

International Trade Landscape - Taranaki

Exports and Imports project-survey results summary June 2024



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Introduction



World import/export map reflecting Taranaki trade activity.

The 2023 Regional Imports and Exports research project is a Venture Taranaki initiative aimed at better understanding our region's export landscape and helping Taranaki businesses succeed on the global stage.

In November 2023, we undertook the survey involving local exporters and importers. The data helps provide a better understanding of goods moving in and out of Taranaki, and the challenges faced by importers and exporters.

A summary of results and interactive insights can be accessed [here](#).

Exporters and Importers Profile

Who are the exporters and importers in Taranaki?



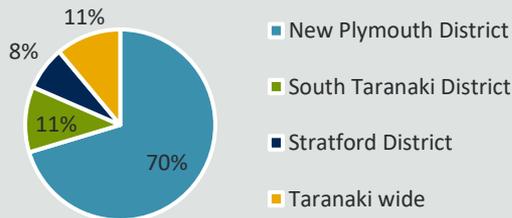
The 2023 Taranaki Export Map Study involved 35 local exporters and 15 importers in the region.

The analysis focuses on the exporters/importers' top three products and top three markets.

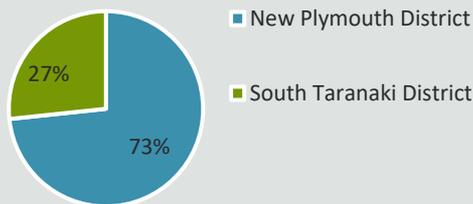
This helps to keep the survey simple for respondents but means that results should be taken as indicative only.

Furthermore, some respondents found it difficult to provide the specific information relating to numbers and rankings on countries and markets.

