

EU-NZ FTA COUNTRY FACTSHEET GREECE



Overview of benefits



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



Improves **market access** for Greek service providers



Protects **distinct Greek** food and drink products



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



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



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



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



Facilitates Greek **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Greece to New Zealand

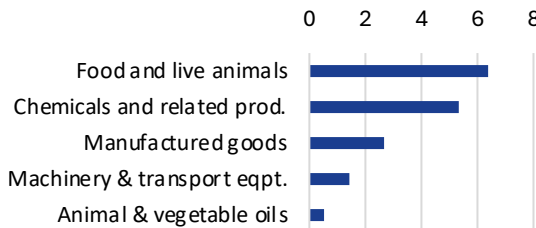


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from Greece to New Zealand

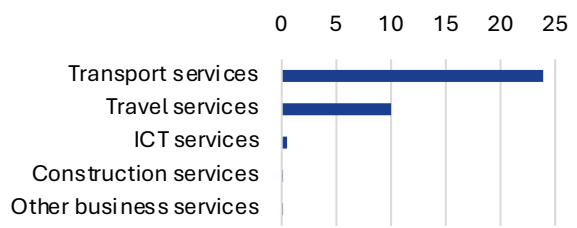


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Greek goods exports to New Zealand exceeded **€17.5 million**, led by **food and live animals**, totalling €6.4 million. This was followed by **chemicals and related products** (€5.3 million) and **manufactured goods** (€2.7 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Greek firms' competitiveness across these and other sectors.



Food and live animals

Vegetables and fruit (€3.3 million) are the main exports for food and live animals. This is followed by **cereals and flour preparations** (€1.5 million), mainly including doughs for bakers' wares (€1.4 million); and **food preparations containing cocoa** (€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 ice cream containing alcohol (HS 2106.90.98), previously 5%, is now 0%.



Chemicals and related products

For chemicals and related products, **medicinal and pharmaceutical products** (€4.5 million) are the top exports. This is followed by **plastics in non-primary forms** (€0.7 million), such as plates, sheets, film, or foil (€0.5 million); and **colouring materials** (€0.2 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 manicure or pedicure preparations (HS 3304.30.00), previously 5%, is now 0%.



Manufactured goods

The main exports in this category are **aluminium manufactures** (€0.8 million), dominated by aluminium plates and sheets. This is followed by **textile yarn and fabric manufactures** (€0.7 million) and **non-metallic mineral manufactures** (€0.4 million), such as marble and travertine (€0.2 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 building material of marble and travertine (HS 6802.21.00), previously 5%, is now 0%.



Trade in services

Greek service exports amounted to **€34.8 million** in 2022. Of this, the **transport sector** accounted for the largest share with €23.9 million, dominated by **sea transport** (€20.3 million).

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

New Zealand is an untapped market for Greek investors with a foreign direct investment (FDI) stock of **€0.8 million** in 2022, according to [Eurostat](#). Currently, **less than 10 Greek companies** are active in New Zealand, primarily operating in the **energy and food & beverage** sector.

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

- **renewable energy**
- **tourism**
- **food and beverage**

aligning with Greece's investment strengths.

Greek 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 Greek 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

Greece's exports of food and beverages to New Zealand ranked first among its export sectors in bilateral trade for 2023, totalling about **€6.5 million**. The leading commodities were **vegetables and fruit** (€3.3 million), mainly including prepared or preserved vegetables (€2.7 million). As for beverages, **alcoholic beverages** (€0.1 million), dominated by wine of fresh grapes were the top exports.

The FTA ensures **robust protection** for **177 Greek 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 **Greek items** include, among others:



Wines: Nemea, Santorini, Naoussa, Samos, Amynteo, Rapsani, Mantinia



Spirits: Ouzo (anise spirit), Tsipouro (grape spirit), Tentoura (cinnamon liqueur)



Food items: Feta (cheese), Elia Kalamatas (olives), Kalamata (olive oil)

Public procurement

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

- **Expanded market access:** Greek 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 Greek companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Greek 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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W: mfa.gr/australia/en/consulate-general-sydney/about-us/sections.html

Enterprise Europe Network

Link to website:

een.ec.europa.eu/

Local contact points:

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

New Zealand Europe Business Council

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W: nzebc.org.nz/

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