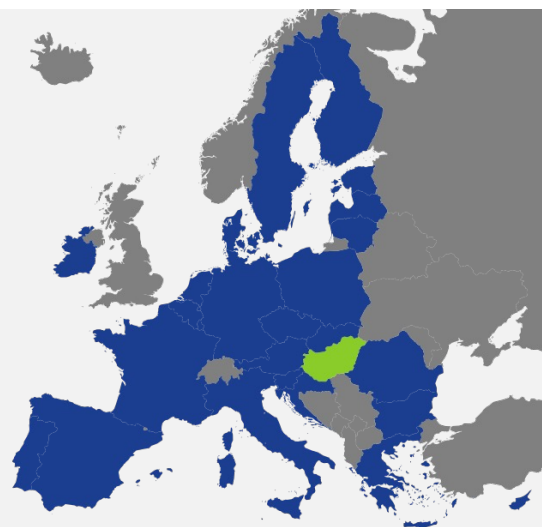


EU-NZ FTA COUNTRY FACTSHEET HUNGARY



Overview of benefits



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



Improves **market access** for Hungarian service providers



Protects **distinct Hungarian** food and drink products



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



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



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



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



Facilitates Hungarian **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Hungary to New Zealand

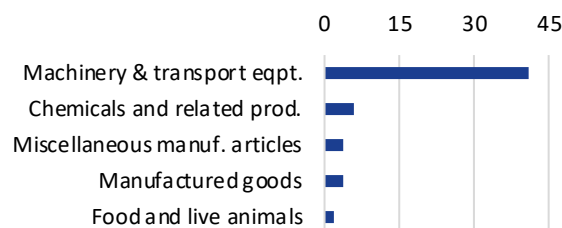


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top exported services from Hungary to New Zealand

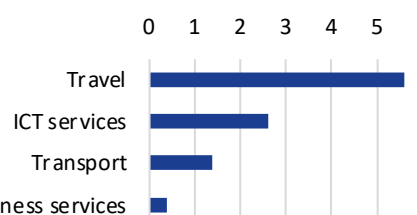


Figure 2: Top exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Hungarian goods exports to New Zealand exceeded **€57 million**, led by **machinery and transport equipment**, totalling over €40 million. This was followed by **chemicals and related products** (€6 million) and **miscellaneous manufactured articles** (€4 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Hungarian firms' competitiveness across these and other sectors.



Machinery and transport equipment

Road vehicles (€31 million) are the main export for machinery and transport equipment, followed by **general industrial machinery** (€4 million), such as pumps, fans, and centrifuges (€3 million); and **office machinery and automated data processing equipment** (€3 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 centrifuges for filtering liquids (HS 8421.21.00), of previously 5%, is now 0%.



Chemicals and related products

For chemicals and related products, **medicinal and pharmaceutical products** (€4 million) are the top exports. This is followed by **chemical materials and products** (€1.6 million), such as disinfectants, etc. (€1.3 million); and **essential oils, perfume, and cleaning preparations** (€0.4 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 pharmaceutical appliances (e.g., ostomy use) (HS 3006.91.00), of previously 5%, is now 0%.



Miscellaneous manufactured articles

The main exports in this category are **miscellaneous articles** (€1.7 million), including plastic-based items (€1 million), followed by **professional and scientific control instruments** (€1 million), mainly including syringes, needles, catheters, etc. (€0.7 million); and **lighting appliances** (€0.9 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 fittings for furniture, coachwork, etc. (HS 3926.30.00), of previously 5%, is now 0%.



Trade in services

Hungarian service exports amounted to **€11 million** in 2022. Of this, **travel-related services** accounted for the largest share with **€5.6 million**.

The agreement facilitates **easier access** for Hungarian firms to New Zealand's service market, ensuring a **level playing field** for Hungarian service providers in sectors such as **information and telecommunications and financial services**. Additionally, the FTA includes advanced provisions for the **movement of business professionals**, allowing Hungarian 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 Hungarian 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 currently an untapped market for Hungarian investors, despite a steady increase in overall outward foreign investment.

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

- **mining and quarrying**
- **financial services and consulting**
- **vehicle production and related services**

aligning with Hungary's investment strengths.

Figure 3: Investment opportunities for Hungarian firms and investors

Hungarian 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 Hungarian 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

Hungary's exports of food and beverages to New Zealand ranked fifth among its export sectors in bilateral trade for 2023, totalling about **€1.8 million**.

The FTA ensures **robust protection** for **48 Hungarian 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 **Hungarian items** include, among others:



Wines: Tokaji wines, Egri wines, Szekszárdi wines



Spirits: Békési Szilvapálinka (plum brandy), Szabolcsi Almapálinka (apple brandy)



Food items: Szegedi paprika (ground paprika)

Public procurement

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

- **Expanded market access:** Hungarian firms now have **broadier 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 Hungarian companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Hungarian 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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Enterprise Europe Network

Link to website:
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Local contact points:
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Please refer to the [EU-NZ FTA SME Guide](#) for more information