

ECONOMIC OVERVIEW

GDP (Purchasing power parity)

\$123.3 billion (2011 est.)

Inflation rate

4.5% (2011 est.)

Agriculture products

Dairy products, lamb and mutton; wheat, barley, potatoes, pulses, fruits, vegetables; wool, beef; fish.

Industries

Food processing, wood and paper products, textiles, machinery, transportation equipment, banking and insurance, tourism, mining.

Exports

\$40.92 billion (2011 est.)

Export commodities

Dairy products, meat, wood and wood products, fish, machinery.

Export partners

Australia 23.1%, China 11.2%, US 8.6%, Japan 7.8% (2010)

Imports

\$30 billion (2010 est.)

Import commodities

Machinery and equipment, vehicles and aircraft, petroleum, electronics, textiles, plastics.

Import partners

Australia 18.1%, China 16%, US 10.5%, Japan 7.4%, Germany 4.1%, Pakistan 0.13% (2010)

(Source: CIA Factbook-www.cia.gov)

DOING BUSINESS IN NEW ZEALAND

New Zealand's entrepreneurial environment is the most efficient and competitive. Start-up companies enjoy great flexibility under licensing and other regulatory frameworks. With no minimum capital required for launching a company, it takes only one day to start a business. Flexible labor regulations facilitate a dynamic labor market, increasing overall productivity. Monetary stability is well maintained.

TARIFF & NON TARIFF BARRIERS

The trade weighted average tariff rate is competitively low at 1.6 percent, and non-tariff barriers are nominal.

BANKING SYSTEM

There are very few limitations on investment activities, and foreign investment has been actively encouraged. The well-developed financial sector offers a wide range of financing instruments. Overall financial regulations are prudent and transparent. Banks remain well-capitalized and stable.

(Source: www.heritage.org as on June 2012)

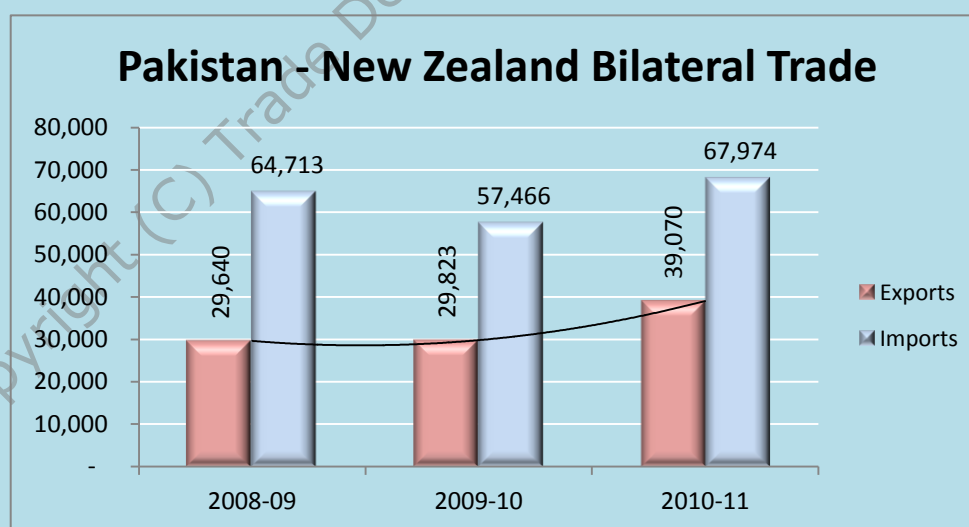
PAKISTAN - NEW ZEALAND BILATERAL TRADE

The table below illustrates the pattern of trade during the last 03 years. The statistical data of bilateral trade reveals that our exports have increased from US\$ 29.6M in 2008-09 to 39M in 2010-11 indicating an increase of 31.8%. Our imports from New Zealand have also increased from US\$ 64.7M in 2008-09 to 67.9M in 2010-11 indicating a decrease of 5.03% during last three years. As the table shows Pakistan has negative trade balance with New Zealand. Our major exporting products to New Zealand are textiles, rice, cotton, articles of apparel, leather, products, sports goods, carpets etc. Our major importing products from New Zealand are dairy products, animal fats, leather products/skin, confectioners, machinery & equipment etc. The detailed list of importing and exporting products of Pakistan is annexed at the end of report.

