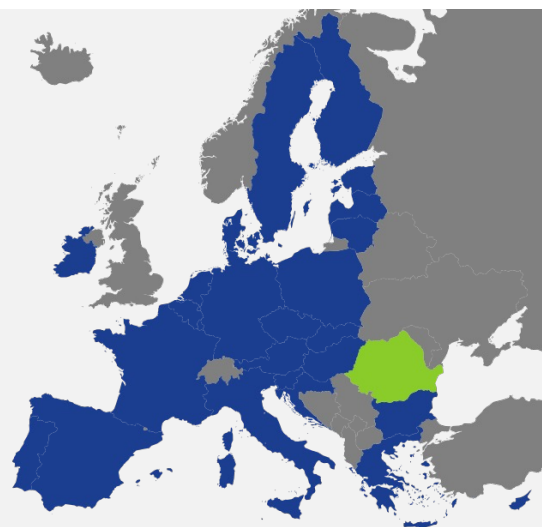


# EU-NZ FTA

## COUNTRY FACTSHEET

### ROMANIA



## Overview of benefits



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



Improves **market access** for Romanian service providers



Protects **distinct Romanian** food and drink products



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



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



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



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



Facilitates Romanian **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Romania to New Zealand

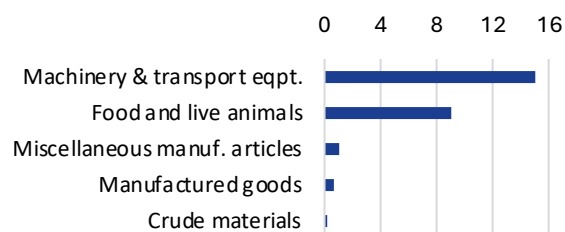


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top exported services from Romania to New Zealand

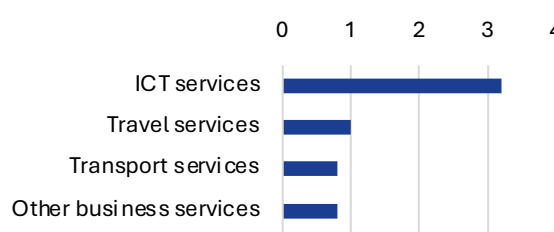


Figure 2: Top exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Romanian goods exports to New Zealand exceeded **€26.1 million**, led by **machinery and transport equipment**, totalling €15 million. This was followed by **food and live animals** (€9 million) and **miscellaneous manufactured articles** (€1 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Romanian firms' competitiveness across these and other sectors.



### Machinery and transport equipment

**Road vehicles** (€12 million) are the main export for machinery and transport equipment, followed by **electrical apparatus** (€1.8 million), such as switches, relays, and fuses (€0.8 million); and **power-generating machinery** (€0.4 million), dominated by steam-generating boilers.



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 other electrical sound and image equipment (HS 8543.70.90), previously 5%, is now 0%.



### Food and live animals

For the category food and live animals, **cereals and flour preparations** are the sole exports (€9 million), mainly including unmilled maize (€8.4 million), followed by bakers' wares, such as bread (€0.5 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 filled food preparations containing cocoa (HS 1806.31.00), previously 5%, is now 0%.



### Miscellaneous manufactured articles

**Footwear** (€0.4 million) is the main export. This is followed by **miscellaneous articles** (€0.3 million), including parachutes and rotachutes (€0.2 million); and **apparel and clothing articles** (€0.2 million), such as knitted and crocheted shirts (€0.1 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 upholstered seats with metal frames (HS 9401.71.00), previously 5%, is now 0%.



## Trade in services

Romanian service exports amounted to **€5.9 million** in 2022. Of this, the **ICT sector** accounted for the largest share with €3.2 million, dominated by **computer-related services** (€3.2 million).

The agreement facilitates **easier access** for Romanian firms to New Zealand's service market, ensuring a **level playing field** for Romanian 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 Romanian 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 Romanian 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: Investment opportunities for Romanian firms and investors

Romanian 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 Romanian 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](#).

New Zealand is an untapped market for Romanian investors. Currently a small number of Romanian companies are active in New Zealand, operating in the **ICT** and **energy efficiency** space.

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

- **renewable energy**, particularly **geothermal energy**
- **food processing**
- **transportation and logistics**

aligning with Romania's investment strengths.

## Agriculture & Geographical Indications

Romania's exports of food and beverages to New Zealand ranked second among its export sectors in bilateral trade for 2023, totalling about **€9 million**. The leading commodities were **cereals and flour preparations** (€9 million), including **unmilled maize** (€8.4 million); and **bakers' wares**, such as bread (€0.5 million).

The FTA ensures **robust protection** for **56 Romanian 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 **Romanian items** include, among others:



**Wines:** Recaș, Târnave, Cotnari, Banat, Dealurile Transilvaniei



**Spirits:** Țuică de Argeș (plum brandy), Pălincă (fruit spirit), Vinars Murfatlar (grape brandy)



**Food items:** Telemea de Ibănești (cheese), Salam de Sibiu (pork sausage)

## Public procurement

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

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

E: [canberra@mae.ro](mailto:canberra@mae.ro)

P: +61 2 6286 2343

W: [canberra.mae.ro/](http://canberra.mae.ro/)

### Honorary Consulate of Romania in Auckland

E: [marian.ioan@rocons.nz](mailto:marian.ioan@rocons.nz)

W: [mae.ro/en/romanian-missions/38539](http://mae.ro/en/romanian-missions/38539)

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

### 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