

EU-NZ FTA COUNTRY FACTSHEET BULGARIA



Overview of benefits



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



Improves **market access** for Bulgarian service providers



Protects **distinct Bulgarian** food and drink products



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



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



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



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



Facilitates Bulgarian **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Bulgaria to New Zealand

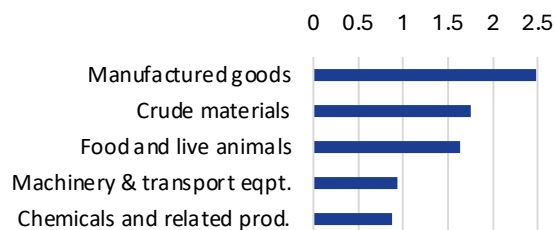


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top exported services from Bulgaria to New Zealand

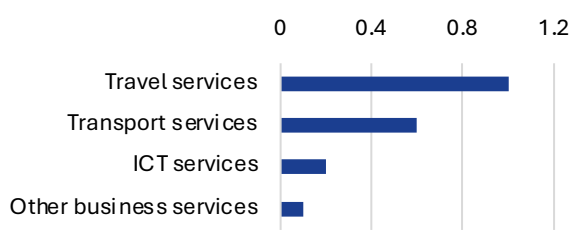


Figure 2: Top exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Bulgarian goods exports to New Zealand exceeded **€8.8 million**, led by **manufactured goods**, totalling €2.5 million. This was followed by **crude materials** (€1.7 million) and **food and live animals** (€1.6 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Bulgarian firms' competitiveness across these and other sectors.



Manufactured goods

For manufactured goods, **manufactures from copper** (€2.3 million) are the top exports, mainly including copper plates & sheets (€1.6 million). This is followed by **glassware** (€0.2 million) and **textile yarn and fabric manufactures** (€20 thousand).



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 aluminium structures such as doors, windows, etc. (HS 7610.10.00), previously 5%, is now 0%.



Crude materials

Oil-seeds and oleaginous fruits (€1.7 million) are the main export for crude materials, dominated by sunflower seeds. This is followed by **simply worked wood** of both coniferous and non-coniferous types (€22 thousand).



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 building material of simply worked stone (HS 6802.29.00), previously 5%, is now 0%.



Food and live animals

The main exports in this category are **dairy products** (€0.9 million), dominated by cheese. This is followed by **feeding stuff for animals** (€0.3 million) and **cereals and flour preparations** (€0.2 million), dominated by bread and bread products.



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 fruit juices containing added sugar (HS 2009.31.11), previously 5%, is now 0%.



Trade in services

Bulgarian service exports amounted to **€1.9 million** in 2022. Of this, the **travel sector** accounted for the largest share with €1 million, dominated by **business-related expenses** (€0.5 million).

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



New Zealand is an untapped market for Bulgarian investors.

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

- **information and communication technology**
- **agriculture**
- **tourism**

aligning with Bulgaria's investment strengths.

Figure 3: Investment opportunities for Bulgarian firms and investors

Bulgarian 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 Bulgarian 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

Bulgaria's exports of food and beverages to New Zealand ranked third among its export sectors in bilateral trade for 2023, totalling about **€1.6 million**. The leading commodities were **dairy products** (€0.9 million), dominated by cheese, followed by **cereals and flour preparations** (€0.2 million), dominated by bread and bread products.

The FTA ensures **robust protection** for **63 Bulgarian 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 **Bulgarian items** include, among others:



Wines: Melnik, Dolinata na Struma, Trakiyska nizina, Sakar, Pomorie



Spirits: Bourgaska Muscatova rakya (muscat brandy), Karlovska grozdova rakya (grape brandy)

Public procurement

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

- **Expanded market access:** Bulgarian 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 Bulgarian companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Bulgarian 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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Bulgarian Australian Business Council

W: babc.biz/

Bulgarian SME Promotion Agency

W: sme.government.bg/

Enterprise Europe Network

Link to website:

een.ec.europa.eu/

Local contact points:

een.ec.europa.eu/local-contact-points/bg

New Zealand Europe Business Council

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