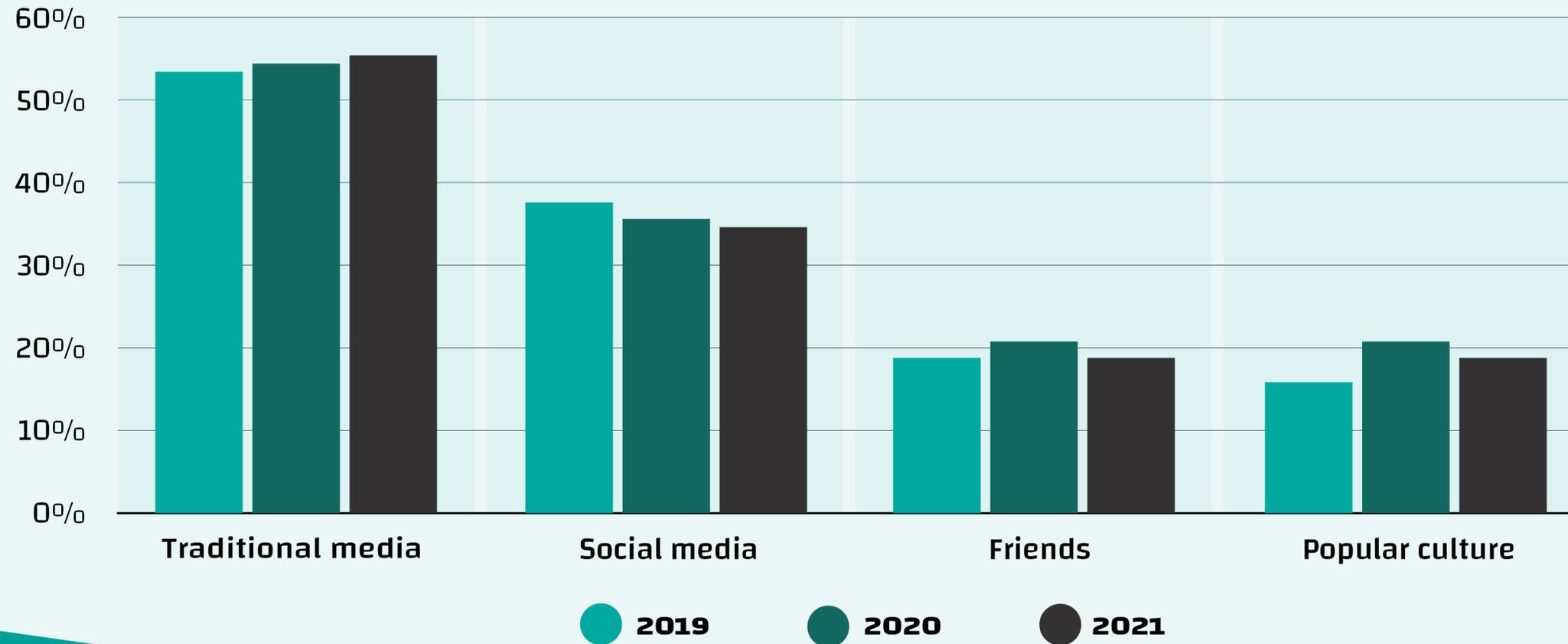


Barriers to increased awareness



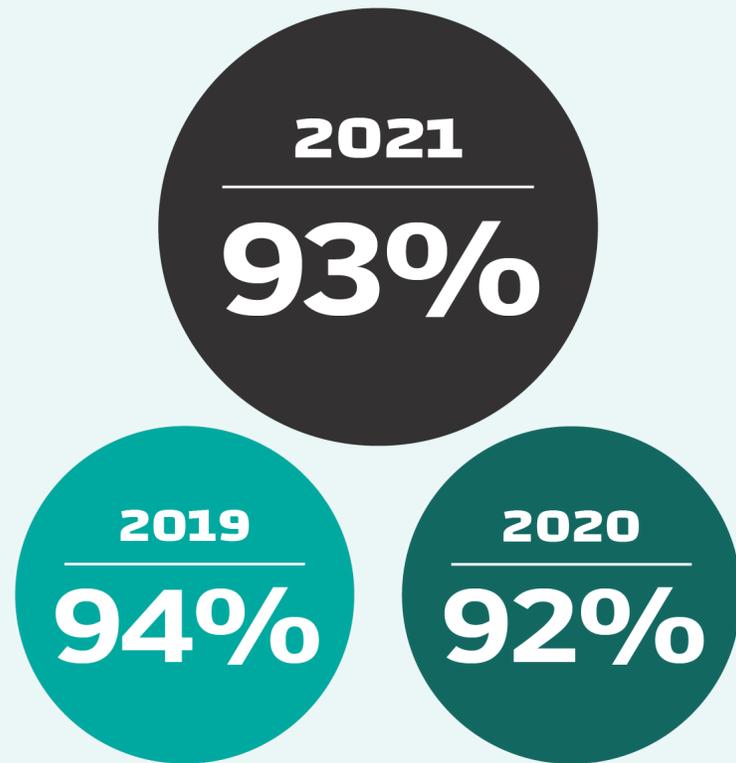
Information sources

Main sources of information

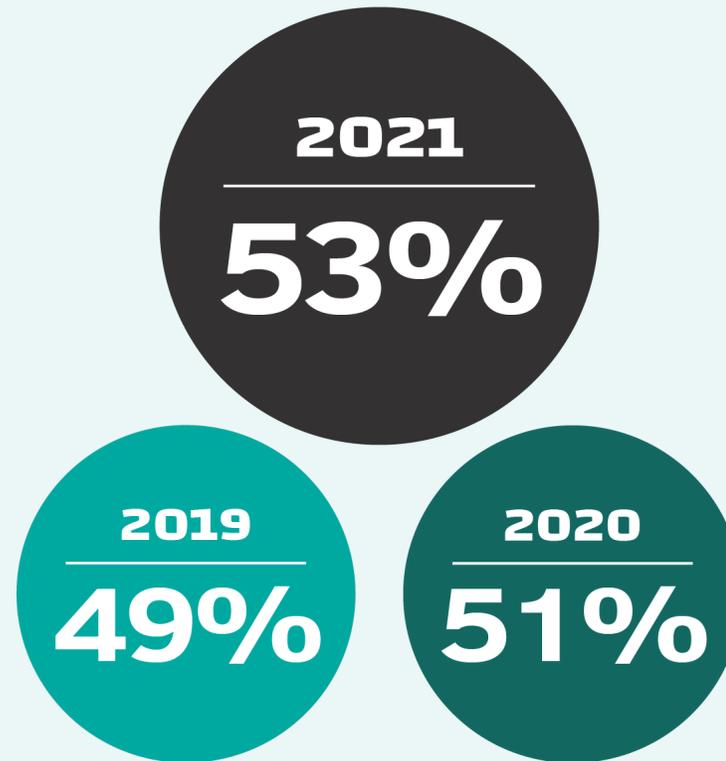


Language

Support for second language teaching



Support for Kiwis learning Spanish or Portuguese

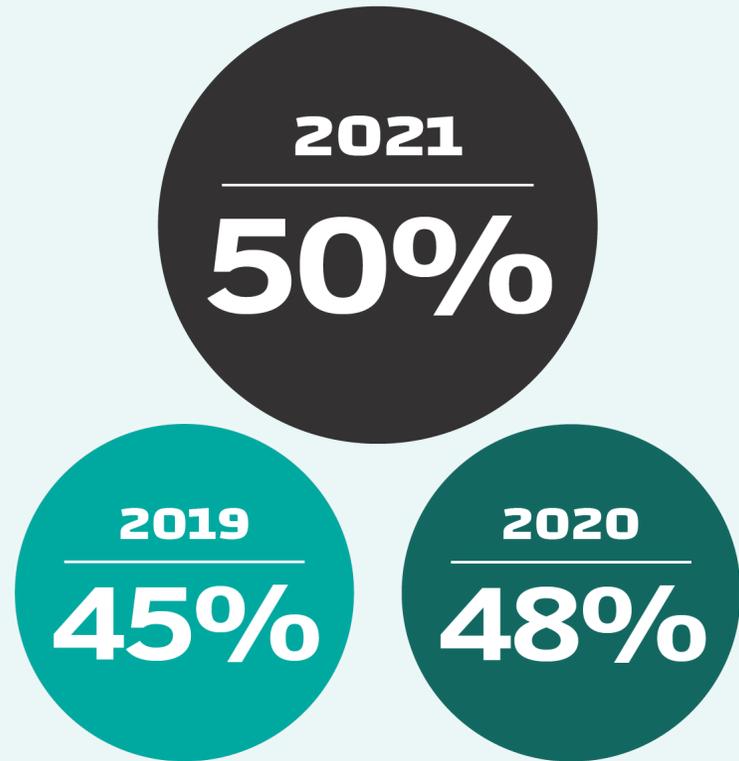


Reasons for learning Spanish or Portuguese

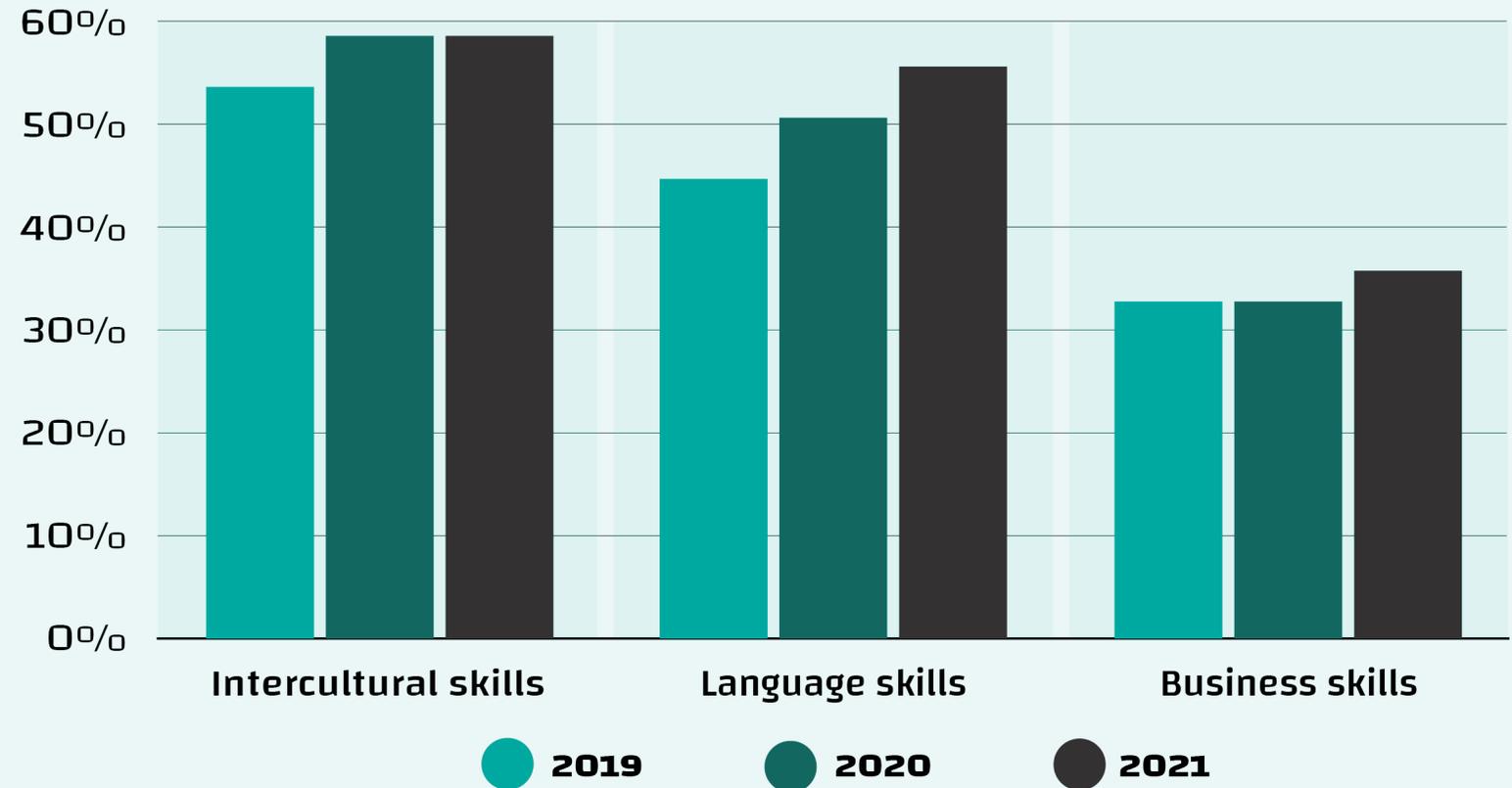


Content & skills

Importance of schools
teaching more LatAm content



Main LatAm skills Kiwis need to learn





Insights from the public poll

Latin America is not top of mind for most people in terms of New Zealand's COVID-19 recovery

Public is receptive to education about Latin America and its languages

Our CAPE's focus on raising awareness of the region is essential, given the lack of alternative sources of information