Exporters Location

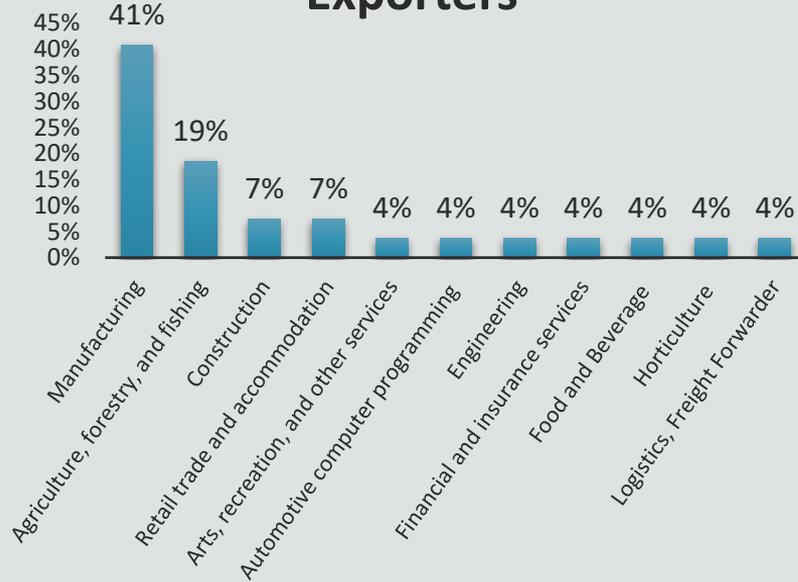


Importers Location

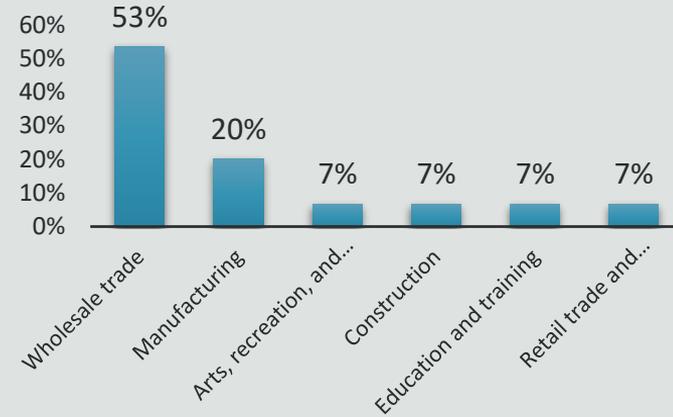


Exporters and Importers Industrial Sectors

Industrial Sectors - Exporters

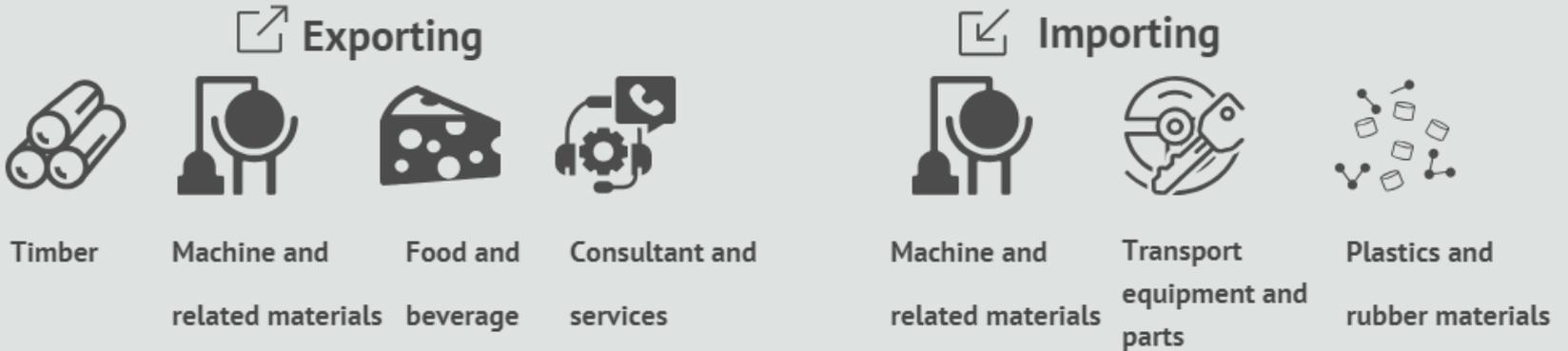


Industrial Sectors - Importers



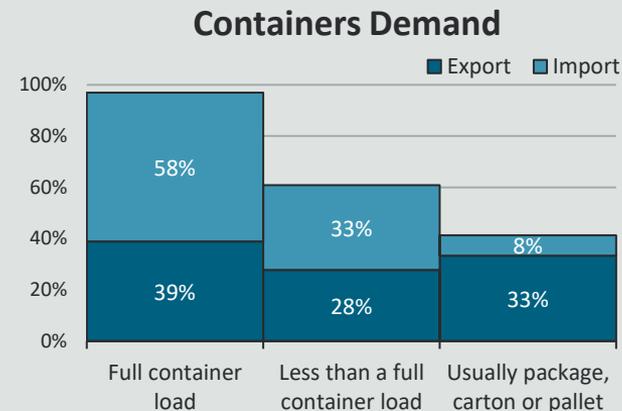
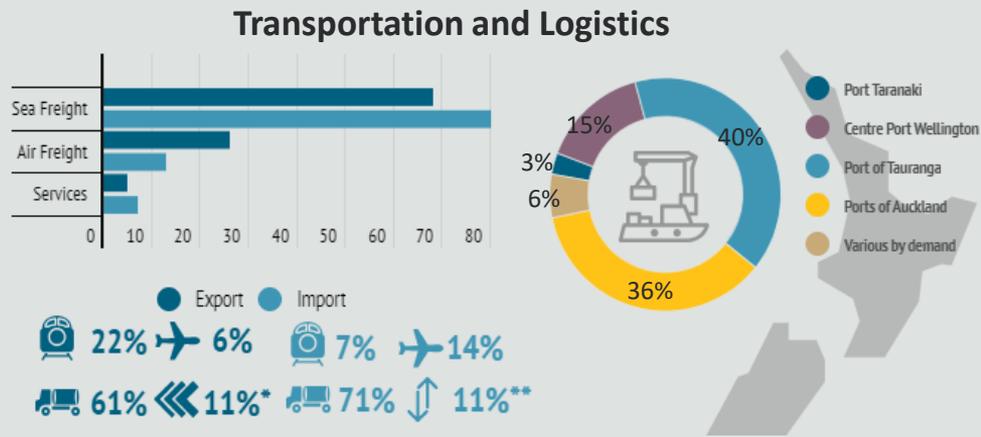
Trade Product Profile

Top Trading Product* by Group



**The top products are based upon the primary or secondary products or services identified to and from certain countries.*

Transportation and Logistics Demand



Most respondents found transport logistics straightforward, with a clear understanding of their export shipping processes.

