

Taranaki Export Summary: 2019

*The Taranaki Export Map Study involved 117 local exporters

Who are Taranaki's Exporters?



52%

Under 10 Staff

36%

Under \$1m Turnover

83%

Based in the New Plymouth District

75%

Sell Products

45%

Exporting for Under 10 Years



Manufacturing

21%



Food & Beverage

21%



Agriculture & Horticulture

15%



Professional & Retail

14%



Energy & Engineering

13%



Education

9%



Digital

7%

How are they Exporting?



Transport Used Within NZ

New Zealand Ports Used (%)

Auckland 47

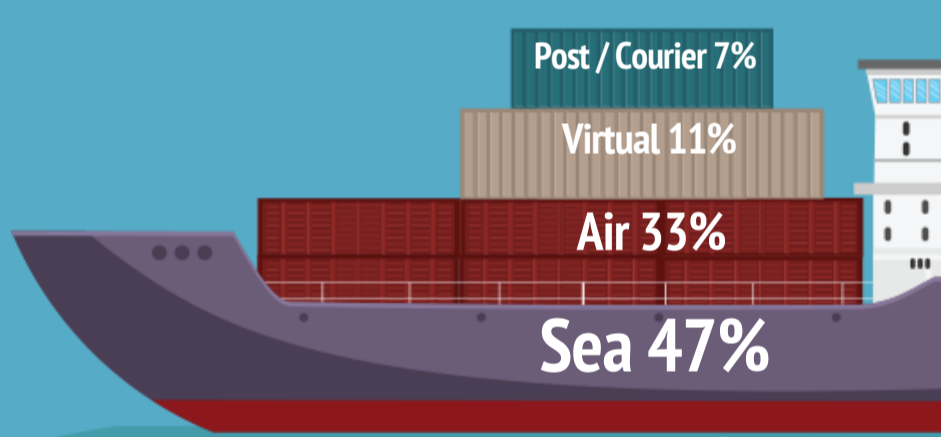
Tauranga 35

Wellington 9

New Plymouth 6

Distribution Channels Used

- Direct to the Customer 26%
- Wholesaler/Distributor 17%
- Sales Agent/Representative 12%
- Website 10%
- In Country Staff 7%



Transport Used to Export Offshore

Where are they Exporting?

Taranaki's Top 10	New Zealand's Top 10
AUSTRALIA	CHINA
USA	AUSTRALIA
JAPAN	USA
CHINA	JAPAN
UK	UK
SINGAPORE	KOREA
KOREA	HONG KONG
FIJI	GERMANY
GERMANY	INDIA
HONG KONG	SINGAPORE

Taranaki businesses are exporting to **82 countries**

Biggest Growth Potential

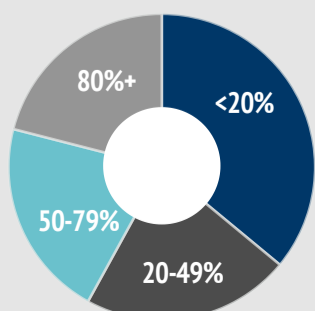


Taranaki's Most Profitable Export Countries



Our Exports Are Growing

How Much Company Revenue is From Exports



56%

said that their export earnings have increased

Key Export Strategies

- Offer quality customer service
- Have a quality product that's innovative
- Be customer focused
- Undertake thorough market research
- Develop strong relationships with agents/distributors