Value in 000 \$

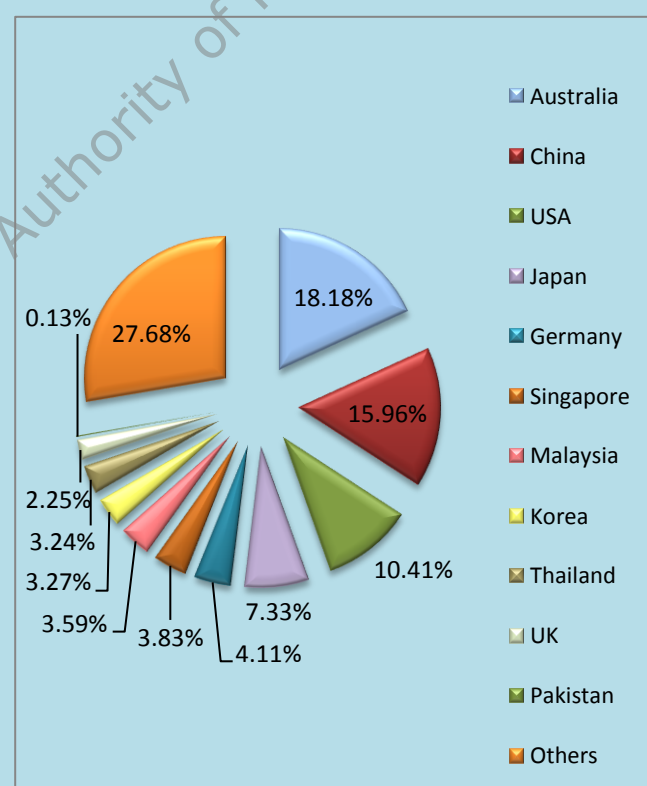
Source: FBS

	2008-09	2009-10	2010-11
Exports	29,640	29,823	39,070
Imports	64,713	57,466	67,974
Balance	(35,073)	(27,643)	(28,904)



TOP 10 EXPORTERS TO NEW ZEALAND
Value in 000 \$
Source: ITC

S#	Exporters	2010	Share % 2010
	World	30,157,848	
1	Australia	5,483,650	18.18%
2	China	4,814,322	15.96%
3	USA	3,139,422	10.41%
4	Japan	2,211,980	7.33%
5	Germany	1,239,635	4.11%
6	Singapore	1,155,068	3.83%
7	Malaysia	1,082,281	3.59%
8	Korea	987,473	3.27%
9	Thailand	976,297	3.24%
10	UK	679,869	2.25%
46	Pakistan	40,260	0.13%
	Others	8,347,591	27.68%



TOP 20 PRODUCTS IMPORTED BY NEW ZEALAND

Value in 000 \$
Source: ITC

S#	Code	Product label	2008	2009	2010
	TOTAL	All products	34,367,335	25,565,851	30,157,848
1	'27	Mineral fuels, oils, distillation products, etc	6,076,918	3,722,501	4,612,659
2	'84	Machinery, nuclear reactors, boilers, etc	4,405,629	3,193,945	3,699,631
3	'87	Vehicles other than railway, tramway	3,585,978	2,050,893	3,037,227
4	'85	Electrical, electronic equipment	2,835,932	2,524,453	2,584,913
5	'39	Plastics and articles thereof	1,220,605	946,266	1,147,337
6	'90	Optical, photo, technical, medical, etc apparatus	919,021	871,380	944,960
7	'30	Pharmaceutical products	786,668	744,758	808,166
8	'48	Paper & paperboard, articles of pulp, paper and board	740,430	606,946	708,408
9	'88	Aircraft, spacecraft, and parts thereof	615,746	966,224	561,946
10	'73	Articles of iron or steel	696,299	483,402	506,826
11	'61	Articles of apparel, accessories, knit or crochet	425,931	399,129	465,874

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S#	Code	Product label	2008	2009	2010
12	'94	Furniture, lighting, signs, prefabricated buildings	449,367	344,933	434,404
13	'62	Articles of apparel, accessories, not knit or crochet	409,451	359,757	418,633
14	'23	Residues, wastes of food industry, animal fodder	459,193	239,872	401,246
15	'40	Rubber and articles thereof	381,972	323,877	387,568
16	'21	Miscellaneous edible preparations	358,987	343,716	382,907
17	'38	Miscellaneous chemical products	369,346	300,836	372,175
18	'31	Fertilizers	610,974	296,879	368,584
19	'28	Inorganic chemicals, precious metal compound, isotopes	468,656	268,993	360,528
20	'72	Iron and steel	551,795	231,096	337,832