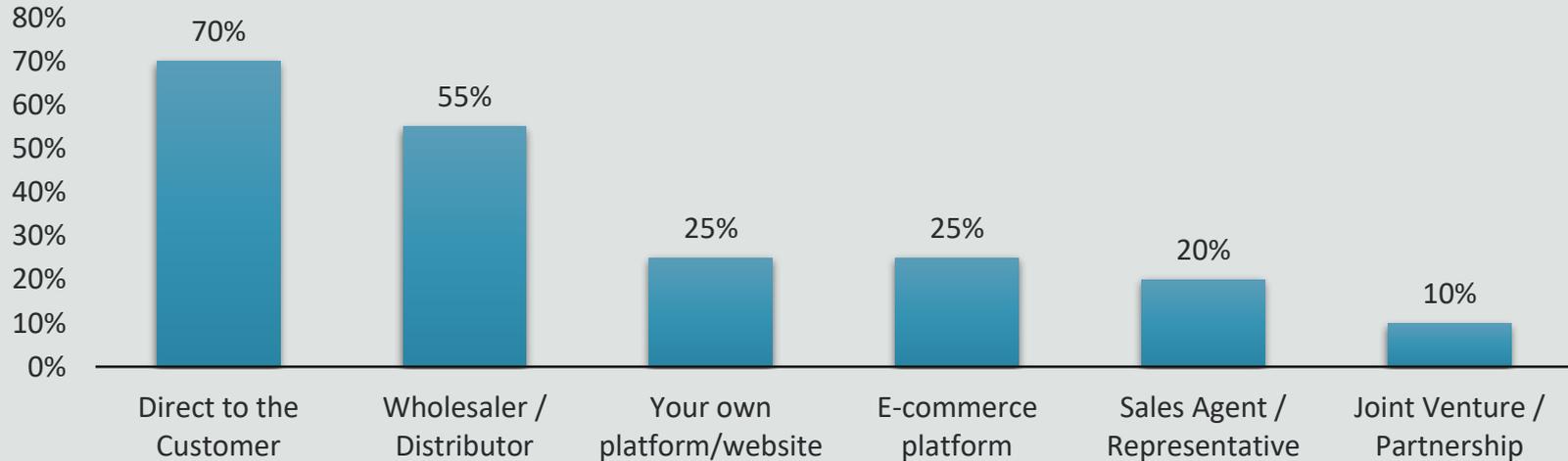
Among exporters, 39% usually required full container loads, while 28% needed less than a full container load. The majority of exporter container demand was managed through road transport (61%), followed by railway (22%), direct shipment to the destination market (11%), and a small proportion via airplane.

Importers had similar logistics needs, with 58% typically requiring full container loads and 33% needing less than a full container load. For importers, 71% of container demand was channelled through road transport, 7% by railway, 11% using both rail and road, and 14% through airplane transport.

*Direct to the destination market **Sea freight and then by rail or road

Export Distribution Channels

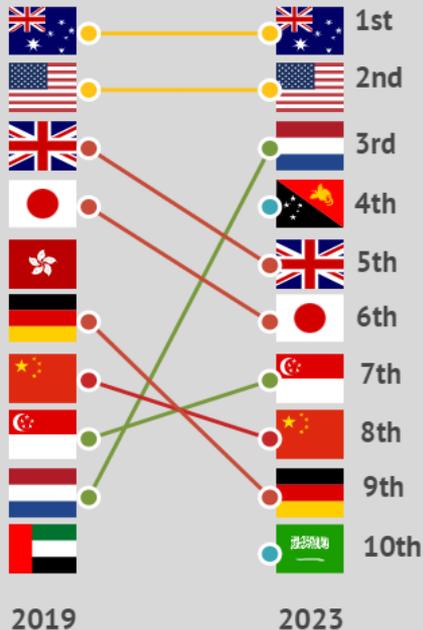
Major Export Distributions Channels*



*Exporters choose multiple distribution channels as above.

