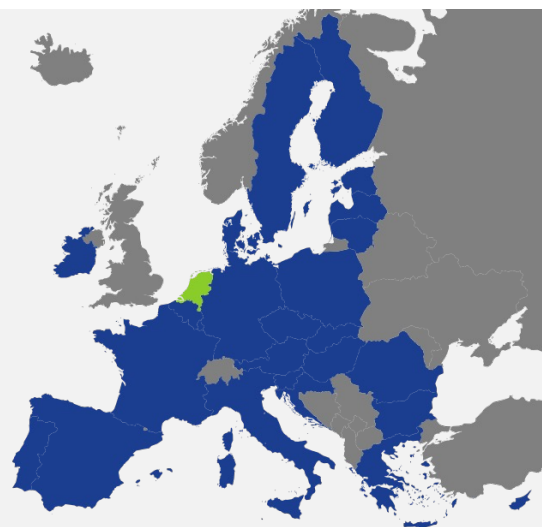


EU-NZ FTA COUNTRY FACTSHEET THE NETHERLANDS



Overview of benefits



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



Improves **market access** for Dutch service providers



Protects **distinct Dutch** food and drink products



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



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



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



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



Facilitates Dutch **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from the Netherlands to New Zealand

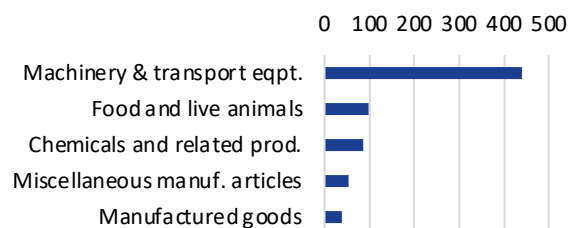


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from the Netherlands to New Zealand

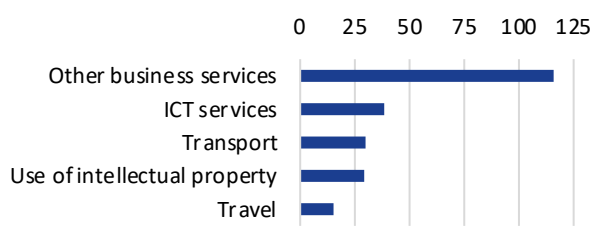


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Dutch goods exports to New Zealand exceeded **€760 million**, led by **machinery and transport equipment**, totalling €440 million. This was followed by **food and live animals** (€99 million) and **chemicals and related products** (€86 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Dutch firms' competitiveness across these and other sectors.



Machinery and transport equipment

Power-generating machinery and equipment (€202 million) are the main exports, mainly including parts for turbojets (€180 million). This is followed by **general industrial machinery** (€83 million), such as lifting, loading, and handling equipment (€10 million); and **road vehicles** (€70 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 part of air conditioning machines (HS 8415.90.00), previously 5%, is now 0%.



Food and live animals

Sugars, sugar preparations, and honey (€17 million) are the top exports, mainly including sugar syrup (€13 million). This is followed by **vegetables and fruit** (€17 million), dominated by prepared or preserved potatoes; and **miscellaneous edible products and preparations** (€17 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%.



Chemicals and related products

Medicinal and pharmaceutical products (€57 million) are the top exports. This is followed by **chemical materials and products** (€7 million), such as diagnostic or laboratory reagents (€4 million); and **plastics in non-primary forms** (€5 million), dominated by plates, sheets, film, or foil.



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%.



Trade in services

Dutch service exports amounted to **€249 million** in 2022. Of this, **business services** accounted for the largest share with €116 million, dominated by **technical and trade-related services** (€66 million).

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

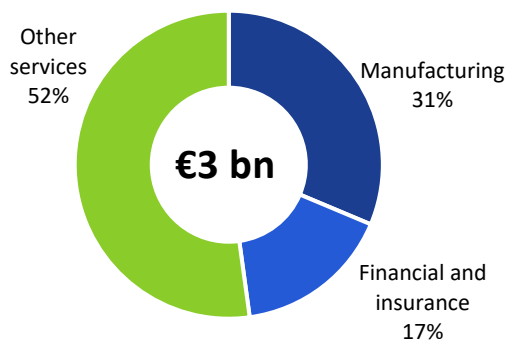


Figure 3: Dutch FDI stock in New Zealand, 2022
(Source: [Eurostat](#))

In 2022, the Netherlands's foreign direct investment (FDI) stock in New Zealand amounted to **€3 billion**, with the service sector being the primary area for investment activities. Currently, about **50 Dutch companies** are active in New Zealand, primarily carrying out **recruiting, financial, and technical service** activities.

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

- **agricultural technology**
- **green technologies and water management**
- **consulting and IT services**

aligning with the Netherlands' investment strengths.

Dutch 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 Dutch 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

The Netherlands' exports of food and beverages to New Zealand ranked second among its export sectors in bilateral trade for 2023, totalling about **€120 million**. The leading commodities were **sugars, sugar preparations, and honey** (€17 million) for food items, and **non-alcoholic beverages** (€12 million), dominated by **waters containing added sugars or sweeteners** for beverage items.

The FTA ensures **robust protection** for **16 Dutch 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 **Dutch items** include, among others:



Wines: Gelderland wines, Limburg wines, Noord-Brabant wines, Zeeland wines



Food items: Edam Holland, Gouda Holland, Hollandse geitenkaas (all cheese)

Public procurement

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

- **Expanded market access:** Dutch 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 Dutch companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Dutch 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:
een.ec.europa.eu/
Local contact points:
een.ec.europa.eu/local-contact-points/nl

New Zealand Europe Business Council

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