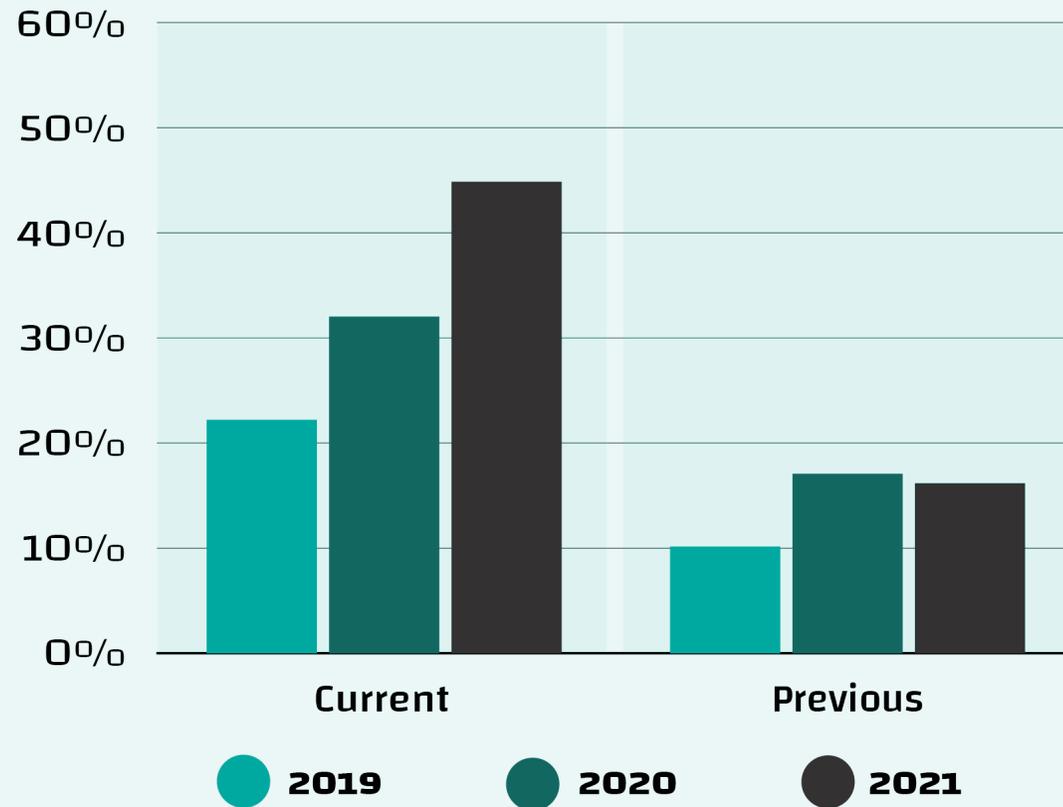
Our priorities for the education sector (intercultural skills, language skills, and business skills) match public preferences



