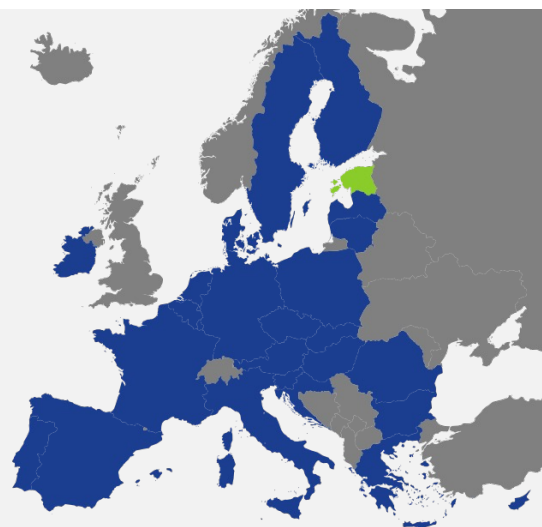


EU-NZ FTA COUNTRY FACTSHEET ESTONIA



Overview of benefits



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



Improves **market access** for Estonian service providers



Protects **distinct Estonian** food and drink products



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



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



Creates opportunities for Estonian **digital firms** to export their services



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



Facilitates Estonian **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Estonia to New Zealand

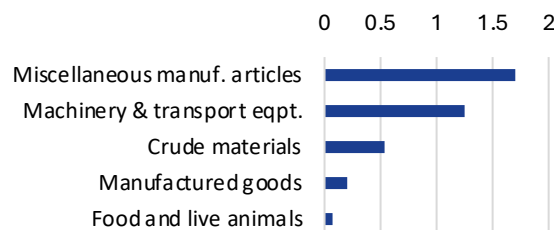


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top exported services from Estonia to New Zealand

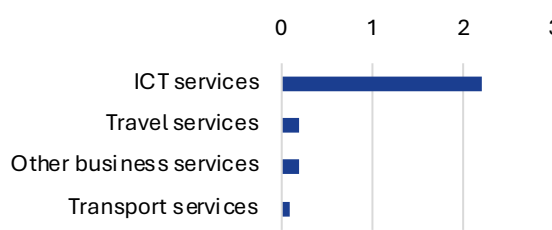


Figure 2: Top exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Estonian goods exports to New Zealand amounted to **€4 million**, led by **miscellaneous manufactured articles**, totalling €1.7 million. This was followed by **machinery and transport equipment** (€1.3 million) and **crude materials** (€0.5 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Estonian firms' competitiveness across these and other sectors.



Miscellaneous manufactured articles

Prefabricated buildings (€1.3 million) are the main exports. This is followed by **miscellaneous articles** (€0.3 million), including sporting goods (€0.1 million); and **professional and scientific instruments** (€0.1 million), dominated by measuring instruments.



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 prefabricated buildings of wood (HS 9406.10.00), previously 5%, is now 0%.



Machinery and transport equipment

Electrical machinery (€0.7 million) are the main exports, including traffic control equipment (€0.4 million). This is followed by **machinery for processing stones and minerals** (€0.2 million) and **power-generating machinery** (€0.1 million), dominated by parts for internal combustion engines.



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 traffic control equipment (HS 8530.80.00), previously 5%, is now 0%.



Crude materials

Cork and wood (€0.5 million) are the sole export for crude materials, and entirely composed of simply worked wood. Non-coniferous wood accounts for the largest share (€0.4 million), followed by coniferous wood (€0.1 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 building material of simply worked stone (HS 6802.29.00), previously 5%, is now 0%.



Trade in services

Estonian service exports amounted to **€2.9 million** in 2022. Of this, the **ICT sector** accounted for the largest share with €2.2 million, dominated by **computer-related services** (€1.9 million).

The agreement facilitates **easier access** for Estonian firms to New Zealand's service market, ensuring a **level playing field** for Estonian 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 Estonian 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 Estonian 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: Investment opportunities for Estonian firms and investors

In 2022, Estonia's foreign direct investment (FDI) stock in New Zealand amounted to **€7.4 million**, according to [Eurostat](#). Currently, a small number of Estonian companies are active in New Zealand.

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

- **green technologies**
- **education**
- **digital services**

aligning with Estonia's investment strengths.

Estonian 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 Estonian 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

Estonia's exports of food and beverages to New Zealand ranked fifth among its export sectors in bilateral trade for 2023, totalling about **€0.1 million**. The leading commodities were **alcoholic beverages** (€60 thousand), including fermented beverages (e.g., cider, perry, mead) (€57 thousand), followed by **yeasts or other dead single-cell micro-organisms** (€57 thousand).

The FTA ensures **robust protection** for **one Estonian spirit** 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 **Estonian items** include:



Spirits: Estonian vodka

Public procurement

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

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