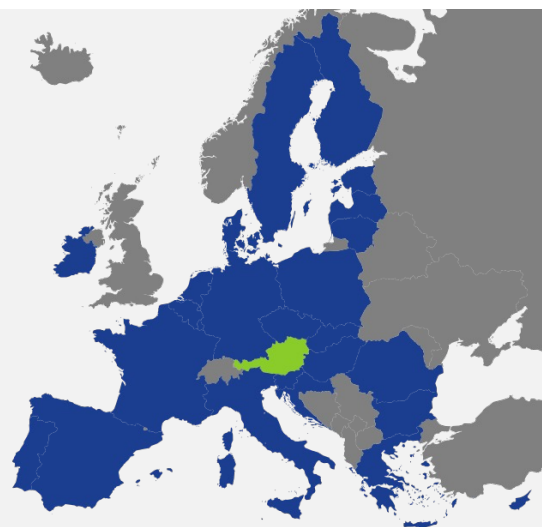


EU-NZ FTA COUNTRY FACTSHEET AUSTRIA



Overview of benefits



Eliminates **customs tariffs** for Austrian exporters and importers



Improves **market access** for Austrian service providers



Protects **distinct Austrian** food and drink products



Enables opportunities for **green** Austrian firms and **technology**



Supports Austrian **small- and medium-sized businesses** to export



Creates opportunities for Austria's **digital firms** to export their services



Enables Austrian firms to bid on **public contracts** in New Zealand



Facilitates Austrian **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Austria to New Zealand

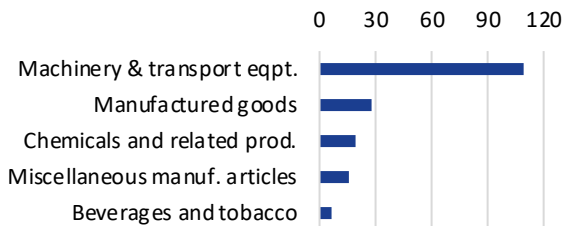


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from Austria to New Zealand

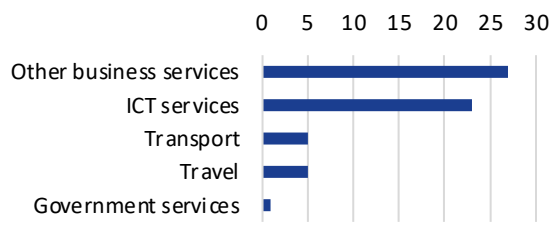


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Austrian goods exports to New Zealand exceeded **€180 million**, led by **machinery and transport equipment**, totalling almost €110 million. This was followed by **manufactured goods** (€28 million) and **chemicals and related products** (€19 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Austrian firms' competitiveness across these and other sectors.



Machinery and transport equipment

Industry-specific machinery (€42 million), such as tractors (€19 million), are the main exports for machinery and transport equipment. This is followed by **road vehicles** (€23 million) and **mechanical handling equipment** (€14 million), mainly including cranes (€10 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for parts for lifting, loading, etc. machinery (HS 8431.39.00), previously 5%, is now 0%.



Manufactured goods

Metal manufactures (€18 million) are the top exports, mainly including mountings and fittings for furniture (€11 million). This is followed by **iron and steel products** (€5 million), such as pig iron, sponge iron, and ferro-alloys (€1.6 million); and **non-metallic mineral manufactures** (€1.1 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for other metal mountings for furniture (HS 8302.42.00), previously 5%, is now 0%.



Chemicals and related products

The main exports in this category are **plastics in non-primary form** (€6 million), such as plates, sheets, or foil (€6 million). This is followed by **medicinal and pharmaceutical products** (€5 million), mainly including medicaments (€4 million); and **organic chemicals** (€3 million).



Prior to the FTA, tariffs in this sector were **as high as 5%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for plastic fittings for tubes, pipes, and hoses (HS 3917.40.00), previously 5%, is now 0%.



Trade in services

Austrian service exports amounted to **€62 million** in 2022. Of this, **business services** accounted for the largest share with €27 million, dominated by **professional and business consulting services** (€15 million).

The agreement facilitates **easier access** for Austrian firms to New Zealand's service market, ensuring a **level playing field** for Austrian service providers in sectors like **telecommunications, financial services, and international maritime transport**. Additionally, the FTA includes advanced provisions for the **movement of business professionals**, allowing Austrian firms to efficiently post managers or specialists and their **families** to subsidiaries in New Zealand.