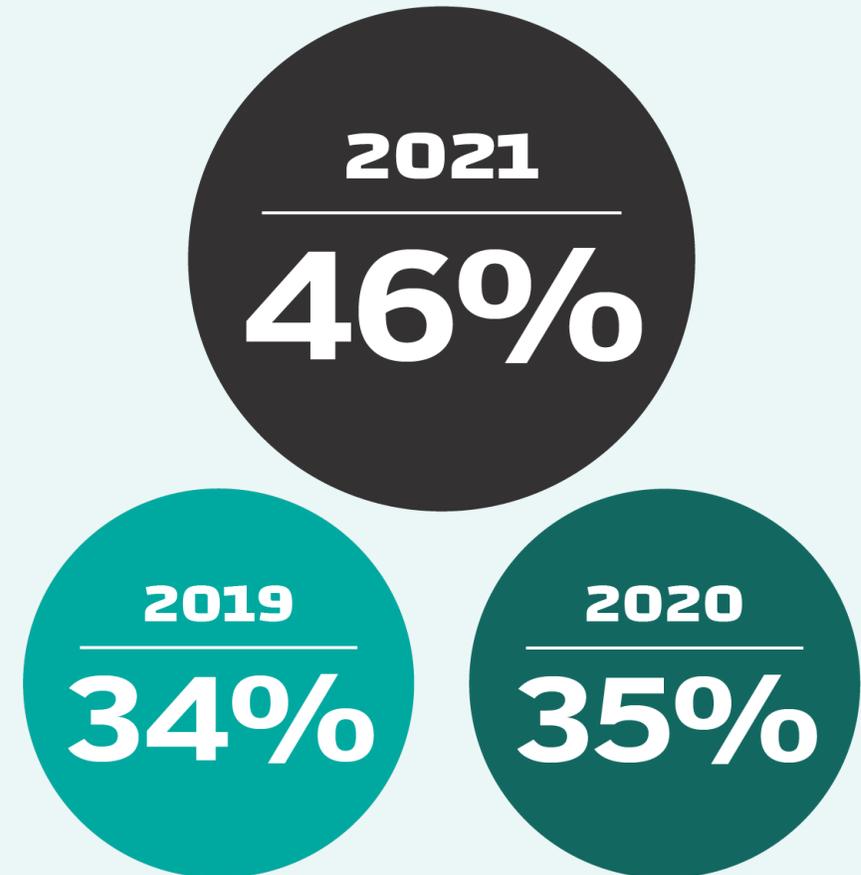
Wider business responses

Latin American experience

Exporting, investing, or importing

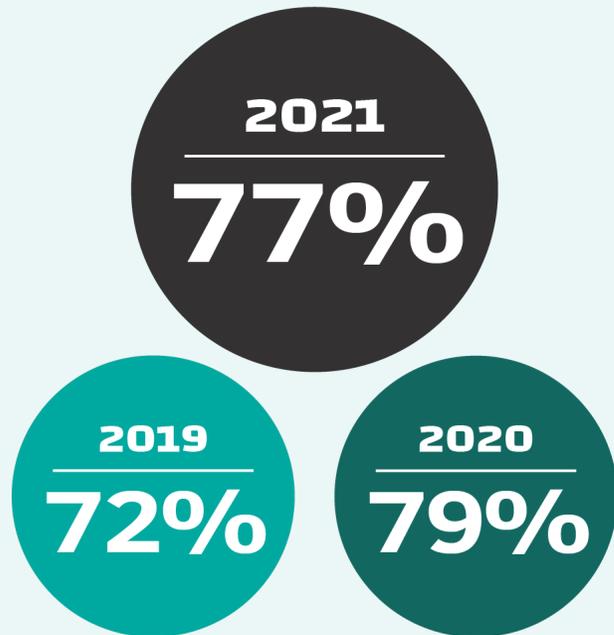


Visits in last 5 years

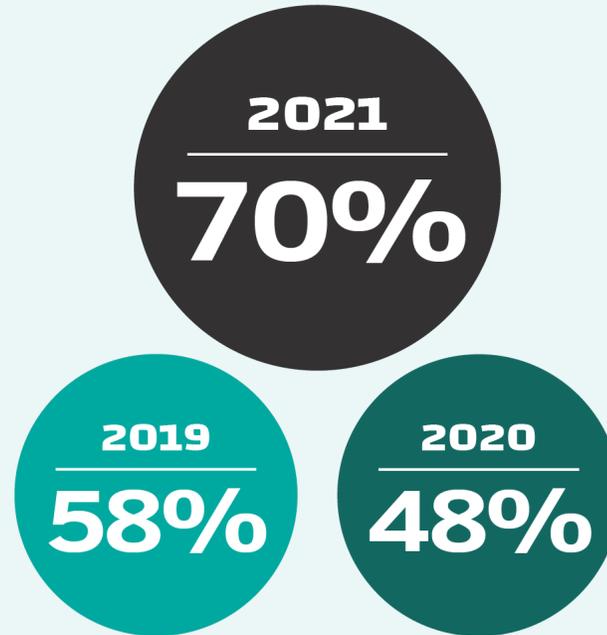


Awareness

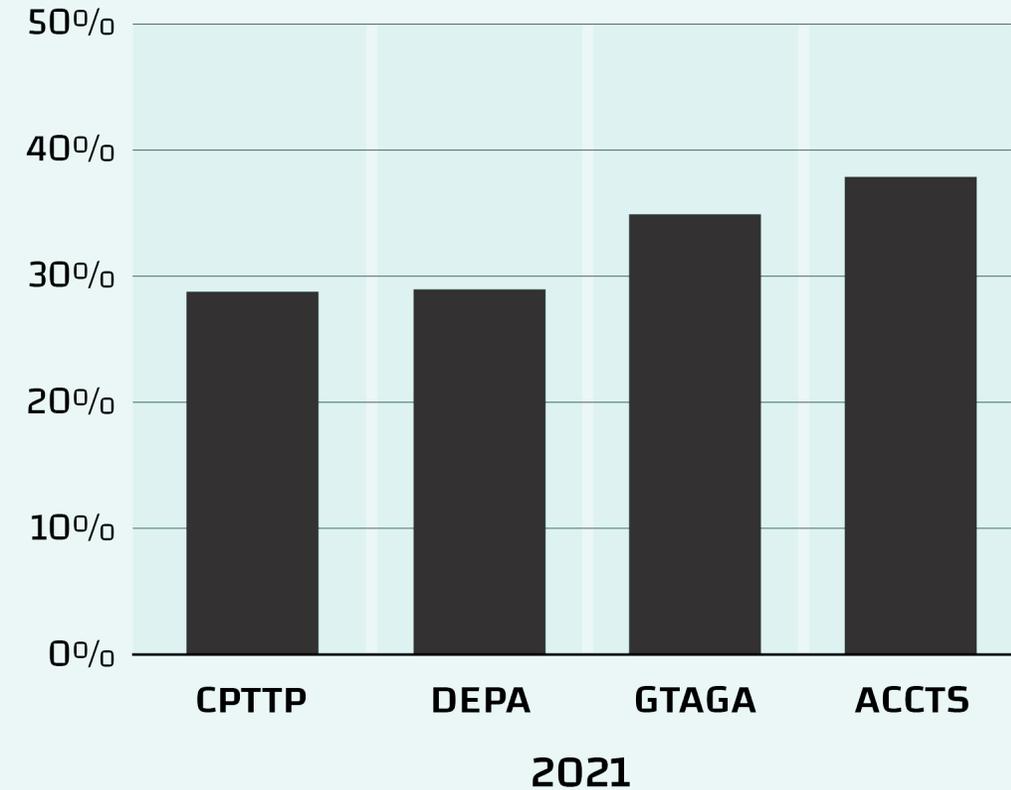
Knowledge of differences
between nations



