



DILA Webinar Series

Overview and Trends in Latin America

New Zealand Trade and Enterprise



**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono



Who we are

The CAPEs are a consortium of four of New Zealand's four 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.



Business and 'Thought Leadership' programmes focused on Latin America

- Capacity-building, knowledge transfer, and awareness-raising
- Diversifying into Latin America (DILA) workshops
- Māori Business programmes
- Māori and Pacific Business – ReConnect
- Young Enterprise 'Globalista' delegations
- Report on New Zealand and Latin American trade
- Webinars and polls
- Creative economy collaborations website



What do Kiwis
really think about
Latin America?

87%
of businesses think
Latin America is
important to
New Zealand





NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

OVERVIEW AND TRENDS IN LATIN AMERICA

NZTE Latin America

JUNE 2023

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OVERVIEW AND TRENDS IN...

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Q&A

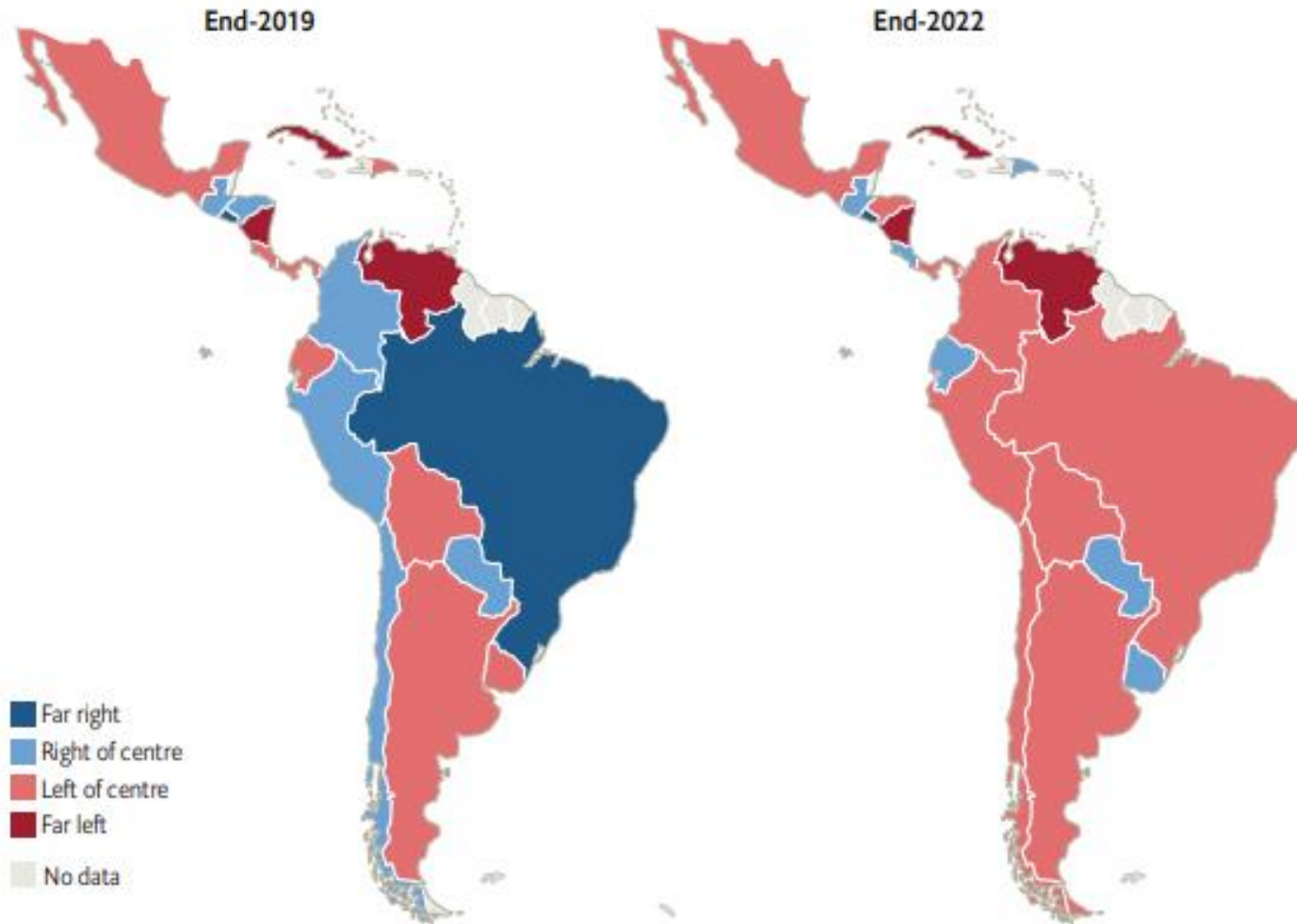
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LATIN AMERICA


Overview and trends

Steve Jones, Regional Director Latin America

Politics: It's complicated. Pt 1



Politics: it's complicated. Pt 2

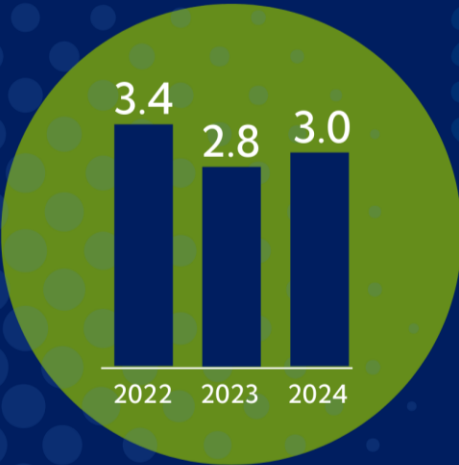
- 
- Left
 - Left; also a Taylor Swift fan
 - Left, but with a bad old left haunting the current government behind the scenes
 - Left, but annoyingly quite conservative
 - Self-described left but actually a form of economic chaos theory
 - Center to right and boring
 - Dictatorships
 - Self-described "Coolest Dictatorship"
 - Wishes they were as cool as Bukele
 - Run by a guy named "Barbecue"
 - Probably gone soon so not worth describing
 - Uruguay

boz

@bloggingsbyboz

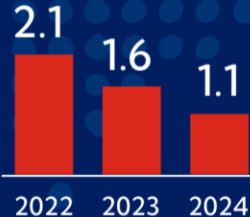
Economics: Better than you might think

GLOBAL GROWTH



(Real GDP growth, percent)