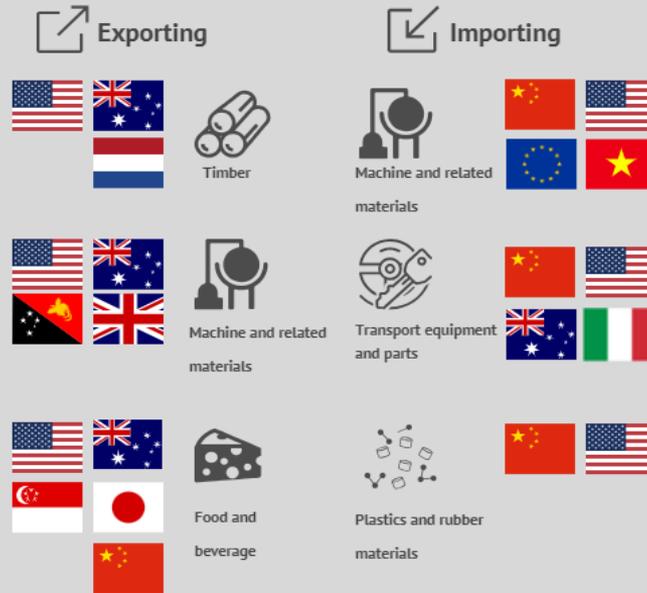
Current Trade Nations

Top 10 Export Countries



*Top 10 exporting countries rank is based on the total value of the products or services to this country.

Top Trade Products



*The listing of exporting and importing countries is based upon the primary or secondary trade of the products or services identified to and from these countries.

Australia and USA have maintained their positions as the top two export nations by export value in Taranaki.

Significant change is seen in the increase in value from the Netherlands (top 3) and Papua New Guinea (top 4). A slight increase is seen in Singapore, and Saudi Arabia appears to be in the top 10.

However, a significant decrease in the value is seen from Germany, UK, Japan and China.

Markets of Interests from Exporting

Current exporting countries



Timber



Machine and related materials



Food and beverage

Markets of Interests in the future

Exporters expressed interest in expanding to countries like Canada, other EU countries, and Asian markets e.g. China, Malaysia, The Philippines and the Middle East.

Exporters expressed interest in continuing expanding markets in Australia and other Island nations. And they are also interested in Canada and other EU markets like Germany.

Exporters expressed interest in continuing expanding in Australia and Islands. They are also interested in Canada, EU, UK, Asian markets eg Korean, Thailand, and Middle east market.

In general, some exporters were clear on where their next focus would be, while others had a broader approach, focusing on several countries at a time within a larger region, such as Europe, Southeast Asia or the Pacific Islands.

Some small and median sized businesses might simply trade by demands.

Trade Performance and Outlook

During the survey we asked both exporters and importers about how their export earnings and import value/cost performed in the last 12 months, and how it will change in the next 12 months.

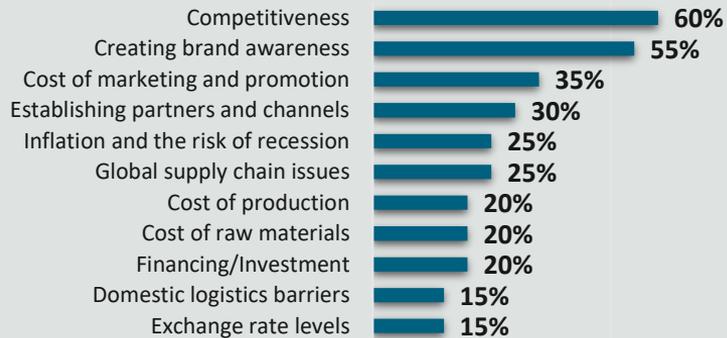
75% of the exporters expressed that their export earnings has increased, and 95% are positive that their export earnings will increase in the next 12 months.

71% of the importers expressed that their import value/cost has increased and 59% anticipated their import value/cost will increase in the next 12 months.



Major Challenges

Major Challenges - Export



The charts on the left present how exporters and importers weighted major trading challenges. The respondents can choose up to five multiple choice answers.

There are clear differences between exporters and importers. In general, exporters underscore the need for strategic planning and adaptability in a competitive global market. Inflation, global supply chain issues, and cost of productions are also highlighted. Domestic logistical barriers seems less of a challenge for exporters.

Major Challenges - Import



Whereas for importers, domestic logistics appears to be the most significant challenge, followed by currency fluctuations and financial transactions.

Successful strategies implemented to grow exporting from exporters

Approaches or models that being implemented



The exporters can choose multiple options

The chart on the left presents the prioritisation of the approaches or models that exporters implemented when it comes to successful strategies.

'Allocating more resources into the export activities', followed by use of 'digital marketing' were the key approaches. Other strategies, included market visits, participation in trade missions, attention to product quality and market research, also featured.

Strategic Growth Assistance

What VT/Others could help with



Given their plans ahead, exporters/importers were asked about the types of support that would be of most value. These are summarised to the left.

Venture Taranaki will be in contact to further discuss and advance.

Thank you for your participation in this survey.



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