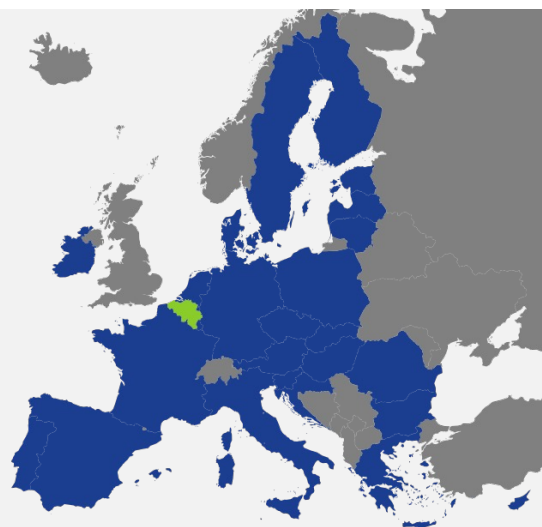


EU-NZ FTA COUNTRY FACTSHEET BELGIUM



Overview of benefits



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



Improves **market access** for Belgian service providers



Protects **distinct Belgian** food and drink products



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



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



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



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



Facilitates Belgian **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Belgium to New Zealand

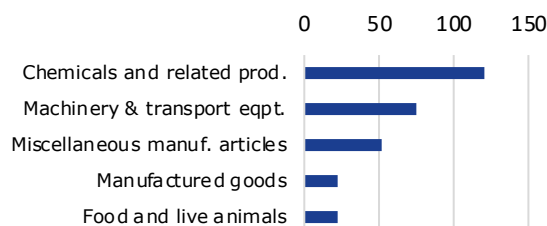


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from Belgium to New Zealand

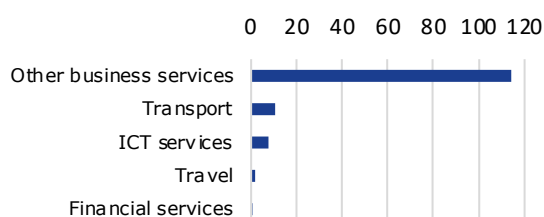


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Belgian goods exports to New Zealand totalled about **€300 million**, led by **chemicals and related products**, totalling over €120 million. This was followed by **machinery and transport equipment** (€75 million) and **miscellaneous manufactured articles** (€52 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Belgian firms' competitiveness across these and other sectors.



Chemicals and related products

Medicinal and pharmaceutical products (€88 million) are the top exports. This is followed by **chemical products** (€12 million), including starches, insulin, and wheat gluten (€4 million); and **plastics in non-primary forms** (€4 million), dominated by plates, sheets, film, or foil.



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 hair preparations (HS 3305.90.00), previously 5%, is now 0%.



Machinery and transport equipment

General industrial equipment (€22 million) are the main exports, including pumps, fans, and centrifuges (€9 million). This is followed by **industry-specific machinery** (€19 million), mainly including harvesting and threshing machines (€11 million); and **road vehicles** (€17 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 crushing and grinding machines (HS 8474.20.00), previously 5%, is now 0%.



Miscellaneous manufactured articles

The main exports are **orthopaedic appliances** (€31 million). This is followed by **professional and scientific control instruments** (€6 million), including medical and surgical instruments (€4 million); and **articles of apparel & clothing accessories** (€2 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 regulating or controlling instruments (HS 9032.89.00), previously 5%, is now 0%.



Trade in services

Belgian service exports amounted to **€146 million** in 2022. Of this, **business services** accounted for the largest share with €114 million, dominated by **professional and business consulting services** (€112 million).

The agreement facilitates **easier access** for Belgian firms to New Zealand's service market, ensuring a **level playing field** for Belgian 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 Belgian 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 Belgian 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

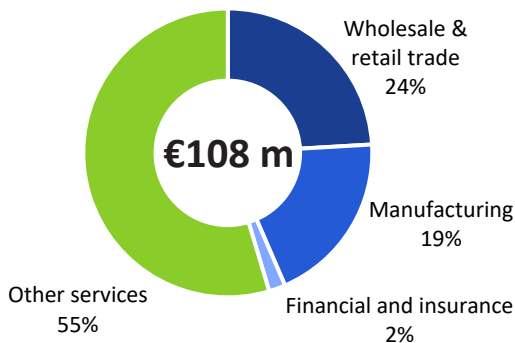


Figure 3: Belgian FDI stock in New Zealand, 2022
(Source: [Eurostat](#))

In 2022, Belgium's foreign direct investment (FDI) stock in New Zealand amounted to **€108 million**, with the service sector being the primary area for investment activities. Currently, a small number of Belgian subsidiaries are active in New Zealand.

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

- **pharmaceuticals**
- **agricultural technology**
- **chemical industry**

aligning with Belgium's investment strengths.

Belgian 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 Belgian 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

Belgium's combined exports of food and beverages to New Zealand ranked fourth among its export sectors in bilateral trade for 2023, totalling about **€25 million**. Amongst the leading commodities were **vegetables and fruit** (€9 million), followed by **chocolate and other preparations containing cocoa** (€5 million), and **non-alcoholic beverages** (€3 million).

The FTA ensures **robust protection** for **13 Belgian 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 **Belgian items** include, among others:



Wines: Crémant de Wallonie, Hagelandse wijn, Vlaamse landwijn



Spirits: Balegemse jenever (grain spirit), Hasseltse jenever (grain spirit)

Public procurement

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

- **Expanded market access:** Belgian firms now have **broader 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 Belgian companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Belgian 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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Please refer to the [EU-NZ FTA SME Guide](#) for more information