UNITED STATES



EURO AREA



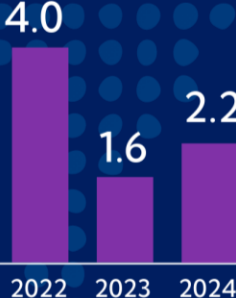
MIDDLE EAST & CENTRAL ASIA



EMERGING & DEVELOPING ASIA



LATIN AMERICA & THE CARIBBEAN



SUB-SAHARAN AFRICA

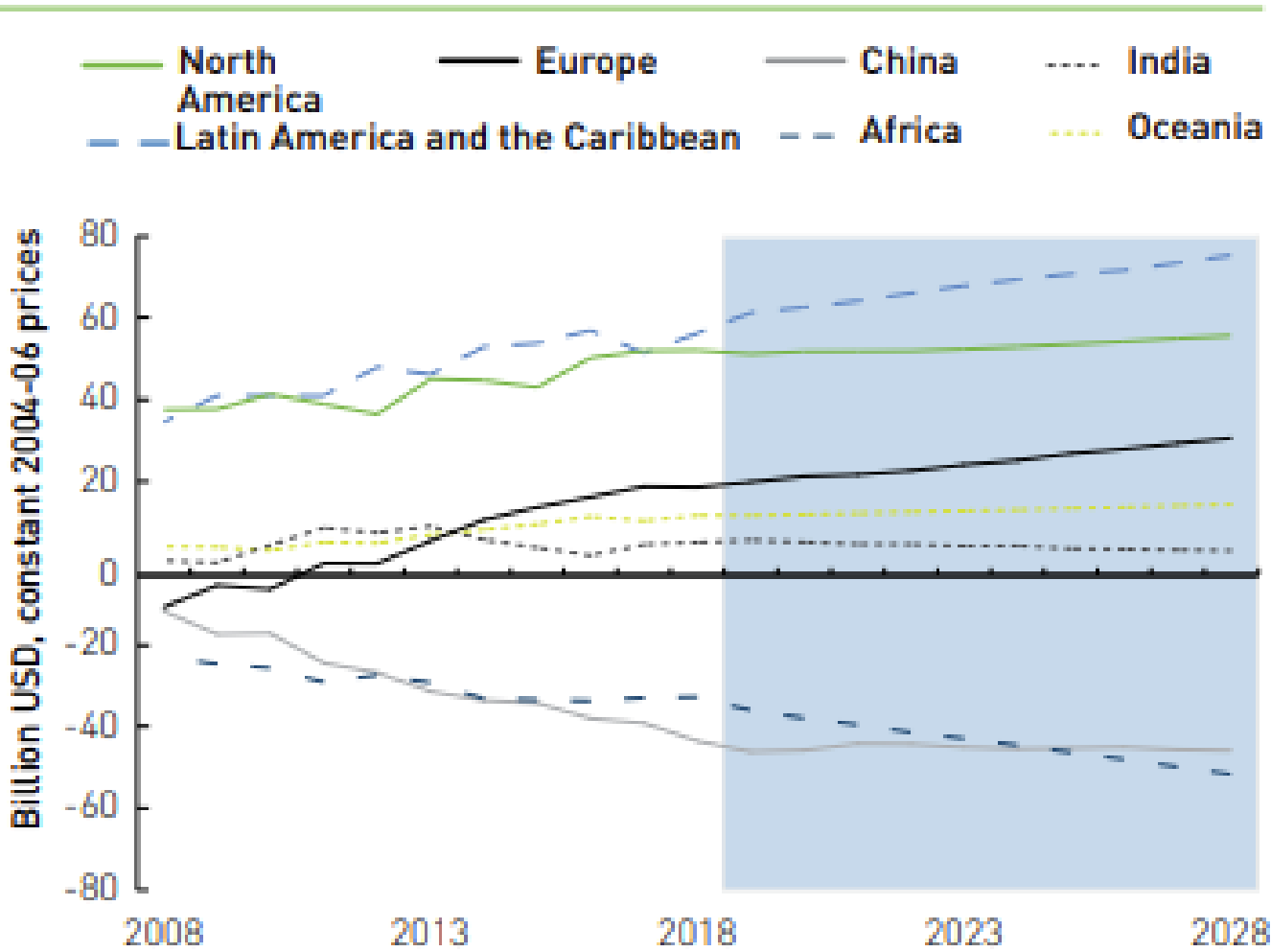


Source
IMF, World Economic Outlook, April 2023.

Note
Order of bars for each group indicates (left to right): 2022, 2023 projections, and 2024 projections.

LATAM will produce 25% of global agricultural and fisheries exports in 2028

Regional trade balances



Note: Net trade [exports minus imports] of agricultural and fisheries commodities covered in the Outlook, measured at constant 2004-6 prices. Europe includes Russia; Mexico included in Latin America.

