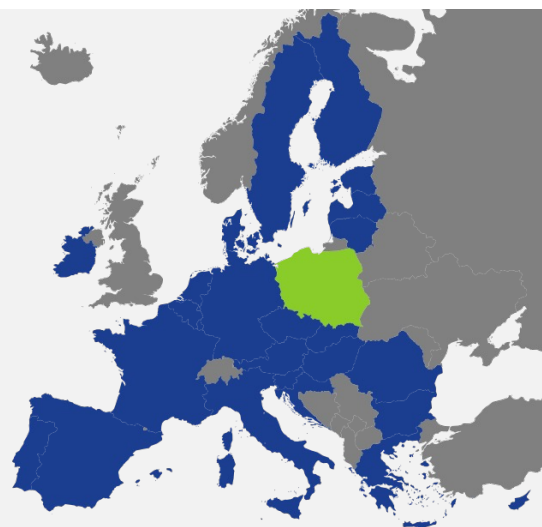


## EU-NZ FTA COUNTRY FACTSHEET POLAND



### Overview of benefits



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



Improves **market access** for Polish service providers



Protects **distinct Polish** food and drink products



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



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



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



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



Facilitates Polish **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Poland to New Zealand

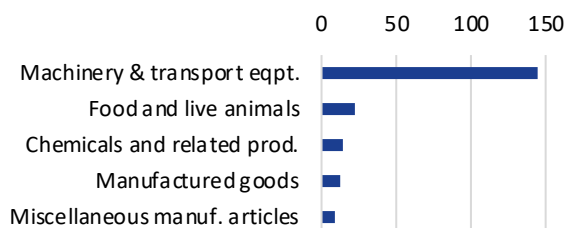


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top-5 exported services from Poland to New Zealand

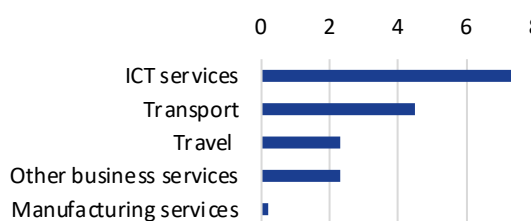


Figure 2: Top-5 exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Polish goods exports to New Zealand exceeded **€200 million**, led by **machinery and transport equipment**, totalling over €140 million. This was followed by **food and live animals** (€22 million) and **chemicals and related products** (€14 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Polish firms' competitiveness across these and other sectors.



### Machinery and transport equipment

**Power-generating machinery and equipment** (€82 million) are the main exports, dominated by parts for turbojets. This is followed by **road vehicles** (€25 million) and **electrical machinery, apparatus, appliances** (€15 million), including household-type laundry equipment (€4 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 8703.80.10), previously 10%, is now 0%.



### Food and live animals

As for food and live animals, **meat and meat preparations** (€8 million) are the top exports. This is followed by **dairy products and bird's eggs** (€3 million), mainly including fresh, dried or otherwise preserved eggs (€2.5 million); and **coffee, tea, and cocoa manufactures** (€3 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

For chemical and related products, **essential oils, perfume, and cleaning preparations** (€8 million) are the top exports, followed by **plastics in non-primary forms** (€2 million), dominated by tubes, pipes, and hoses; and **medicinal and pharmaceutical products** (€1 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 surfacing preparations for walls and facades (HS 3214.90.00), previously 5%, is now 0%.



## Trade in services

Polish service exports amounted to **€17 million** in 2022. Of this, the **ICT sector** accounted for the largest share with €7.3 million, dominated by **computer services** (€7 million).

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

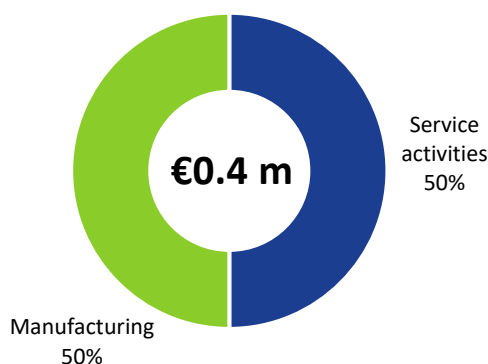


Figure 3: Polish FDI stock in New Zealand, 2021  
(Source: [Eurostat](#))

In 2021, Poland's foreign direct investment (FDI) stock in New Zealand amounted to **€0.4 million**, with the service and manufacturing sector being the primary areas for investment activities. Currently, a small number of Polish subsidiaries are active in New Zealand.

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

- **green technologies**
- **information and communication technologies**
- **construction**

aligning with Poland's investment strengths.

Polish 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 Polish 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

Poland's exports of food and beverages to New Zealand ranked second among its export sectors in bilateral trade for 2023, totalling over **€22 million**. The leading commodities were **meat and meat preparations** (€8 million) for food items, and **non-alcoholic beverages** (€0.3 million), dominated by **waters containing added sugars or sweeteners** for beverage items.

The FTA ensures **robust protection** for **2 Polish 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 **Polish items** include:



**Spirits:** Herbal vodka from the North Podlasie Lowland aromatised with an extract of bison grass, and Polska Wódka/Polish Vodka

## Public procurement

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

- **Expanded market access:** Polish firms now have **broad 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 Polish companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Polish 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 the Republic of Poland

E: [wellington.amb.sekretariat@msz.gov.pl](mailto:wellington.amb.sekretariat@msz.gov.pl)  
P: +64 (0) 4 499 7844  
W: [www.gov.pl/web/newzealand/embassy](http://www.gov.pl/web/newzealand/embassy)

### Polish-New Zealand Business Association

E: [secretary@polanz.nz](mailto:secretary@polanz.nz)  
W: [polanz.nz/](http://polanz.nz/)

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

### 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