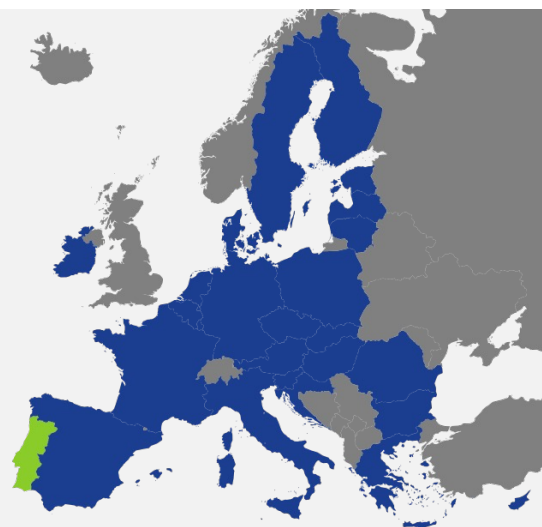


## EU-NZ FTA COUNTRY FACTSHEET PORTUGAL



### Overview of benefits



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



Improves **market access** for Portuguese service providers



Protects **distinct Portuguese** food and drink products



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



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



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



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



Facilitates Portuguese **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Portugal to New Zealand

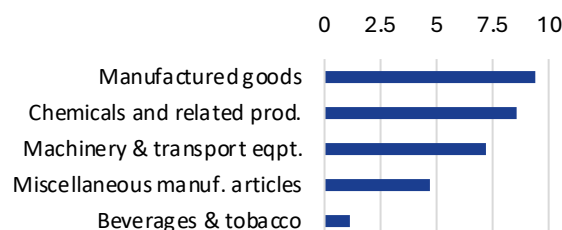


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Portuguese service exports to New Zealand 2018-2022

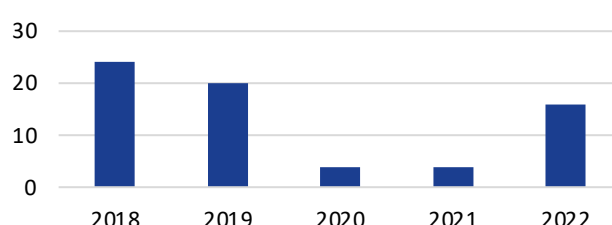


Figure 2: Exported services in million Euros, 2018-2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Portuguese goods exports to New Zealand amounted to **€32.6 million**, led by **manufactured goods**, totalling €9.3 million. This was followed by **chemicals and related products** (€8.5 million) and **machinery and transport equipment** (€7.2 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Portuguese firms' competitiveness across these and other sectors.



### Manufactured goods

**Textile yarn and fabrics** (€3.4 million) are the main exports for manufactured goods. This is followed by **manufactures of metals** (€2 million), such as structural metal building parts (€0.9 million); and **non-metallic mineral manufactures** (€1.1 million), including ceramic tableware (€0.4 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 woven fabrics (HS 5806.39.00), previously 5%, is now 0%.



### Chemicals and related products

For chemicals and related products, **plastics in non-primary forms** (€7.3 million) are the top exports, mainly including plates, sheets, film, or foil (€7.2 million). This is followed by **perfumery and cosmetic preparations** (€0.4 million) and **organic chemicals** (€0.2 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 beauty or make-up preparations (HS 3304.99.00), previously 5%, is now 0%.



### Machinery and transport equipment

**Road vehicles** (€3.5 million) are the main exports for machinery and transport equipment. This is followed by **industrial machinery** (€0.9 million), including heating and cooling equipment (€0.6 million); and **electrical equipment** (€0.6 million), mainly including static converters (€0.5 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 passenger boarding bridges for airports (HS 8479.71.00), previously 5%, is now 0%.



## Trade in services

Portuguese service exports amounted to **€16 million** in 2022. This represents an increase in service exports following a decline during the COVID-19-affected years. Of this, the **tourism sector** accounted for the largest share with €13 million.

The agreement facilitates **easier access** for Portuguese firms to New Zealand's service market, ensuring a **level playing field** for Portuguese 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 Portuguese 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 Portuguese 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 an untapped market for Portuguese investors, with currently a small number of Portuguese companies active in New Zealand.

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

- **textiles and fabrics**
- **software services**
- **renewable energy**

aligning with Portugal's investment strengths.

Figure 3: Investment opportunities for Portuguese firms and investors

Portuguese 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 Portuguese 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

Portugal's exports of food and beverages to New Zealand ranked fifth among its export sectors in bilateral trade for 2023, totalling about **€2.2 million**. The leading commodities were **alcoholic beverages** (€1.1 million), dominated by wine of fresh grapes; followed by **vegetables and fruit** (€0.5 million), including tomatoes (€0.3 million).

The FTA ensures **robust protection** for **68 Portuguese 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 **Portuguese items** include, among others:



**Wines:** Vinho Verde, Douro, Alentejano, Lisboa, Bairrada, Algarve



**Spirits:** Aguardente Bagaceira Bairrada (pomace brandy), Poncha da Madeira (sugarcane rum)



**Food items:** Salpicão de Vinhais (meat), Azeite do Alentejo Interior (oil), Mel dos Açores (honey)

## Public procurement

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

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

E: [camberra@mne.pt](mailto:camberra@mne.pt)

P: +61 2 6260 4970

W: [camberra.](#)

[embaixadaportugal.mne.gov.pt/en/](http://embaixadaportugal.mne.gov.pt/en/)

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

### 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