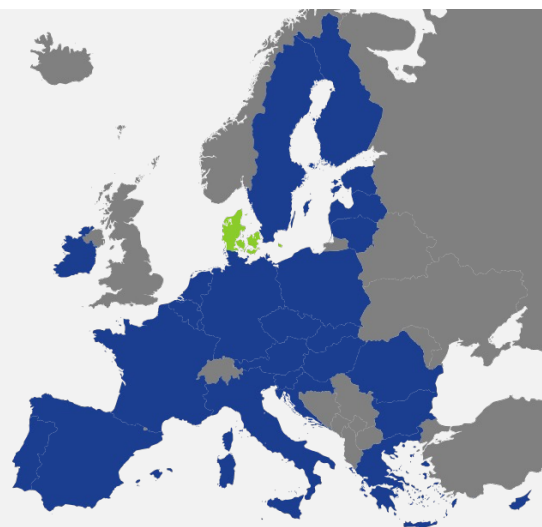


## EU-NZ FTA COUNTRY FACTSHEET DENMARK



### Overview of benefits



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



Improves **market access** for Danish service providers



Protects **distinct Danish** food and drink products



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



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



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



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



Facilitates Danish **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Denmark to New Zealand

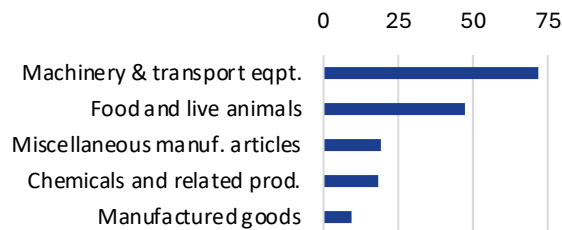


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top-5 exported services from Denmark to New Zealand

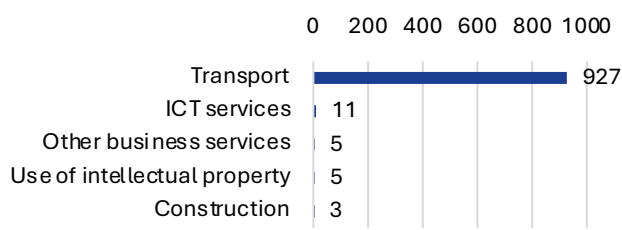


Figure 2: Top-5 exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Danish goods exports to New Zealand exceeded **€180 million**, led by **machinery and transport equipment**, totalling over €70 million. This was followed by **food and live animals** (€47 million) and **miscellaneous manufactured articles** (€19 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Danish firms' competitiveness across these and other sectors.



### Machinery and transport equipment

**General industrial machinery** (€30 million), such as pumps, fans, and centrifuges (€12 million), are the main exports. This is followed by **industry-specific machinery** (€20 million), including food processing machines (€9 million); and **other electrical machinery and apparatus** (€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 refrigerating or freezing equipment (HS 8418.69.00), previously 5%, is now 0%.



### Food and live animals

As for food and live animals, **dairy products and bird's eggs** (€19 million) are the top exports, mainly including cheese and curd (€18 million). This is followed by **meat and meat preparations** (€15 million), and **fish, crustaceans, and molluscs** (€9 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 edible ice mixtures containing alcohol (HS 2106.90.98), previously 5%, is now 0%.



### Miscellaneous manufactured articles

**Professional and scientific control instruments** (€13 million) are the main exports, including instruments for physical and chemical analysis (€7 million). This is followed by **furniture and parts thereof** (€2 million) and **miscellaneous plastic-based articles** (€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 dresses of synthetic fibers (HS 6204.43.00), previously 10%, is now 0%.



## Trade in services

Danish service exports amounted to **€953 million** in 2022. Of this, the **transport sector** accounted for the largest share with €927 million, dominated by **sea transport** (€924 million).

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

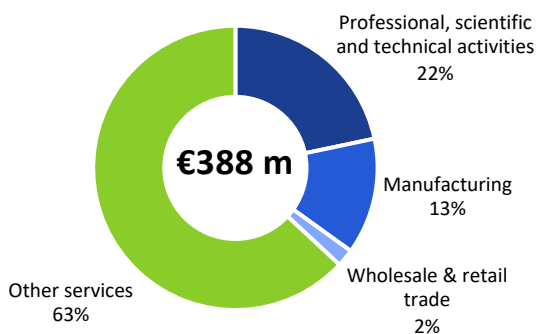


Figure 3: Danish FDI stock in New Zealand, 2022  
(Source: [Eurostat](#))

In 2022, Denmark's foreign direct investment (FDI) stock in New Zealand amounted to **€388 million**, with the service sector being the primary area for investment activities. Currently, **at least 30 Danish companies** are present in New Zealand, primarily operating in the **logistics** and **medical** sectors.

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

- **energy**
- **transport/logistics**
- **agriculture**

aligning with Denmark's investment strengths.

Danish 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 Danish 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

Denmark's exports of food and beverages to New Zealand ranked second among its export sectors in bilateral trade for 2023, totalling about **€47 million**. The leading commodities were **dairy products and bird's eggs** (€19 million) for food items. Beverages, particularly **alcoholic beverages**, accounted for only a small share of exports at €60 thousand.

The FTA ensures **robust protection** for **5 Danish 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 **Danish items** include:



**Wines:** Bornholm wines, Fyn wines, Jylland wines, Sjælland wines



**Food items:** Danablu (cheese)

## Public procurement

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

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

### Royal Danish Embassy

E: [cbramb@um.dk](mailto:cbramb@um.dk)

P: +61 2 6270 5333

W: [australien.um.dk/](http://australien.um.dk/)

### Trade Council of Denmark

W: [australien.um.dk/en/trade-council](http://australien.um.dk/en/trade-council)

**NZ Scandinavia  
Business Association**

W: [www.nzsba.nz/](http://www.nzsba.nz/)

### Enterprise Europe Network

Link to website:

[een.ec.europa.eu/](http://een.ec.europa.eu/)

Local contact points:

[een.ec.europa.eu/local-contact-points/dk](http://een.ec.europa.eu/local-contact-points/dk)

### New Zealand Europe Business Council

E: [info@nzebc.org.nz](mailto:info@nzebc.org.nz)

W: [nzebc.org.nz/](http://nzebc.org.nz/)

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