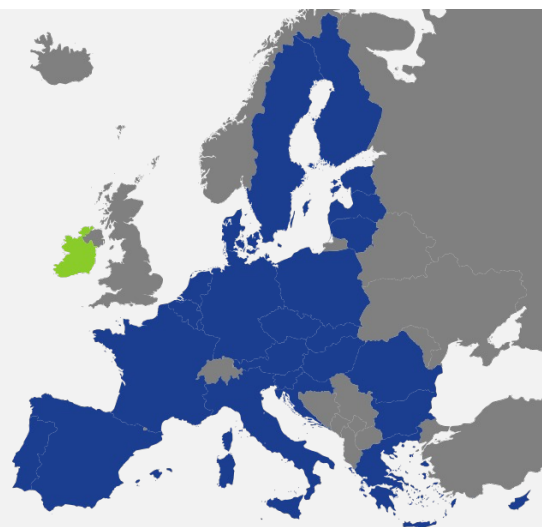


## EU-NZ FTA COUNTRY FACTSHEET IRELAND



### Overview of benefits



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



Improves **market access** for Irish service providers



Protects **distinct Irish** food and drink products



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



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



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



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



Facilitates Irish **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Ireland to New Zealand

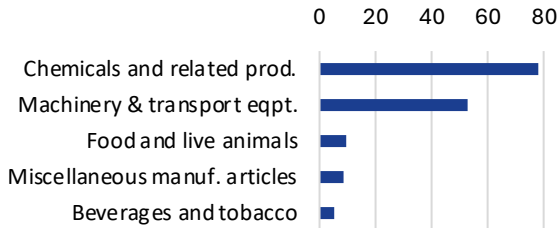


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Irish service exports to New Zealand 2018-2022

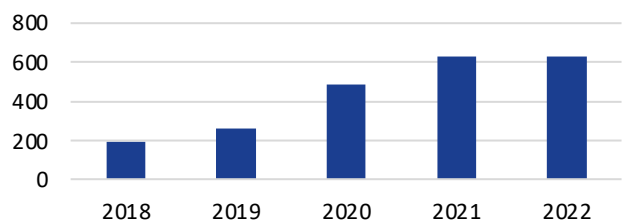


Figure 2: Exported services in million Euros, 2018-2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Irish goods exports to New Zealand exceeded **€150 million**, led by **chemicals and related products**, totalling over €77 million. This was followed by **machinery and transport equipment** (€53 million) and **food and live animals** (€9 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Irish firms' competitiveness across these and other sectors.



### Chemicals and related products

**Medicinal and pharmaceutical products** (€73 million) are the top exports, mainly including medicaments (€64 million). This is followed by **plastics in non-primary forms** (€1.6 million), dominated by plates, sheets, film, or foil; and **organic chemicals** (€1.4 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), previously 5%, is now 0%.



### Machinery and transport equipment

**General industrial machinery** (€32 million) are the main exports, mainly including cranes (€24 million). This is followed by **industry-specific machinery** (€9 million), such as agricultural machinery (€7 million); and **office machinery and automated data processing equipment** (€5 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 lifting equipment, including cranes (HS 8426.19.00), previously 5%, is now 0%.



### Food and live animals

As for food and live animals, **dairy products and bird's eggs** (€5 million) are the main exports, mainly including cheese and curd (€3 million). This is followed by **meat and meat preparations** (€3 million) and **coffee, tea, and cocoa manufactures** (€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 edible ice mixtures containing alcohol (HS 2106.90.98), previously 5%, is now 0%.



## Trade in services

Irish service exports amounted to **€628 million** in 2022. This represents a significant increase in service exports compared to **€196 million** in 2018.

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

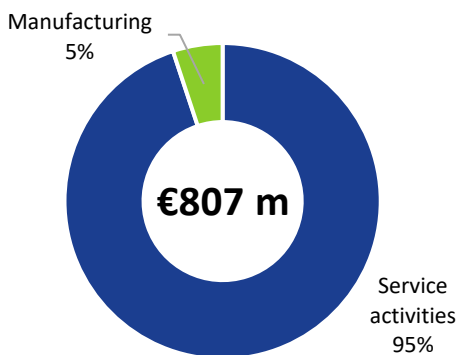


Figure 3: Irish FDI stock in New Zealand, 2022  
(Source: [Eurostat](#))

In 2022, Ireland's foreign direct investment (FDI) stock in New Zealand amounted to **€807 million**, with the service sector being the primary area for investment activities. Currently, about **200 Irish companies** are active in New Zealand, spanning a wide range of activities.

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

- **agricultural technology**
- **financial technology**
- **medical technology**

aligning with Ireland's investment strengths.

Irish 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 Irish 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

Ireland's exports of food and beverages to New Zealand ranked third among its export sectors in bilateral trade for 2023, totalling over **€14 million**. The leading commodities were **dairy products and bird's eggs** (€5 million) for food items, and **alcoholic beverages** (€5 million), including **Whiskey** (€3 million) for beverage items.

The FTA ensures **robust protection** for **3 Irish 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 **Irish items** include:



**Spirits:** Irish Whiskey (grain spirit), Irish Poteen (distilled spirit usually from milk whey or potatoes), and Irish Cream (liqueur containing whiskey and cream)

## Public procurement

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

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

### Embassy of Ireland

E: [WellingtonEmbassy@dfa.ie](mailto:WellingtonEmbassy@dfa.ie)

P: +64 (0) 4 471 2252

W: [www.ireland.ie/en/new-zealand/wellington/](http://www.ireland.ie/en/new-zealand/wellington/)

### Enterprise Ireland

W: [www.enterprise-ireland.com/en/](http://www.enterprise-ireland.com/en/)

### Irish Business Network of New Zealand

W: [www.ibnnz.com/](http://www.ibnnz.com/)

### 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/ie](http://een.ec.europa.eu/local-contact-points/ie)

### New Zealand Europe Business Council

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

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