Source: Agricultural Outlook 2019-2028
OECD and FAO

LATAM holds some of the largest deposits of minerals crucial to the global energy transition

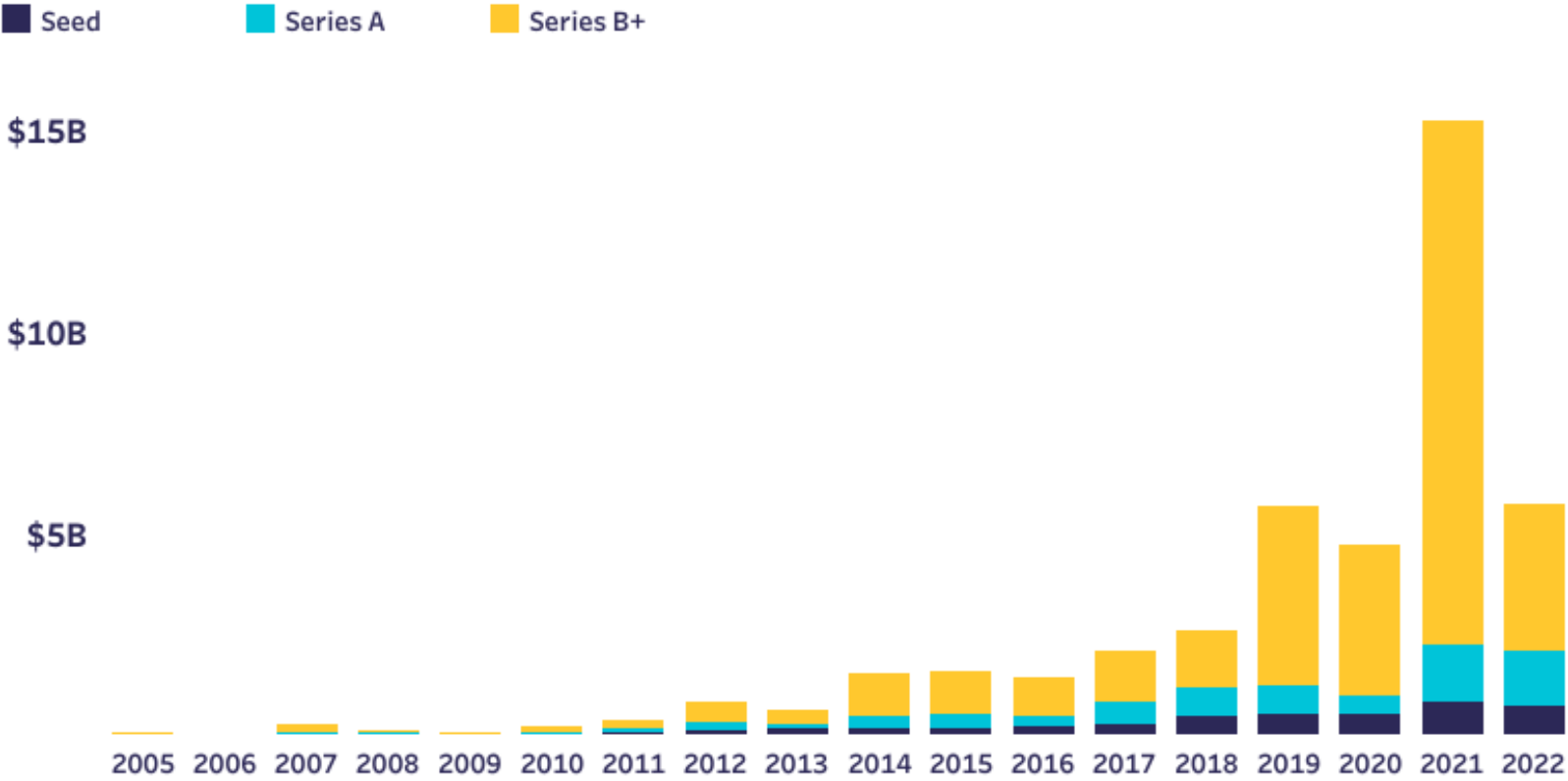


Source: EIU Latin America Outlook 2023

LATAM tech scene. VC investment is down overall but Seed and Series A funding stable

Latin American VC Funding Amount (\$B) by Stage

Source: Startup Genome, 2023



Top Five Ecosystems

- #1 São Paulo
- #2 Mexico City
- #3 Buenos Aires
- #4 Santiago-Valparaiso
- #5 Bogotá

MEXICO

Overview and trends

Rhianon Berry, Trade Commissioner Mexico, Central America, & The Caribbean



MEXICO

An Overview

Second largest market in Latin America – 128 m people

Most populous Spanish speaking country in the world

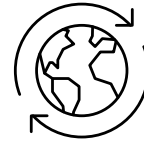
Vibrant and diverse country, flourishing middle class, young and well-educated population

What sets Mexico apart from other countries in Latin America is its deep relationship with the United States

Points to Consider



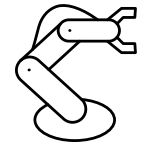
POPULATION
SIZE



GEOGRAPHICAL POSITIONING



CPTPP
FREE TRADE
AGREEMENT



HIGH-TECH MANUFACTURING
HUB

Why do NZ Exporters come to Mexico?

- **MARKET SIZE** – WORLD'S 10TH LARGEST POPULATION AND 15TH LARGEST ECONOMY
- **GEOGRAPHIC POSITION** – PROXIMITY AND RELATIONSHIP WITH THE UNITED STATES – SUPPLY CHAIN OPTIMISATION
- **TALENT** – WELL-EDUCATED WORKFORCE. MEXICO OFFERS POTENTIAL TO SCALE FOR LONG-TERM GROWTH WITH CULTURAL PROXIMITY TO OTHER LATIN AMERICA MARKETS
- **KEY VERTICALS-** VALUE PROPOSITION WITH PRODUCT MARKET FIT
- **CPTPP** – TARIFF REDUCTIONS IN MANY FOOD & BEVERAGE AND CONSUMER GOODS CATEGORIES

MEXICO

Key Market Trends

The Pandemic has had massive impacts and accelerated investment in digital tech and transformation of traditional industry

Mexican consumers:

- Household purchasing power is reduced so increased prioritisation of home expenditure
- Generation Z is relevant and will represent the labour force. Connected 24/7 and lead purchase preference
- Sustainability - 76% of Mexicans look for more sustainable brands and are adopting sustainability habits.

