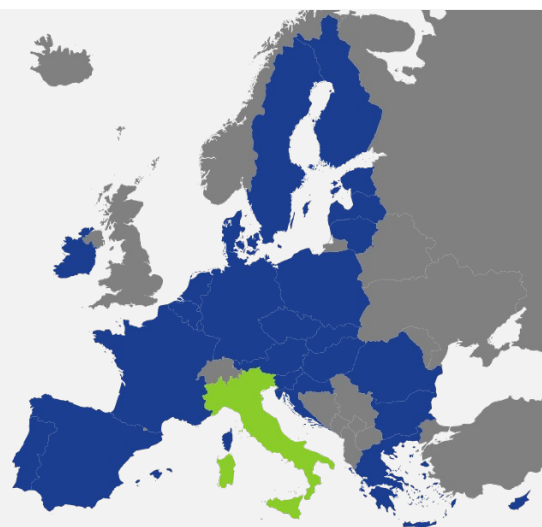


## EU-NZ FTA COUNTRY FACTSHEET ITALY



### Overview of benefits



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



Improves **market access** for Italian service providers



Protects **distinct Italian** food and drink products



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



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



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



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



Facilitates Italian **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Italy to New Zealand

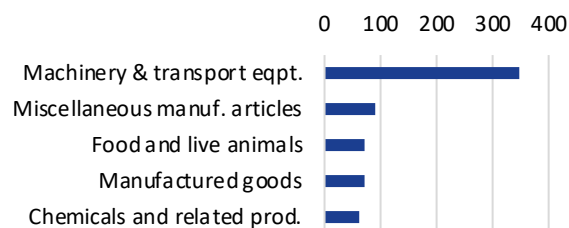


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top-5 exported services from Italy to New Zealand

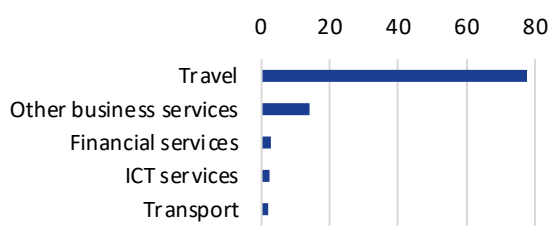


Figure 2: Top-5 exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Italian goods exports to New Zealand exceeded **€670 million**, led by **machinery and transport equipment**, totalling over €346 million. This was followed by **miscellaneous manufactured articles** (€91 million) and **food and live animals** (€70 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Italian firms' competitiveness across these and other sectors.



### Machinery and transport equipment

**General industrial machinery** (€114 million) are the main exports, including packing and wrapping machinery (€13 million). This is followed by **road vehicles** (€88 million) and **industry-specific machinery** (€79 million), such as agricultural machinery (€12 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 motorhomes (HS 8703.32.11), previously 10%, is now 0%.



### Miscellaneous manufactured articles

The main exports in this category are **furniture and parts thereof** (€14 million), including seats (€7 million). This is followed by **professional and scientific control instruments** (€12 million), such as measuring instruments (€8 million); and **articles of apparel and clothing accessories** (€11 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 handbags of leather (HS 4202.21.00), previously 5%, is now 0%.



### Food and live animals

As for food and live animals, **vegetables and fruit** (€29 million) are the top exports, including prepared/preserved tomatoes (€16 million). This is followed by **cereals and flour preparations** (€16 million), such as pasta (€11 million); and **dairy products and bird's eggs** (€10 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 shelled beans (HS 2005.51.00), previously 5%, is now 0%.



## Trade in services

Italian service exports amounted to **€103 million** in 2022. Of this, **travel-related services** accounted for the largest share with €78 million.

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

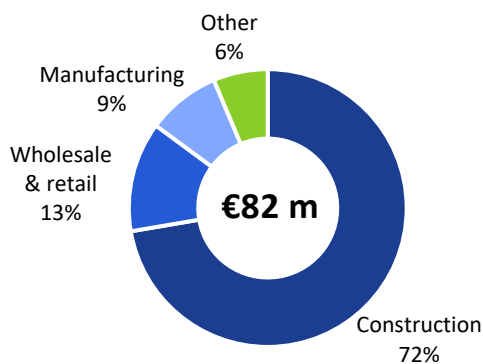


Figure 3: Italian FDI stock in New Zealand, 2021  
(Source: [Eurostat](#))

In 2021, Italy's foreign direct investment (FDI) stock in New Zealand amounted to **€82 million**, with the construction sector being the primary area for investment activities. Currently, about **40 Italian companies** are active in New Zealand, primarily carrying out **construction, retail, and machinery servicing** activities.

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

- **construction**
- **machinery services**
- **agricultural technology**

aligning with Italy's investment strengths.

Italian 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 Italian 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

Italy's exports of food and beverages to New Zealand ranked third among its export sectors in bilateral trade for 2023, totalling about **€85 million**. The leading commodities were **vegetables and fruit** (€29 million) for food items and **alcoholic beverages** (€12 million), including **wine of fresh grapes** (€10 million), for drink items.

The FTA ensures **robust protection** for **579 Italian 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 **Italian items** include, among others:



**Wines:** Veneto wines, Montecucco Sangiovese, Chianti, Brunello di Montalcino



**Spirits:** Grappa (pomace brandy), Brandy Italiano (wine spirit)



**Food items:** Parmigiano Reggiano (cheese), Mortadella Bologna (pork sausage)

## Public procurement

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

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

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P: +64 (0) 4 473 5339

W: [ambwellington.esteri.it/en/](http://ambwellington.esteri.it/en/)

### The Italian Chamber of Commerce in New Zealand

E: [info@iccnz.com](mailto:info@iccnz.com)

W: [iccnz.com/](http://iccnz.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/it](http://een.ec.europa.eu/local-contact-points/it)

### New Zealand Europe Business Council

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

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

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