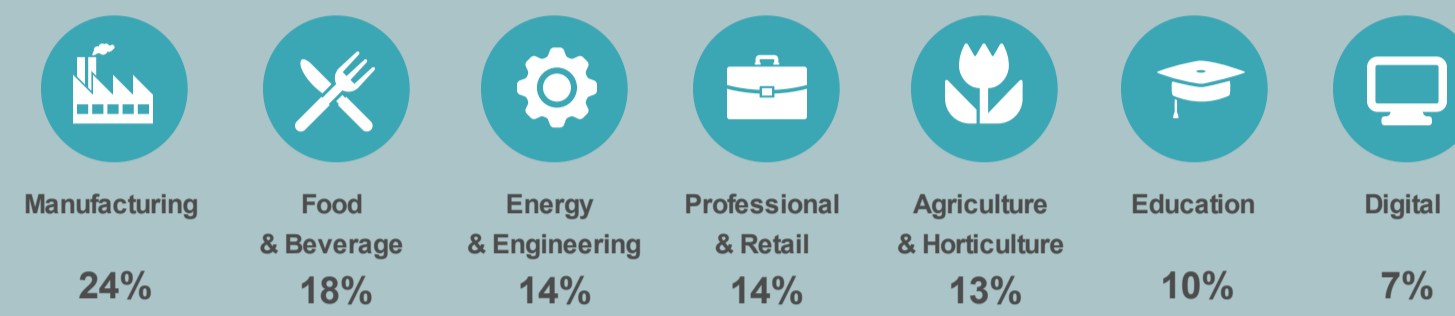


Taranaki Export Summary



*The Taranaki Export Map Study involved 100 local exporters

Who are Taranaki's Exporters?



How are they Exporting?

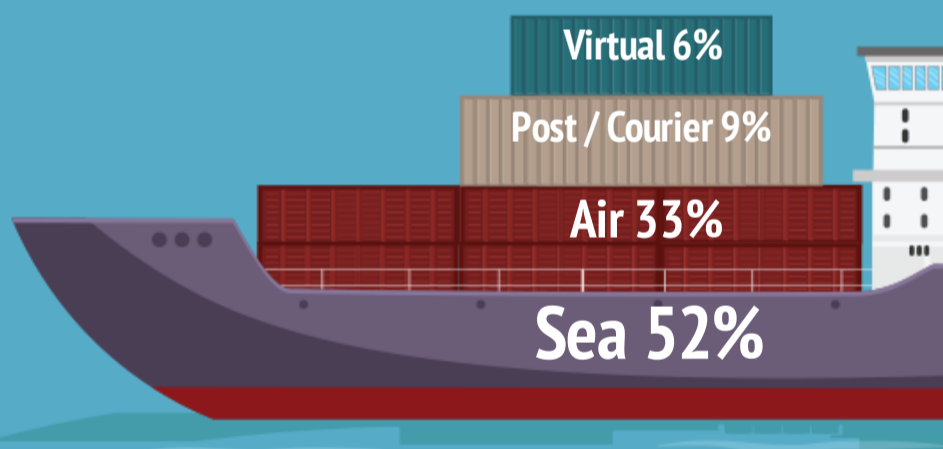
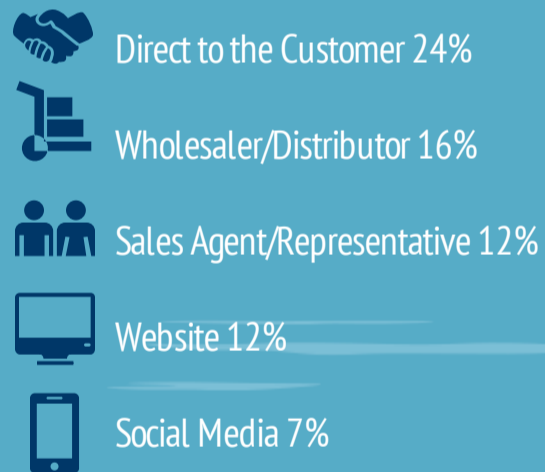


Transport Used Within NZ

New Zealand Ports Used (%)

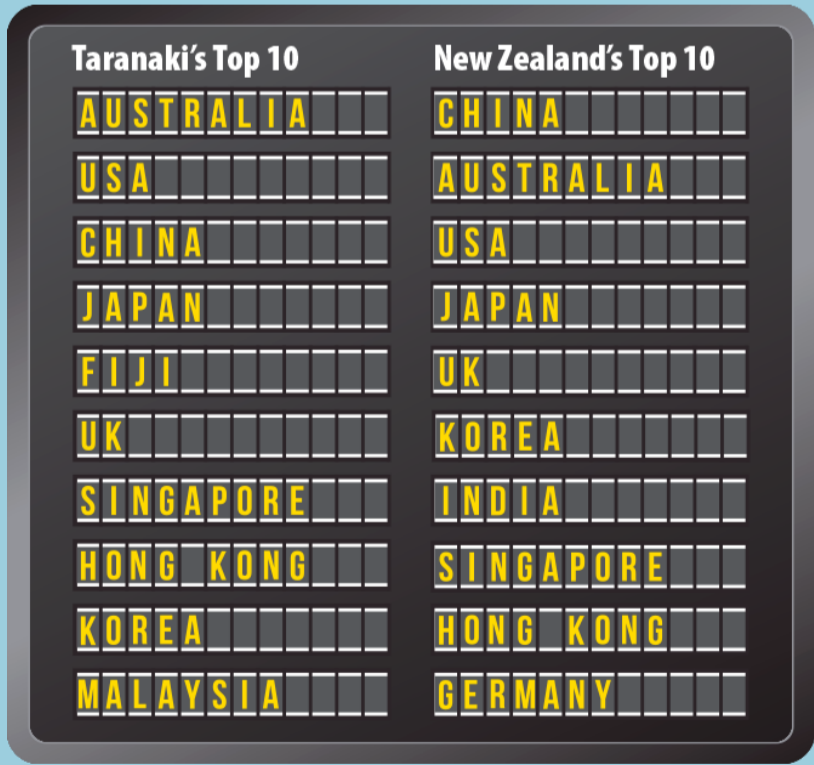


Distribution Channels Used



Transport Used to Export Offshore

Where are they Exporting?



Taranaki businesses are exporting to **76 countries**

Biggest Growth Potential

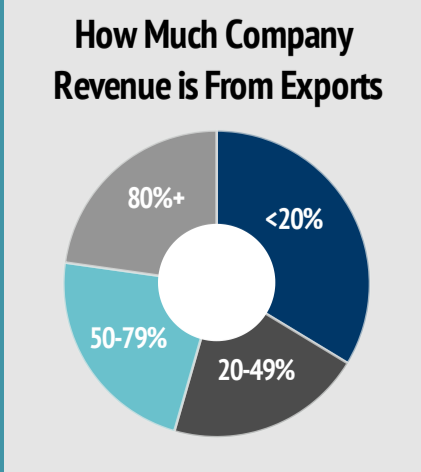


Taranaki's Most Profitable Export Countries



Our Exports Are Growing

65% 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