Points to Consider



HIGHER INFLATION

- **7.82% in 2022 – the highest in 20 years – Interest rate hikes seem to have paused**



SLOWER ECONOMIC GROWTH

- **Economic activity expected to slow**



GENERAL ELECTIONS

- **Presidential elections scheduled for 2 June 2024.**

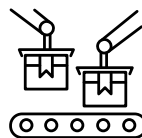


DIGITAL COMMERCE



DIGITAL CONSUMERS - YOUNG PROFILE

- **Mexico digital transformation with highest e-commerce growth rate of anywhere in the world**



NEAR-SHORING

- **Increase in foreign investment in nearshoring (manufacturing in Mexico) to reinforce supply chain strategies against global headwinds**

MEXICO

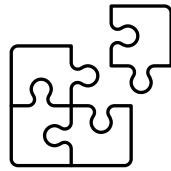
The Verticals

B2B or B2C there is plenty of opportunity across a range of sectors

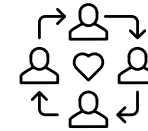
There are multiples ways to tackle Mexico, and it is critical that New Zealand companies consider business models that will enhance their ability to overcome perceived distance barriers, scale over the longer-term, and capitalise on returns faster.

Being “from New Zealand” is not enough – you need to have a compelling value proposition in order to compete

Points to Consider



UNDERSTAND YOUR PRODUCT
/ MARKET FIT



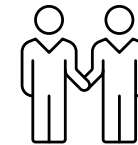
LOCAL SUPPORT & PRESENCE
– CONSIDER THE RIGHT
BUSINESS MODEL



HIGHLY COMPETITIVE MARKET
– UNDERSTAND VALUE
PROPOSITION



DIGITAL MARKETING STRATEGY &
BUDGET–
B2B and B2C

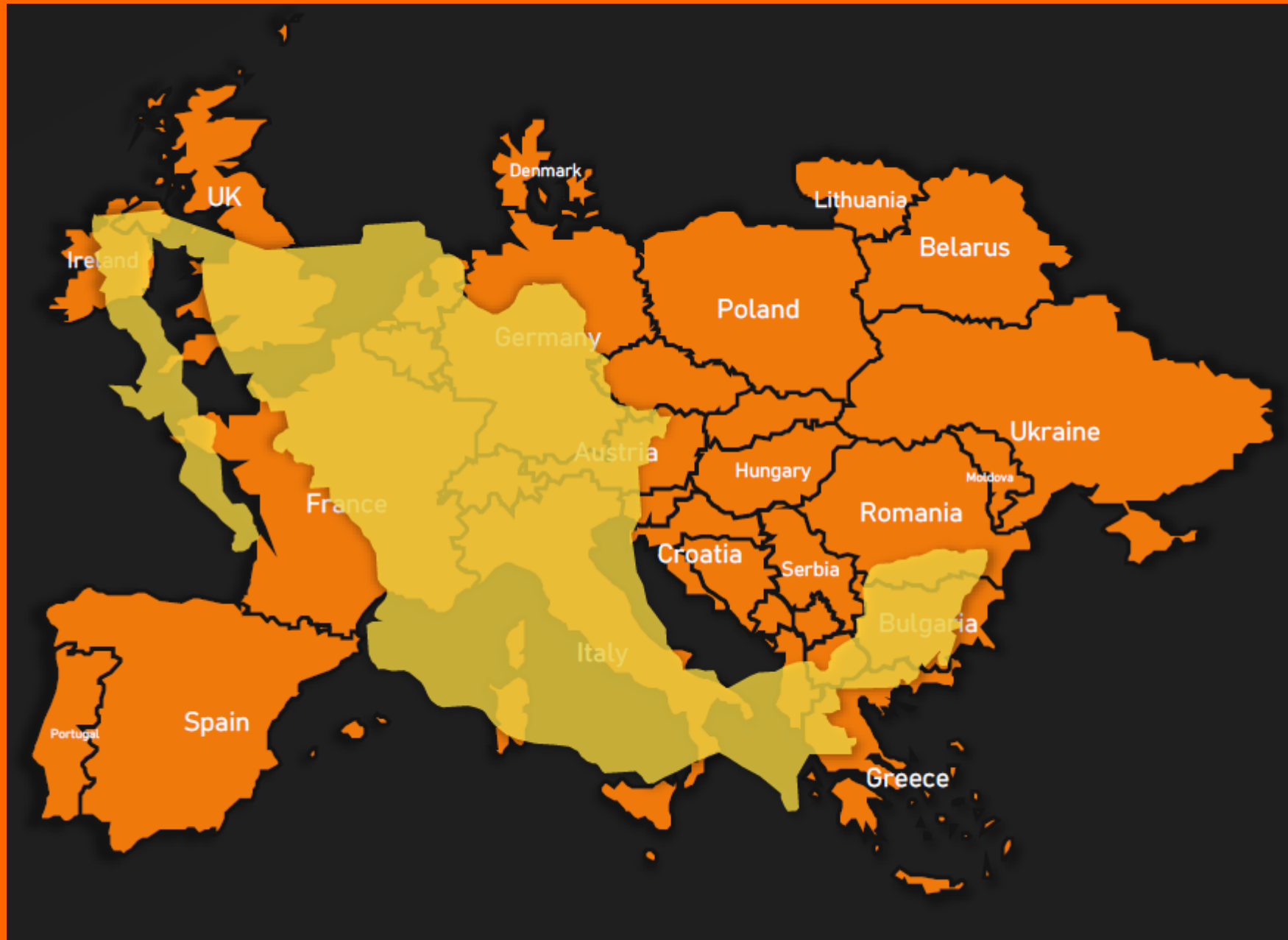


RELATIONSHIPS – A LONG-TERM
INVESTMENT

What is working?

