

# Digital

**7%** of Taranaki's export businesses were from the Digital sector\*

**67%** 

Less than \$1m turnover

**50%** 

Exports make up more than 80% of company revenue

**70%** 

Under 10 staff



Software as a Service



AgriTech



EnergyTech



EdTech



TourismTech

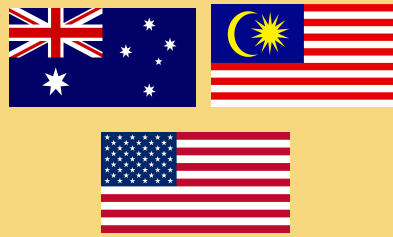


MarineTech

## Most Profitable Export Country

**Australia**

## Top Export Countries



Australia, Malaysia, USA

## Biggest Growth Potential

**Australia**

## Main Distribution Channel

Direct to Customer 26%



**100%** said that their export earnings have increased

## Main Transportation Channel



Virtual Platform 80%

\*The Taranaki Export Map Study involved 117 local exporters