Knowledge of
LatAm APEC nations

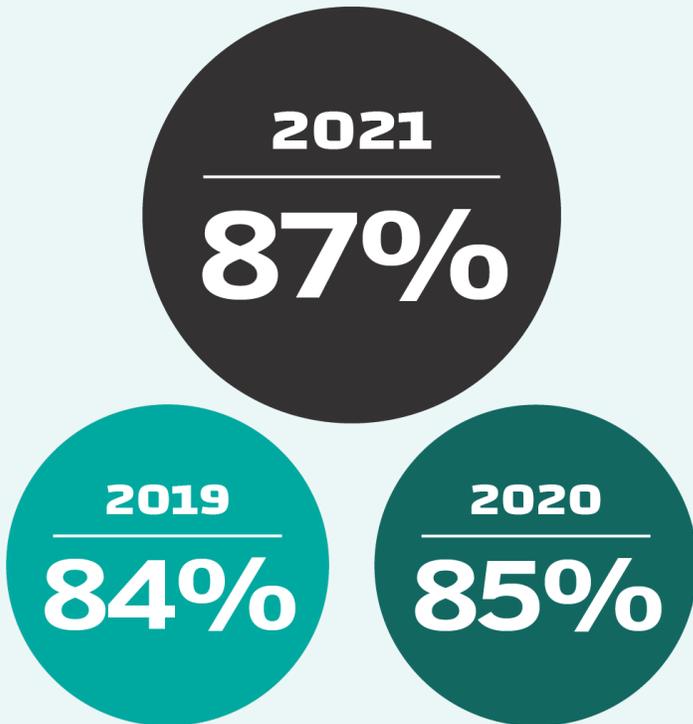


Knowledge of trade partners

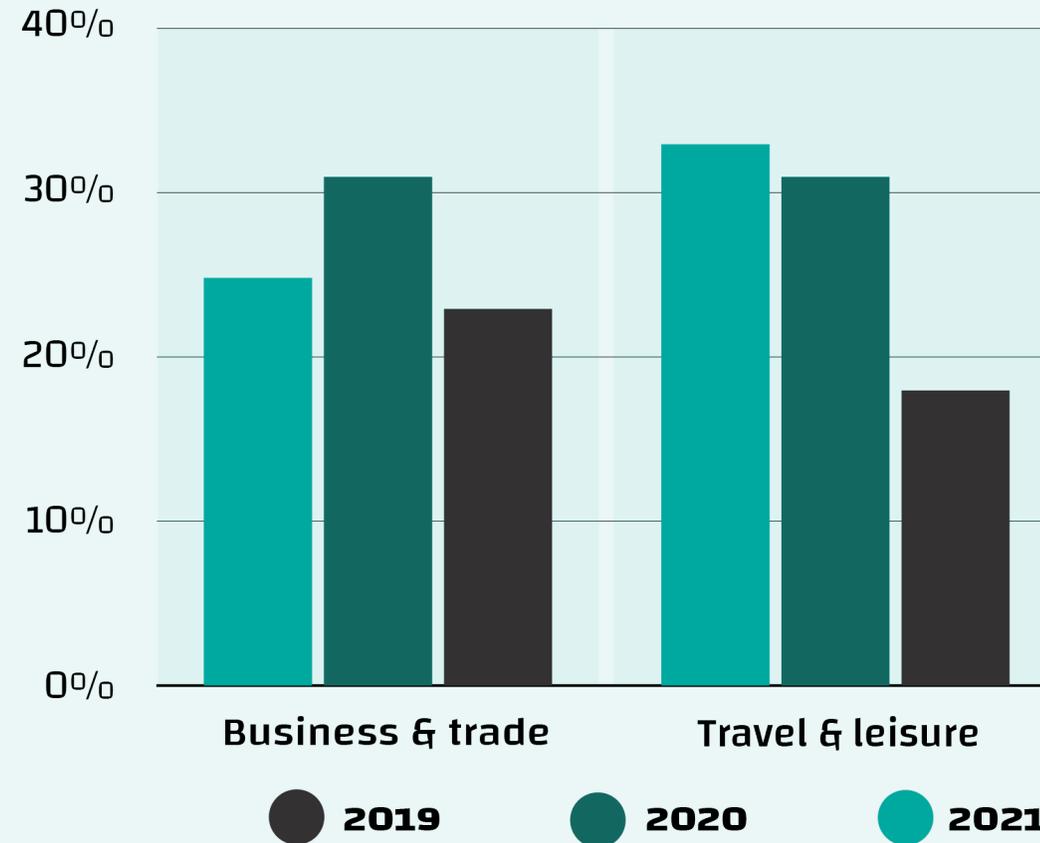


Importance

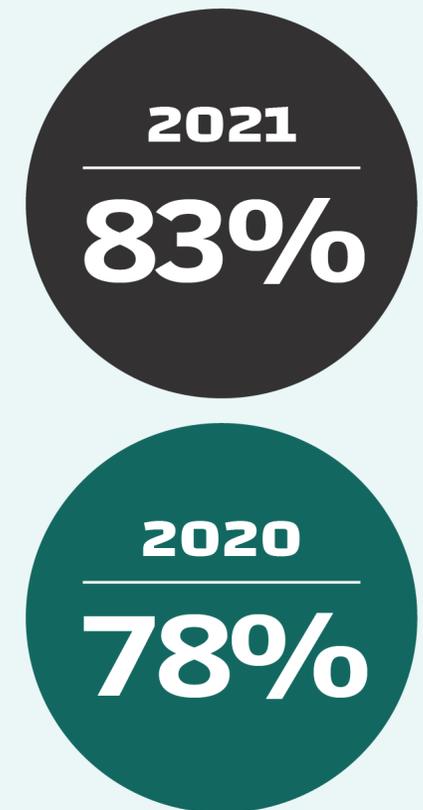
LatAm's importance to NZ



Strongest links

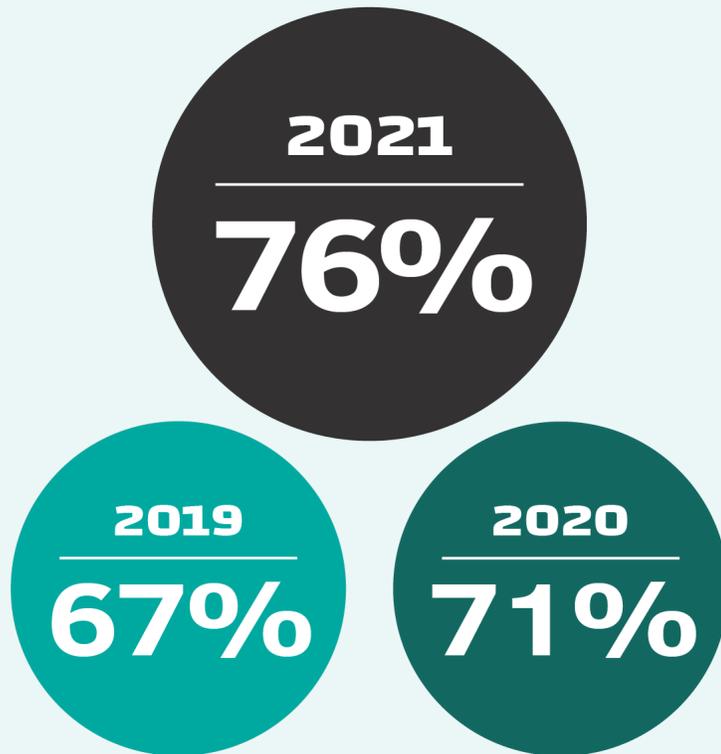


Support for Indigenous economic collaborations

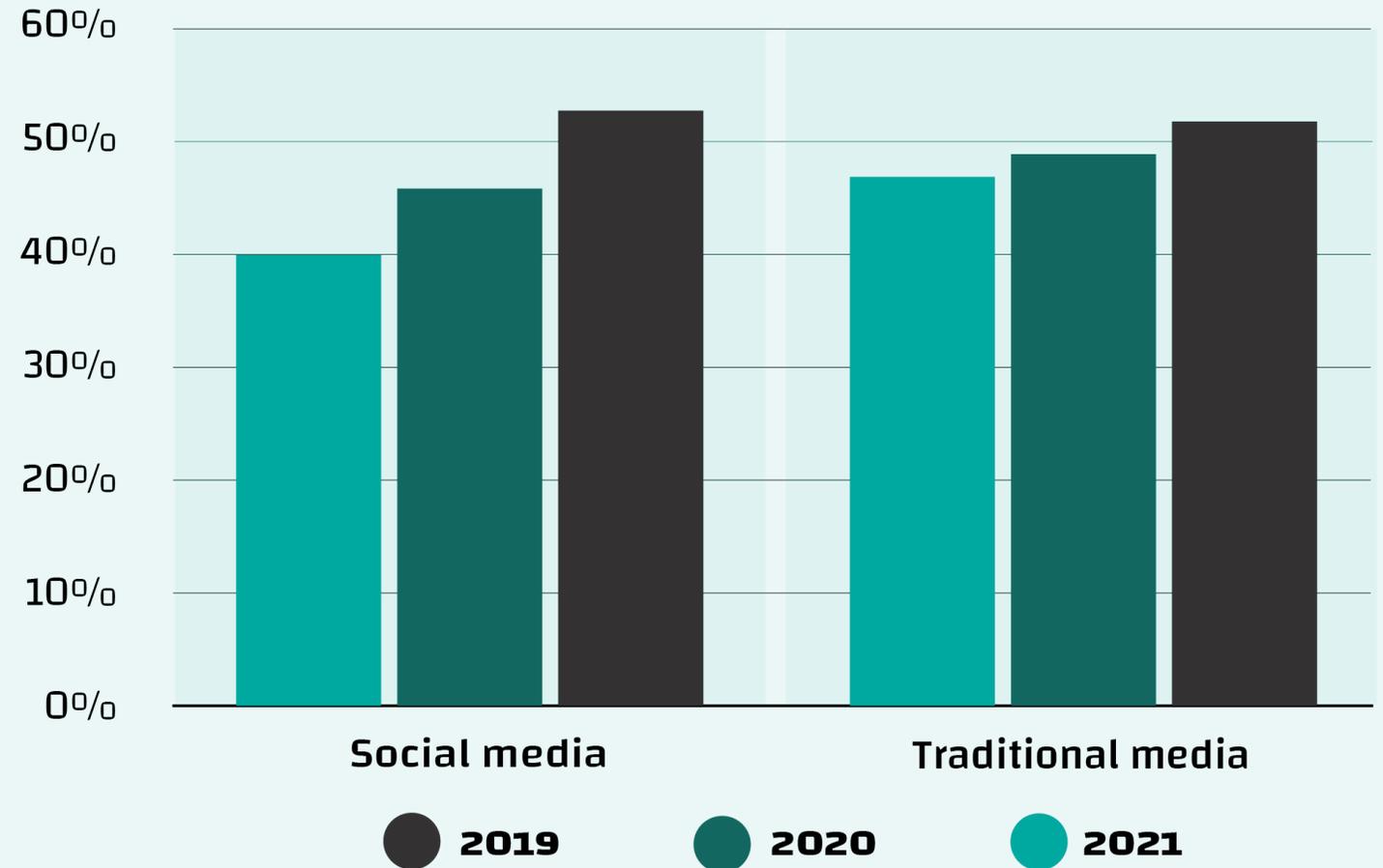


Information & sources

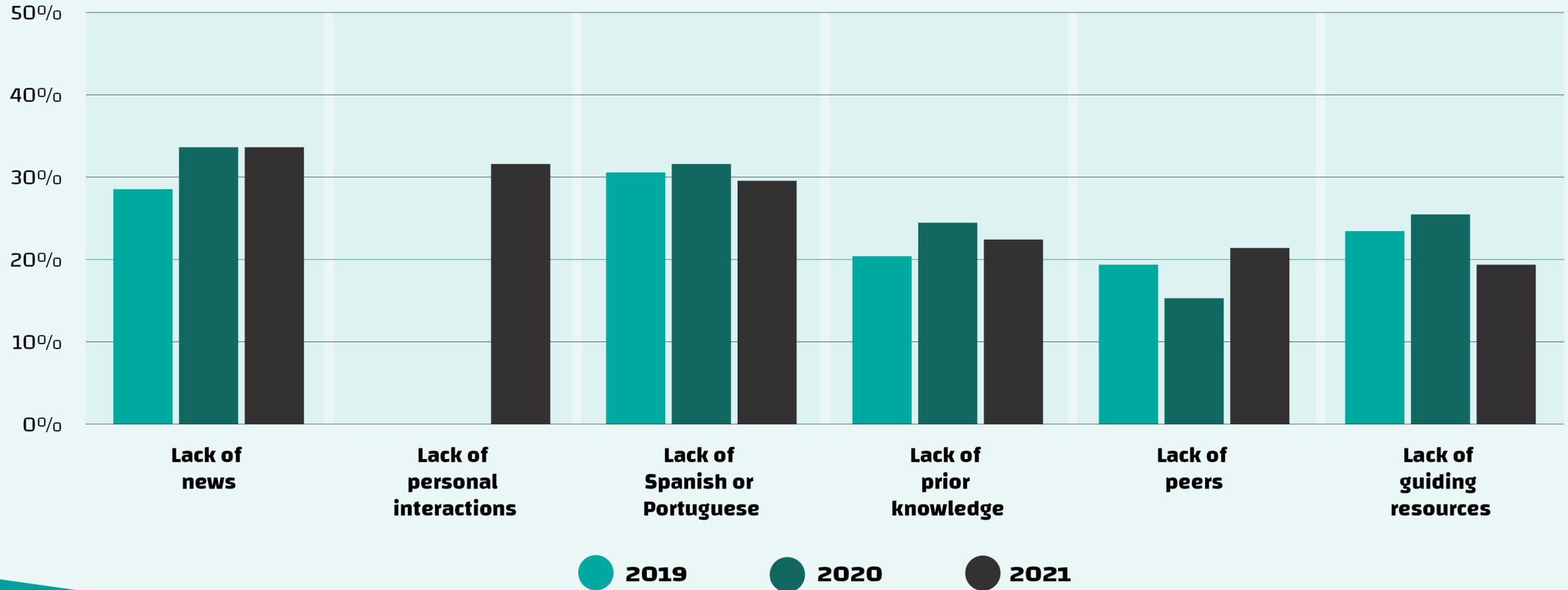
Knowledge of
contemporary developments



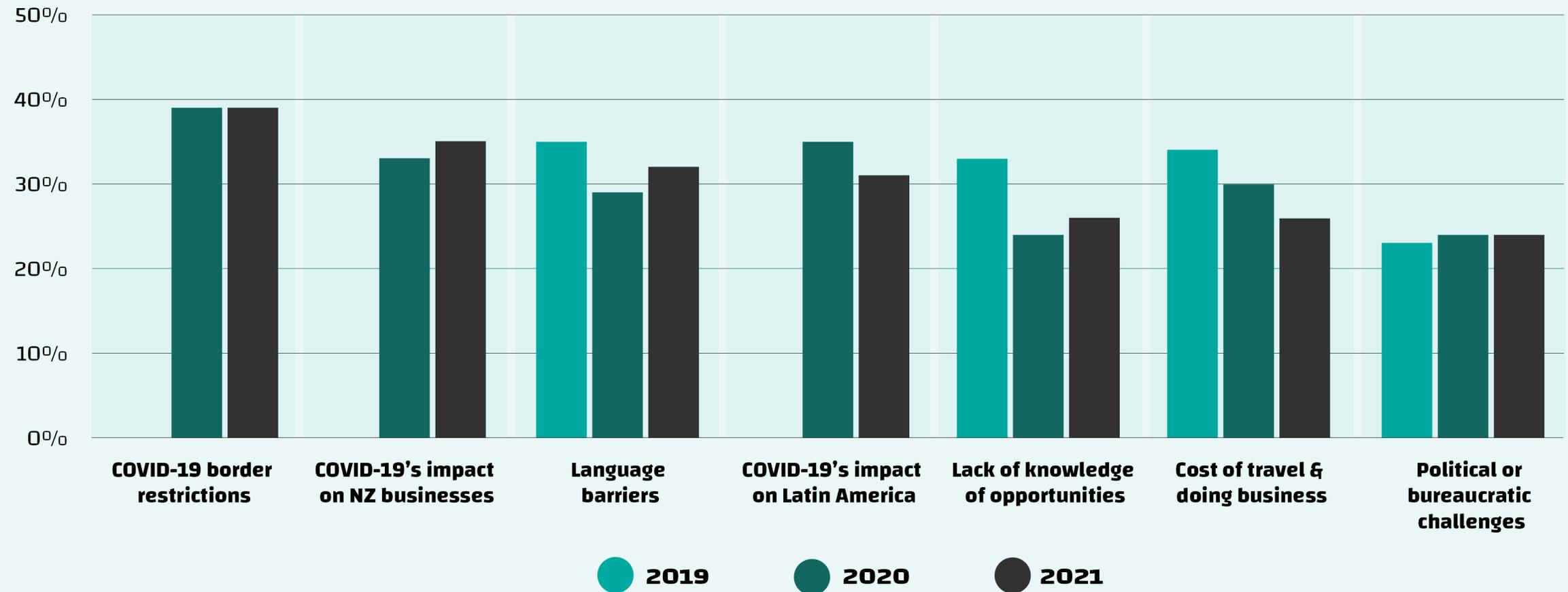
Main sources of information



Barriers to awareness



Barriers to business growth



Keys to business success in LatAm

Knowledge of local
ways of doing things

2021

90%

2019

89%

2020