- **Resources & Energy-** Mining, Oil/Gas, Renewables, Infrastructure
- **Agribusiness-** Horticulture technology – protected high value crops
- **Retail & Supply Chain-** Food & Beverage, Consumer Goods, Technology
- **Defence & Security-** Public & Private
- **Tech-** Health, Education, Telecommunications, Entertainment
- **Manufacturing-** Food Processing, Technology, Contract Manufacturing

Mexico is a vast country – consider where your customers are located, logistics needed, and the right partners to reach them



BRAZIL

Overview and trends

Jacqueline Nakamura, Trade Commissioner Mercosur



BRAZIL

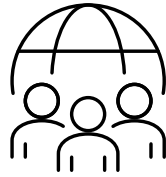
An Overview

BRAZIL IS ONE OF THE WORLD'S MOST SIGNIFICANT MARKETS. (12TH LARGEST GDP, 2022)

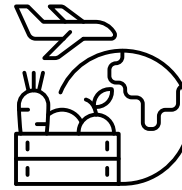
MARKET ACCESS IS TRADITIONALLY HARD THOUGH, WITH EASE OF BUSINESS AT NUMBER 124 (COMPARED TO NEW ZEALAND'S NUMBER 1) AND THE FACT THAT IT HAS NATURAL ISOLATING FACTORS, ESPECIALLY FOR NEW ZEALANDERS INCLUDING; EAST COAST LATAM, SIZE OF MARKET, PORTUGUESE A DIFFERENTIATOR IN LATAM ETC.

SO WHY DO COMPANIES GO TO BRAZIL?

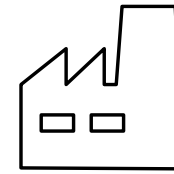
Points to Consider



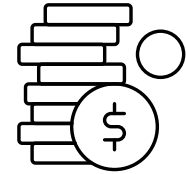
SIZE
POPULATION
214M



PRIMARY GOODS
EXPORTER



MASSIVE INDUSTRY



HIGH PURCHASING
POWER

WHY DO NZ EXPORTERS COME TO BRAZIL?

- **FOLLOWING THEIR CLIENTS**
- **MARKET SIZE** – THERE IS A HUGE CONSUMER MARKET (ONLY SAO PAULO CITY = 4X SINGAPORE)
- **KEY VERTICALS-** THEIR SOLUTIONS PROVIDE STRONG VALUE, NOT TO COMPETE ON VOLUME
- **MODERN/ADVANCED MARKETS-** NOT JUST ONE BRAZIL (CONTINENTAL SIZE MARKET: MULTI-MARKET IN ONE SEGMENT, LIKE AGRIBUSINESS) / HOME TO INNOVATIVE AND FASTEST GROWING STARTUPS – 19 UNICORNS -10TH IN THE WORLD), MODERN BANKING SYSTEM
- **DIVERSIFY-** SUCCESS ELSEWHERE? BRAZIL HAS A BIG INFLUENCE IN THE REGION
- **TALENT-** COST AND TIME ZONES WORK

USUALLY NOT FOR FIRST TIME EXPORTERS

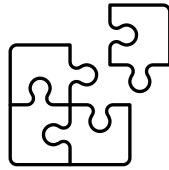
BRAZIL

The Verticals

EACH COMPANY NEEDS TO BE ABLE TO WEIGH UP A MARKET AND THEIR POTENTIAL SUCCESS THERE. BRAZIL WILL BE AN ENORMOUS OPPORTUNITY FOR SOME AND NOT FOR OTHERS.

TYPICALLY, NZ COMPANIES WORK IN THE B2B SPACES, THOUGH THIS CAN MOVE IN THE FUTURE

Points to Consider



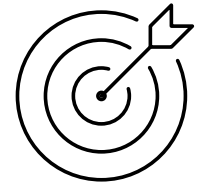
SOLUTION FITS THE PROBLEM?



RIGHT MODEL & PARTNERS?



CAPITAL TO PERSIST?



ENTER AT THE RIGHT PRICE?

WHAT IS WORKING? NICHE

- **AGRIBUSINESS-** LIVESTOCK AND DAIRY (FARM AND ANIMAL MANAGEMENT, PROCESSING), GENETICS (PLANT AND ANIMAL), SERVICES (BEST PRACTICES, TRACEABILITY, SAAS)
- **RESOURCES & ENERGY-** MINING, RENEWABLES (ACCESSORIES TECHNOLOGIES, GREEN HYDROGEN, DECOMMISSIONING)
- **DEFENCE & SECURITY-** PUBLIC & PRIVATE (TELECOMMUNICATIONS)
- **RETAIL & SUPPLY CHAIN-** E-COMMERCE (SAAS, PAAS, CUSTOMER ANALYTICS)
- **HEALTH & WELLBEING-** HEALTH-TECH (TRAINING AND TELEMEDICINE), IOT FOR HEALTH
- **TECH-** ACROSS ALL ABOVE MAINLY ED-TECH AND HEALTH/MED-TECH

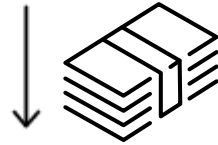
BRAZIL

Covid-19 Impact & Trends

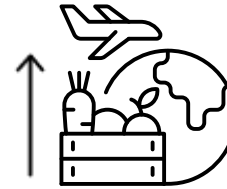
LIKE ALL COUNTRIES COVID-19 HAS HAD A MASSIVE IMPACT.

WHAT HAVE BEEN THE KEY DETAILS HERE IN MARKET?