Support framework for exporters

The FTA introduces a comprehensive regulatory framework designed to simplify export procedures and reduce compliance costs for Austrian firms. This includes **streamlined customs processes** and **easy access to essential information**. Central to this effort is the European Commission's **Access2Markets** platform, which provides detailed information and guidance on **tariffs, rules of origin** ([Rules of Origin Self-Assessment Tool - ROSA](#)), **taxes, import procedures and formalities, product requirements, trade barriers, and trade flow statistics**. The databases are restricted to users in the EU. EU companies' offices outside the EU can request access via this [form](#).



Please visit the EU's **Access2Markets** platform for more information

Investment opportunities

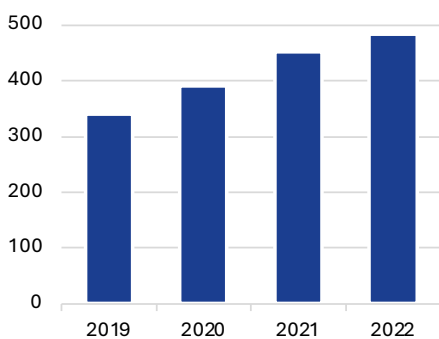


Figure 3: Austrian FDI stock in New Zealand, in million Euros (Source: [OECD](#))

In 2022, Austria's foreign direct investment (FDI) stock in New Zealand amounted to **€480 million**. Currently, about **30 Austrian companies** are active in New Zealand, primarily carrying out **sales and service** activities ([Aussenwirtschaft Austria, 2024](#)).

The FTA lays the groundwork for increased Austrian investment in New Zealand, particularly in sectors such as

- **renewable energy**
- **forestry and agricultural technology**
- **information and communication technologies**

aligning with Austria's investment strengths.

Austrian investment in New Zealand is poised for growth, supported by a **favourable investment climate** and shared priorities in **sustainability and innovation**. Under the FTA, the investment screening threshold has been doubled to **NZD 200 million (~€110 million)**. This adjustment impacts Austrian investors planning to **acquire significant business assets** in New Zealand. Guidance on the overseas investment regime in New Zealand is available from the [Overseas Investment Office](#). More information on investing in New Zealand can be found on the [New Zealand Trade and Enterprise website](#).

Agriculture & Geographical Indications

Austria's exports of food and beverages to New Zealand ranked fifth among its export sectors in bilateral trade for 2023, totalling about **€8 million**. The leading commodities were **non-alcoholic beverages** (€6 million), including **waters containing added sugars or sweeteners** (€6 million). This was followed by **dairy products and birds' eggs** (€1.1 million), dominated by **milk and cream products**.

The FTA ensures **robust protection** for **37 Austrian food and drink items** in New Zealand, **guarding against counterfeit** goods and securing marketing for authentic products with their traditional names. The agreement also includes provisions to potentially **expand the list of protected geographical indications (GIs)**, bolstering the safeguard of Europe's culinary and cultural legacy. All EU GIs protected in New Zealand can be accessed through [New Zealand's Intellectual Property Office](#).

Protected **Austrian items** include, among others:



Wines: Kremstaler Wein, Salzburger Wein, Traisentaler Wein



Spirits: Jägertee (herbal punch), Wachauer Weinbrand (brandy wine)



Food items: Tiroler Speck (cured ham), Steirisches Kürbiskernöl (pumpkin seed oil)

Public procurement

The FTA unlocks new opportunities for Austrian firms within New Zealand's public procurement sector, offering several key benefits:

- **Expanded market access:** Austrian firms now have **broadener access** to New Zealand's procurement, extending beyond WTO limits to include all entities governed by New Zealand Procurement Rules.
- **Equal footing with local firms:** The FTA levels the playing field, allowing Austrian companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Austrian businesses gain entry to **transport and infrastructure** projects, notably those funded by the New Zealand Transport Agency and Auckland Transport, enhancing prospects in engineering and technology.

More information on public procurement can be accessed via [New Zealand Government Procurement](#). Furthermore, New Zealand's [Marketplace platform](#) allows EU firms to register their interest in providing Software as a Service (SaaS), consultancy, managed services, and enterprise software to the government.

Key contacts & additional information

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Link to website:

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Local contact points:

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Please refer to the [EU-NZ FTA SME Guide](#) for more information