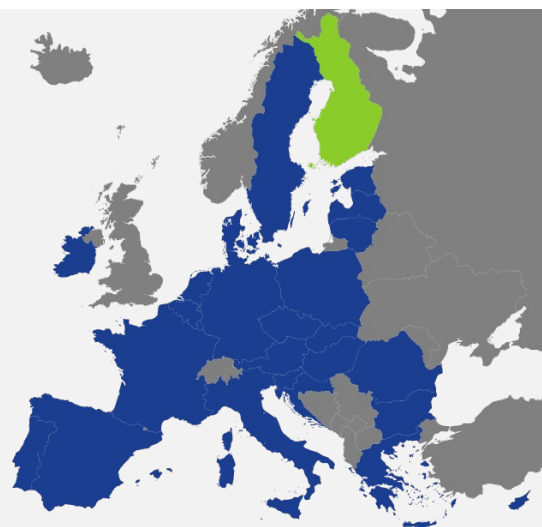


EU-NZ FTA COUNTRY FACTSHEET FINLAND



Overview of benefits



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



Improves **market access** for Finnish service providers



Protects **distinct Finnish** food and drink products



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



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



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



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



Facilitates Finnish **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Finland to New Zealand

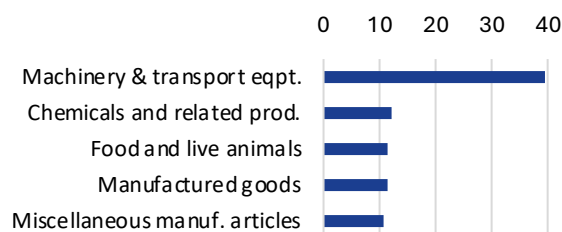


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from Finland to New Zealand

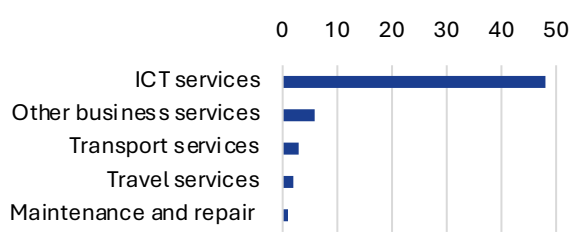


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Finnish goods exports to New Zealand exceeded **€88 million**, led by **machinery and transport equipment**, totalling €39.4 million. This was followed by **chemicals and related products** (€12 million) and **food and live animals** (€11.4 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Finnish firms' competitiveness across these and other sectors.



Machinery and transport equipment

Industry-specific machinery (€20 million), such as tractors (€9 million), are the main exports, followed by **electrical machinery** (€6 million), including static converters (€2 million); and **transport equipment** (€3.7 million), dominated by yachts, rowing-boats, and canoes.



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 self-propelled earth-moving machinery (HS 8430.50.00), previously 5%, is now 0%.



Chemicals and related products

For chemicals and related products, **fertilizers** (€7.5 million) are the top exports. This is followed by **plastics in non-primary forms** (€1.8 million), mainly including plates, sheets, film, or foil (€1.7 million); and **plastics in primary form** (€1.2 million), including propylene copolymers (€0.5 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 flexible plastic tubes, pipes, and hoses (HS 3917.33.00), previously 5%, is now 0%.



Food and live animals

The main exports for food and live animals are **meat and meat preparations** (€11 million), dominated by frozen swine meat. This is followed by **cereals and flour preparations** (€0.3 million), and **frozen vegetables** (€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 ice cream containing alcohol (HS 2106.90.98), previously 5%, is now 0%.



Trade in services

Finnish service exports amounted to **€61 million** in 2022. Of this, the **ICT sector** accounted for the largest share with €48 million, dominated by **computer software services** (€10 million).

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

In 2021, Finland's foreign direct investment (FDI) stock in New Zealand amounted to **€31 million** in the **manufacturing sector**, while the total amount of investments is confidential ([Eurostat](#)). Currently, approximately **10 Finnish companies** are active in New Zealand.

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

- **information and communication technology**
- **machinery & advanced manufacturing (incl. energy)**
- **forestry & agriculture**

aligning with Finland's investment strengths.

Finnish 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 Finnish 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

Finland's combined exports of food and beverages to New Zealand ranked second among its export sectors in bilateral trade for 2023, totalling about **€12 million**. The leading commodities were **meat and meat preparations** (€11 million), dominated by frozen swine meat; followed by **alcoholic beverages** (€1.1 million), dominated by spirits and distilled alcoholic beverages.

The FTA ensures **robust protection** for **two Finnish spirits** 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 **Finnish items** include:



Spirits: Suomalainen Marjalikööri (Finnish berry liqueur), Suomalainen Vodka (Vodka of Finland)

Public procurement

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

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