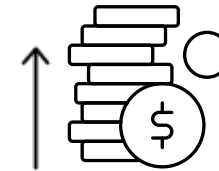
Points to Consider



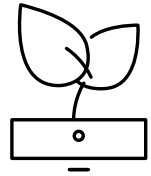
DEVALUATION OF THE REAL



AGRI EXPORTS JUMPED



SO DID PRICES- INFLATION



COST OF INPUTS- UKRAINE

WHAT CHANGED?

- **DIGITAL PAYMENTS-** PIX- IN 18 MONTHS INCREASED MORE THAN 600%, 70% MOBILE PAYMENTS
- **LAST MILE-** E-COMMERCE, (IFOOD, RAPPI, MERCADO LIVRE, AMAZON)
- **PIVOTS-** ACCELERATING THE MOVE TO DIGITAL SOLUTIONS
- **WANT MY B2B LIKE MY B2C-** CUSTOMER EXPECTATIONS RISING
- **MORE RECENTLY:**
 - ESG / SUSTENTABILITY - BRAZIL WILL HOST COP30 IN 2025
 - PROGRESSIVE AGENDA: INDIGENOUS PEOPLE, DIVERSITY AND INCLUSION

BRAZIL

Summary

WHAT ARE THE KEY THINGS TO REMEMBER?

ALL BARRIERS AND CHALLENGES ARE THE SAME FOR ALL FOREIGN COMPANIES

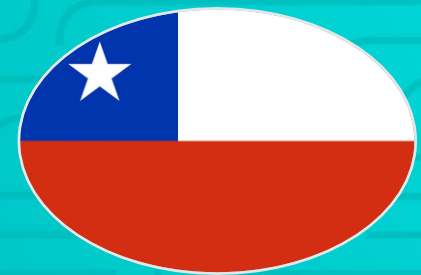
Points to Consider

- DO YOU SOLVE THEIR PROBLEMS? SECURITY, LOGISTICS, TRANSPORTS, EFFICIENCY, PRODUCTIVITY - NICHE
- BOTH OPPORTUNITIES & CHALLENGES SHOULD NOT BE UNDERESTIMATED
- NEITHER SHOULD THE SOPHISTICATION & CAPABILITY OF COMPETITION – CONSIDER ADAPTING AND CUSTOMISING YOUR BUSINESS TO THE MARKET
- BRAZILIAN BUSINESS FOR BRAZILIANS IS JUST “BUSINESS”- HIRE LOCAL CAPABILITY, MATERIALS IN PORTUGUESE
- BRAZIL IS NOT A “DIP YOUR TOES” IN MARKET. COME IN RIGHT & FOR THE LONG TERM. - NEED INVESTMENT!

CHILE

Overview and trends

Sara Reyes, Trade Commissioner Chile & Peru



Chile: An Overview

Chile has the 4th largest economy in Latin America and the 2nd highest GDP per capita.

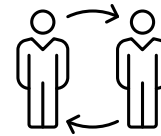
A long-standing Free Trade Agreement has eliminated tariffs on New Zealand's exports to Chile. The countries' geographic and climatic similarities have resulted in some coincidence of goods produced with NZ, such as agricultural products and other commodities.

Chile is ready to implement tech-driven solutions from New Zealand companies.

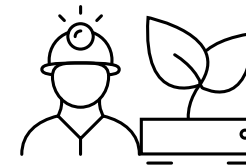
Points to Consider



FTA & DTA



PROXIMITY &
PEOPLE-TO-PEOPLE LINKS



COMMODITY
EXPORTS



DIGITAL TRANSFORMATION
STRATEGY

Why Chile?

- Chile's Free Trade Agreement (FTA) and Double Taxation Agreement with New Zealand are major advantages. This makes Chile one of the most favorable markets in the region for NZ exporters.
- Chile enjoys the status as the best managed economy in the region – this is underpinned by strong commodity exports and an open market economy.
- A growing tech eco-system, coupled with Chile's Digital Transformation Strategy, will help position Chile as an innovation hub for Latin America. Linked to this, we have the DEPA - Digital Tax - Digital Hub 2022
- Earlier this year: major blow to president as far right triumphed in key constitution vote.

Chile: Key market trends

Chile like most economies has not escaped the pressures of global volatility and is experiencing an economic Slowdown.

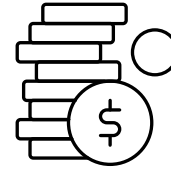
GDP growth is expected to be as much as 0.25% this year, the central bank said, down from the 0.5% projected before. The economic slowdown is expected to continue into late 2023, having overheated in 2021 as a result of fiscal stimulus and multiple pension withdrawals. In addition, factors such as high inflation (9% in May 2023), drought and political uncertainties also contribute to pessimism about the economy in the short term.

Creating a “Wait & See”

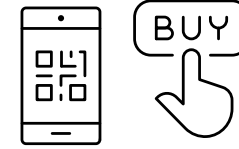
Points to consider



GLOBAL VOLATILITY



COMMODITY EXPORTS HELPED



DIGITAL HERE TO STAY



SPACE TO STAY CONNECTED

- Labour shortages or capacity restrictions have created new opportunities in some sectors. Especially for agriculture and mining tech solution providers.
- All sector players have invested heavily in E-commerce. Marketplaces are still partially developed. Omnichannel: merging physical stores & digital commerce interaction.
- NZ customers? Supply Chain mitigation, holding more stock in market. Acceleration of companies building in market presence.
- New Constitution: On January 11, Chile's Congress passed a bill for a second constitutional process. This time the drafting of the new charter will be done by a popularly elected body and a group of experts designated by Congress. In March, the group of experts will start drafting the blueprint of the new constitution, and in June, an elected body of 50 members will take that blueprint and work for five months on a final draft. The new charter is expected to be sent for ratification through a plebiscite in December.

Chile: Sectors to consider

Chile and New Zealand have many similarities including landscapes, geography and climate, as well as agriculture and farming, dairy and horticulture which make the country a beachhead for many New Zealand companies looking to South America.