PAKISTAN TOP 30 EXPORTING PRODUCTS TO NEW ZEALAND

Value in 000 \$

Source: FBS

S#	Code	Products	2010-11	2009-10
		TOTAL	39,070	29,823
1	63026010	Towels of cotton mill-made	6,729	5,469
2	63023110	Bed sheets of cotton mill-made	4,010	1,890
3	10063010	Rice basmati	3,168	2,831
4	63023990	Bed linen oth tex mat not/knit	1,779	939
5	63023910	Bed sheets oth tex mat handlom	1,544	1,456
6	52122300	Oth cot wov fab dyed>200g/sqm	1,435	347
7	95069990	Other sports goods	1,244	91
8	52103100	Cot wov fab mx-mmf200g/sqm dye	1,189	1,770
9	52102100	W-fab cot mix-mmf wt 200g/sqm	1,122	425
10	63023190	Oth bed linen of cotton	919	342
11	63039900	Oth curtains/valance of texmat	837	583
12	52121300	Oth cot w-fab dyed w 200g/sqm	565	145
13	90189090	Oth inst,app medical/sur/veten	562	310
14	63022100	Oth bed linen,printed,n/knit	504	12
15	63071090	Other cleaning cloth	470	343
16	63021090	Oth bed linen,knitted/croch	444	1,290
17	10063090	Rice other varieties	424	398
18	57011010	Carpets of wool, hand knotted	412	592
19	52121200	Oth cot w-fab blech w 200g/sqm	387	119
20	52105100	W-fab cot mix,mf w200g/sqm pri	355	163
21	55134100	Wov fab poly stap fib printed	352	329
22	55131100	W.fab syn sta fib mx cot 170g	352	140
23	63023930	Bed covers oth tex mat handlom	327	319
24	94049000	Oth,arti bedding&simi furnish.	290	90
25	63021010	Bed sheets,knitted/crocheted	287	520
26	52082100	Wov fab cot wt<100g/sqm bleach	281	97
27	63071050	Bath mats	273	264
28	63071020	Wash-cloth	270	236
29	42032100	Gloves/mittens leather sports	266	256
30	95069960	Oth hockey sticks	239	199

PAKISTAN TOP 30 IMPORTING PRODUCTS FROM NEW ZEALAND

Value in 000 \$
Source: FBS

S#	H.S #	ITEMS DESCRIPTION	2010-11	J2009-10
			000 \$	000 \$
		TOTAL	67,974	57,466
1	4021000	Milk in powder fat 1.5%	20,037	13,539
2	4022100	Milk in powder>1.5% fat	10,565	9,700
3	47010000	Mechanical wood pulp	4,538	5,800
4	15020000	Fats of bovin animal,sheep goat	3,396	4,542
5	41051000	Wet blue lamb,sheep skin	3,110	501
6	18062020	Chocolate crumbs 25kg packing	2,817	1,266
7	41021010	Lamb skin with wool,raw fr/dr	2,025	1,361
8	4061010	Fresh cheese	1,890	1,341
9	12099190	Other vegetable seeds	1,500	225
10	41022110	Lamb ski w-out wol pickled raw	1,370	542
11	84143090	Oth compres refrigrator equip.	1,213	148
12	72104910	Oth fr i/na-s p/c zinc s/qlty	1,061	1,272
13	17021110	Lactose cont by wt>,99%lactose	907	1,507
14	48010000	Newsprint,in rolls or sheets	881	188
15	51052900	Other wooltops&combed wool	881	760
16	38231990	Other, acid oil from refining	874	481
17	51062000	Yarn of carded wool<85% w wol	729	651
18	72106110	Fr i/na-s p/c alum-zinc al s-q	720	386
19	41021020	Sheep skin with wool,raw fr/dr	700	347
20	47050000	Semi-chemical wood pulp	693	-
21	41022120	Shp ski w-out wol,pickled,raw	564	318
22	41022900	Oth raw sk shep/lam w/out wool	559	129
23	20049000	Oth veg mix/veg prep o/th ving	508	-
24	51011900	Other greasy fleece wshed wool	469	196
25	84148030	Cng compressors	464	771
26	72107020	Fr i/na-s plastic cot/pain s-q	371	201
27	84148090	Oth table,floor,wall,ceili fan	315	34
28	12099900	Oth seeds of fruit for sowing	311	744
29	7132090	Other chick peas (garbanzos)	309	529
30	72091510	COIL I/NA-S CR TH 3mm/> S-QLTY	257	103

MARKETING ACTIVITIES IN NEW ZEALAND

Visit of Pakistan Leather garments Manufacturers Association (PLGMEA) delegation to New Zealand in August 2009.