90%

Enjoyment of
local culture & people

2021

90%

2019

83%

2020

86%

Knowledge of
local language

2021

89%

2019

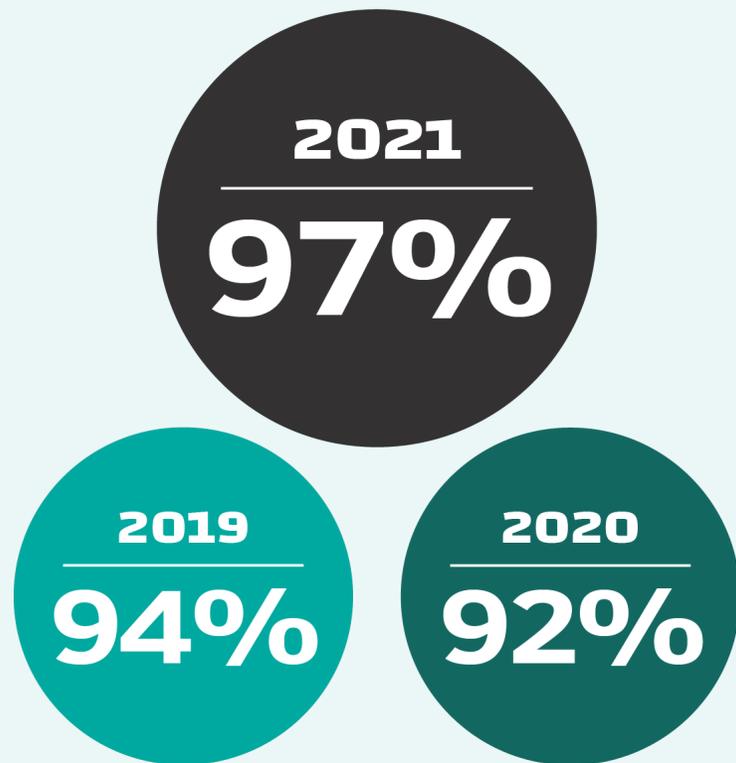
89%

2020

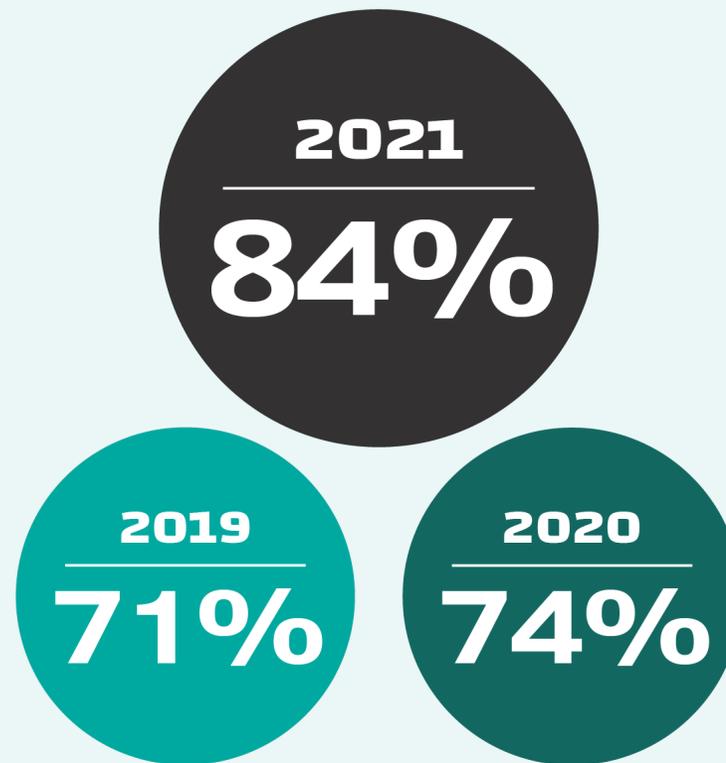
92%

Languages

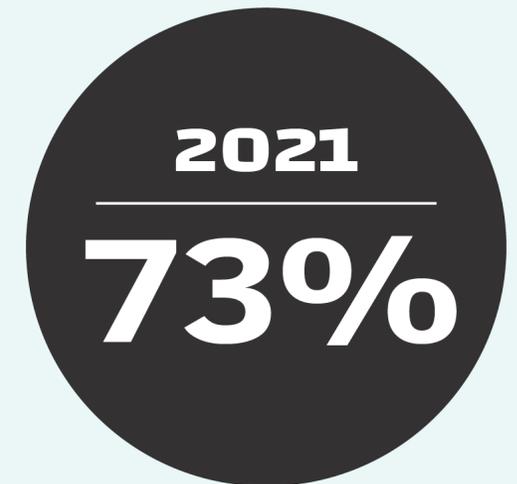
Support for second
language teaching



Support for Kiwis learning
Spanish or Portuguese

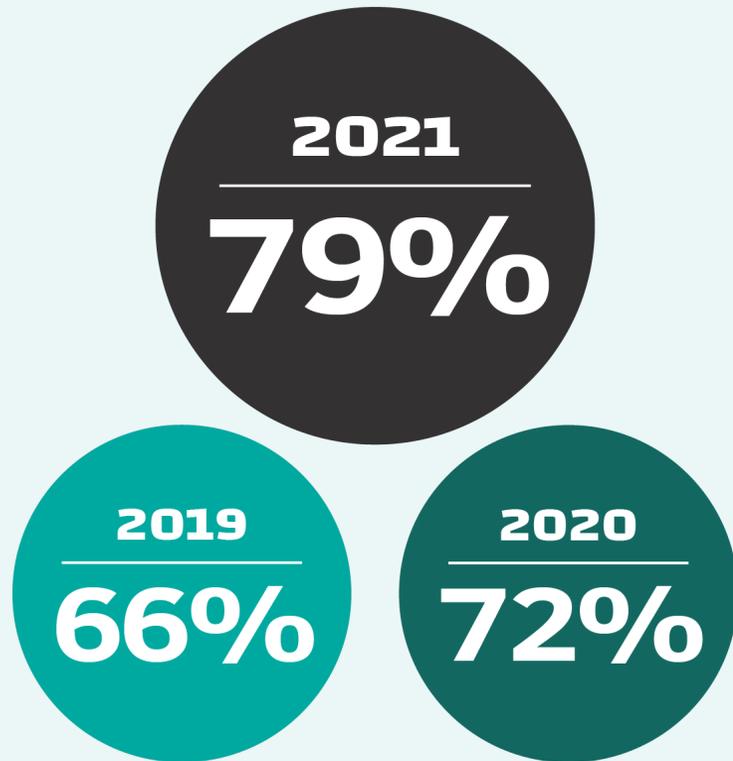


Interest in learning
Spanish or Portuguese
themselves

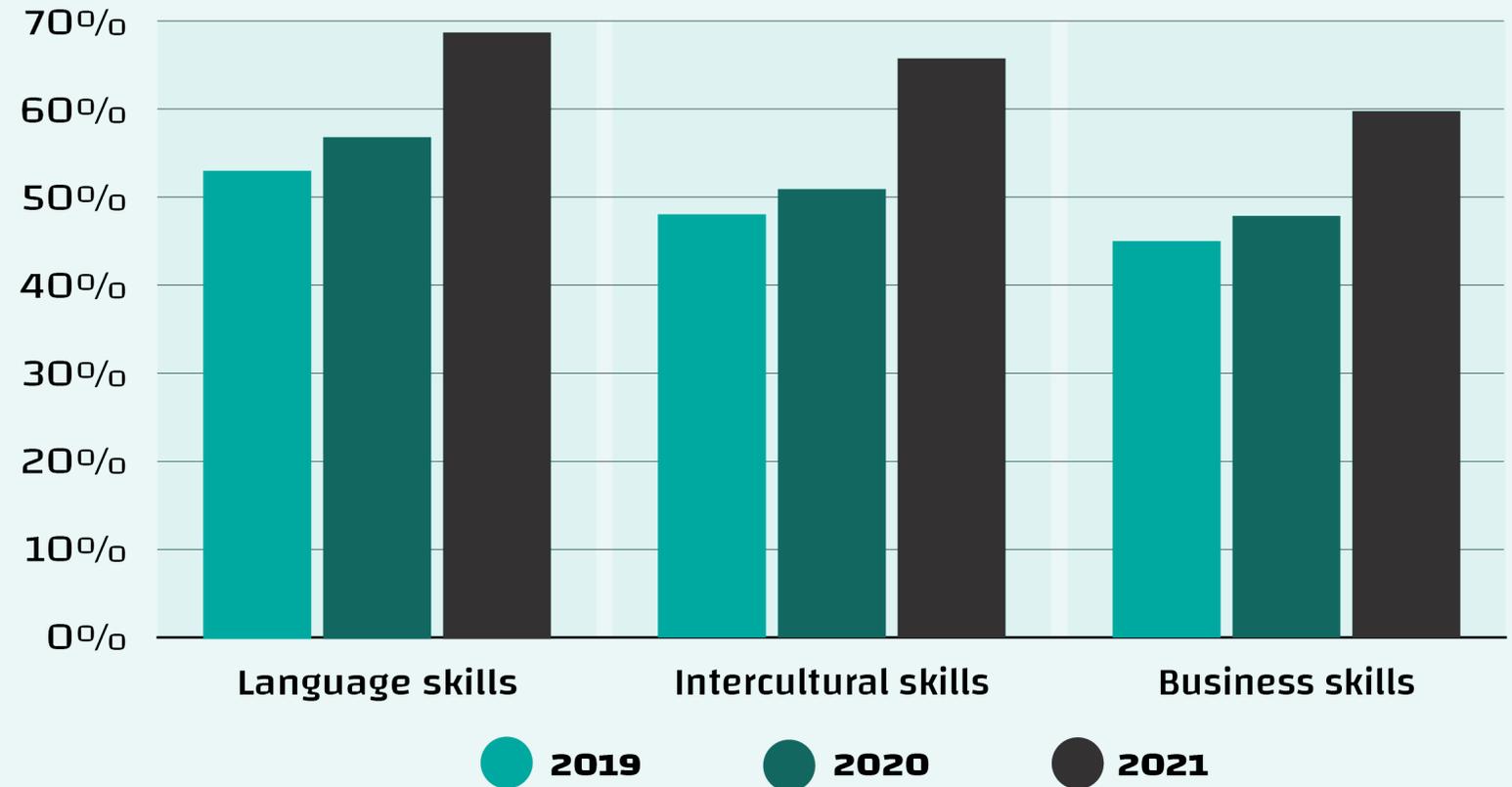


Content & skills

Importance of schools
teaching more LatAm content



Main LatAm skills Kiwis need to learn



Insights from the business poll

Businesses had much higher awareness of LatAm & appreciation of its importance than the public

COVID-19 has had real impacts but businesses are resilient

They say much more strongly that LatAm has an important role to play in NZ's COVID-19 recovery

Businesses are attracted to LatAm for cultural reasons too

They were also more receptive than the public to education about LatAm



CAPE 2022 business initiatives



Diversifying into Latin America

- 8 week programme (online and in-person)
- Workshops begin next month – March 18
- Enrolments close today, but open for attendees until Wednesday

Apply by
25 February

Is your business
ready to export to
Latin American
markets?

Make Latin America your next
successful export market with
Diversifying into Latin America –
a Latin America CAPE business programme

Register at www.latamcape.org.nz



Other 2022 business initiatives

Latin America Business Reconnect Programme

Business seminars

- All three CAPEs
- Latin America focused:
 - The Latin market in the United States
 - New Zealand, Australia, and Latin America
 - Study of Latin America's economic value to NZ
 - 'Wayfinding' data visualisation project





Other initiatives this year

The Context: Asia-Pacific

LANZBC Young Professionals Network

Cultural & creative industries website

Te Hononga-ā-Kiwa

Winds of Change

50 Years of NZ embassies in Latin America

NZ, Latin America, and multilateralism webinar



Te Hononga-ā-Kiwa



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