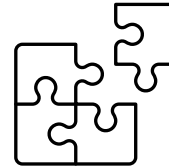
Chile strong sectors such as mining, agriculture and horticulture all significant export earners for the country.

Across all sectors there is an openness to and demand for new technology, for example digital education systems, back-room support, data analytics, digital and automation solutions.

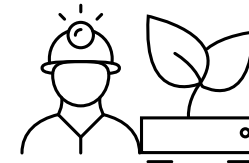
Points to consider



INVESTING
IN TECH



MARKET NEEDS +
VALUE PROP



KEY EXPORT
SECTORS

What's working?

- Across all sectors there is an openness to and demand for new technology.
- Agribusiness – Chile is a net exporter of food products, and is amongst the world's top producers of wine, kiwifruit, cherries, blueberries, and salmon. The sector invests in technology.
- Mining - The mining sector is one of the pillars of the Chilean economy. The country is the world's largest copper producer. Chile is part of the lithium triangle (2nd largest producer).
- Tech – Retail Tech, Ed Tech, FinTech and others. All growing and back by a growing tech eco-system locally.
- Defence & Security / Aviation

Chile Summary

For many New Zealand companies, Chile is seen as a supplementary market and success has largely been opportunistic rather than planned.

However, for those companies that are looking at Latin America, Chile is a viable and easily accessible beachhead for the region, and the New Zealand brand stacks up well here.

Final thoughts

- Manageable market, might not be the biggest, but it's a great beachhead into the Latin America region.
- Chile is a gateway to South America, and easily accessible from New Zealand via direct flights between Auckland and Santiago (taking 12.5 hours)
- Chile have an openness to and interest in new solutions, and New Zealand companies that offer solutions that support automation, speed, productivity and efficiency across all stages of the production and supply chain are particularly well-placed.
- There is more to Chile than agribusiness!

Yes, some of the biggest opportunities for New Zealand companies in Chile is in the wider agribusiness sector, however, Chile offers much more than that. Other industries such as mining and energy, and digital and technology are experiencing ongoing and continued growth and development here..

- Ensuring product market fit is key, localizing your value proposition and using market insights to determine the right business model will aid market success and growth.

COLOMBIA

Overview and trends



Elvira Martinez, NZTE Country Manager Colombia, Ecuador, Panama

COLOMBIA AT A GLANCE



Population	50 million
Nominal GDP in 2020	USD 332 billion
Real GDP growth in 2022	7.5%
GDP per capita in 2022	USD 6,300
Workforce	21 million
Unemployment rate 2022	11.2%
NZ \$/ COP\$ exchange rate	1 NZ\$ /COP \$ 2,667
Inflation in 2022	13.12%
Ease of doing business rank in 2021	64/190

Colombia An Overview



Points to Consider



POPULATION
SIZE



GEOGRAPHICAL POSITIONING



FREE TRADE
AGREEMENTS

Why do NZ Exporters come to Colombia?

Market Size – 50 m. people and 4th largest economy

GEOGRAPHIC POSITION – upper corner south america

TALENT – Well-educated workforce.offers potential to scale for long-term growth with cultural proximity to other latin America markets

Stability economic and political

FTEs 17 in place

Ease of doing business: ranks 9th as (FDI) destination among the top 10 developing economies, and 23rd in the world

Competitive labour force

Business Culture

Points to Consider



RELATIONSHIP ORIENTED



CONNECTIONS WILL
INFLUENCE HOW YOU ARE
PERCEIVED



RELATIONSHIPS – A LONG-TERM
INVESTMENT

Business culture: Formality. Distinct regional differences and importance of clothing and apparel.

Language: Spanish. Any attempt to communicate in Spanish will be treated positively. Materials in Spanish.

Meeting and greeting: Personal contacts play a special role. Best to call people by their title and surname or use Señor or Señora. Doctor or Doctora is often applied to a successful or educated person.

Business meetings: Normal for meeting schedules to remain unconfirmed until close to the visit. Punctuality is often an issue. Traffic in Colombia, especially in Bogotá, can be extremely heavy. Meetings can be long. It may take several trips to complete a business transaction. Colombians prefer to do business in person.

Business events: Working breakfasts and lunches at hotels and private clubs are common. Business attire is the norm.

Potential Opportunities for NZ

Agribusiness

New Zealand pasture-based farming.

Agritech

Horticulture: specialised sorting and packaging equipment and technology.

Technology and innovation

Educational platforms, software, video games.

Food and Beverage

Premium products, Consumer-ready.

Wines and gourmet. Organic food products are a new trend

Mining and Infrastructure

Green, Environment friendly technologies

Manufacturing Value of NZ Exports

High-tech. Any innovative technology.



Consumer Profile



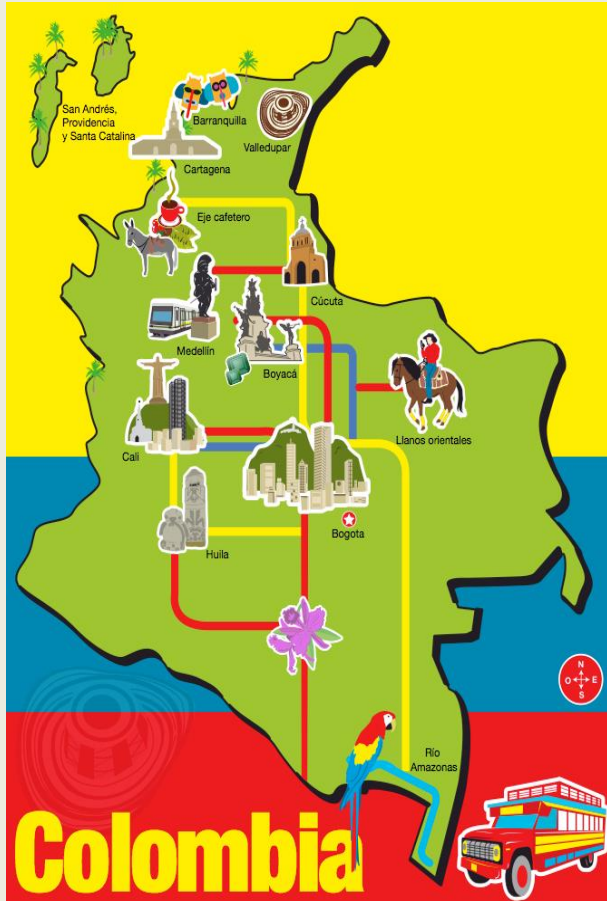
eCommerce has grown significantly over the last five years. There were 34 million internet connections registered in 2019. 64% of households and 68% of companies have internet access. In average, internet penetration is close to 64 % of total population

- GDP per capita of USD 6,300 in 2022, middle-class consumption habits
- Growth of private consumption: +4.45% in 2019
- Steady growth in the middle class; 31%
- 35.7% of population lives under the poverty line
- Profile not homogeneous, substantial gap between urban and rural.
- Household consumption: primary needs and education
- Change in consumer habits: non-vital products.
- Strongly influenced by fashion trends, brands and promotions
- Increasing brand loyalty levels.
- Healthy and ethnic food are fast-growing. Organic a new trend, as consumers are more concerned about ecological issues

Consumer Behaviour



- Purchasing power has declined for the poorest households.
- Local industry remains insufficient.
- Price is an important factor in buying decisions
- Increasing importance to ecological and ethical characteristics
- Curious about where and how the product is made, recyclable or not.
- Food products: brand's reputation, nutritional information and packaging.
- After-sales service and consumer support are decisive factors.
- Only a minority has a high purchasing power. Price remains the main criterion.
- E-commerce growing steadily, 34% growth rate of online sales in 2021
- Colombian online consumers are used to buying from foreign websites, mainly American, Chinese, Mexican and Brazilian.



SOME TIPS TO ENTER THE MARKET

- ✓ Understanding of cultural differences
- ✓ Face to face contact
- ✓ Right partner
- ✓ Importance of “know-who”
- ✓ Material in Spanish
- ✓ Regional differences inside the country

• What support do I have?

- ✓ New Zealand Trade & Enterprise Customer Advisory Team
- ✓ Ministry of Foreign Affairs & Trade other NZ Inc. partners
- ✓ Latin America CAPE
- ✓ Kea Connect Business Network
- ✓ Latin America-NZ Business Council

Want to grow your
export business?
Join myNZTE!



Attend

Explore events covering a range of topics and register for those relevant to you.

Assess

Assessment tools to help you gauge the stage of your business and identify areas for development and growth.

Discover

A curated selection of content, including practical investment and export information, market guides, stories to inspire and inform, emerging trends and the latest market research.

Upskill

Self-directed learning to kick-start your raising capital and exporting journey.

New Zealand Trade and Enterprise (NZTE) is the Government agency charged with a single purpose: growing companies internationally, bigger, better and faster, for the good of New Zealand.

We employ 600 people, have over 200 private sector partners and draw on a global network of thousands more. We have people based in 50 offices, working across 24 time zones and 40 languages to support New Zealand businesses in over 100 countries. Our global presence lets us deliver value to the businesses we support, through our unique know-how (knowledge and experience) and know-who (networks and connections).

Our know-how and know-who is expressed in our Māori name: Te Taurapa Tūhono. Te Taurapa is the stern post of a traditional Māori waka, which records valuable knowledge, and stabilises and guides the craft forward. Tūhono represents connections to people and an ability to build relationships.

We provide customised services and support to ambitious businesses looking to go global. We help them build their capability, boost their global reach, connect to other businesses and invest in their growth. We also connect international investors with opportunities in New Zealand through a global network of investment advisors.

We call on our Government network and work closely with our NZ Inc partners and the business community, to grow our national brand and help businesses to open doors in global markets.

Visit nzte.govt.nz for more information.



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TRADE & ENTERPRISE
Te Taurapa Tūhono**

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Q&A





Summary

- Doing business in Latin America
- **LatAm CAPE resources:** Market summaries, Success stories, Perception reports, Business resource videos, Webinar recordings: <https://cape.org.nz/resources/latin-america/>
- Join **MyNZTE:**
 - ✓ Access to free online courses, webinars, events
 - ✓ Market Guides & other tools to help you grow your business overseas
- **MFAT resources:**



Business resource videos

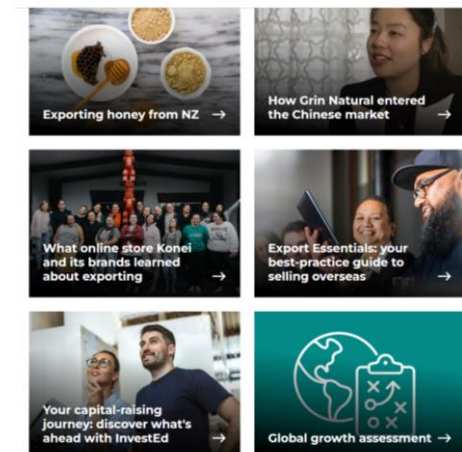
Success stories



Finding success – the recurring themes (2022)

In mid-2022, we released new edits on our previous series with Kiwi exporters who have found success in Latin America. These videos focused on recurring themes that these businesses experienced. This is a playlist with 10 short videos which will play right through.

myNZTE. Discover Attend About NZTE





Upcoming DILA events 2023

AUGUST:

- Wayfinding data visualisation tool on relationships between New Zealand and Latin America

SEPTEMBER:

- Creative Economy Bridges website



NOVEMBER:

- New Zealand, Australia and Latin America commissioned research

DECEMBER:

- Strategic minerals commissioned research



Kia ora/¡Gracias!/Obrigado!

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