

GENERAL AGREEMENT ON TARIFFS AND TRADE

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EXPORT PROMOTION - MARKETING OF EXPORT PRODUCTS OF LESS-DEVELOPED COUNTRIES

Communication from New Zealand

The note set out below has been received from New Zealand in response to an invitation to governments by Committee III and by the Committee on Trade and Development for the supply of information on this subject.

Import licensing

The New Zealand market does not raise any special problems for potential exporters except those which arise out of the import licensing restrictions (a description of these regulations is given in document BOP/38 of 6 September 1964). New Zealand's import controls are administered on a non-discriminatory basis and importers with valid import licences are free to import the goods covered by the licence from any source of supply.

It is necessary for any exporter wishing to sell finished products to New Zealand to interest an importer with a licence entitlement for the goods in question. Many manufacturers have their own licence entitlements for materials and may secure licences for special machinery on application. Exporters of other than finished goods should therefore examine the possibility of trading with manufacturers as well as with general importers. The task of the new exporter is to convince the importer that the latter's import licence should be used not for the brand of goods which he has customarily imported but for a new brand, untried by him and possibly little known to the market.

Selecting an agent

The critical decision for most new exporters of finished products is the selection of a local agent. Exporters who seek to sell to manufacturers raw materials or equipment may also find that a local agent will best serve their needs. The success of the export venture may largely depend on the ability,

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vigour and integrity of the firm which is chosen to handle the goods. On request, the New Zealand Department of Industries and Commerce would be willing to supply a list of importers who normally handle goods of the type to be exported. The Associated Chambers of Commerce of New Zealand is also willing to help potential exporters to New Zealand in this way. The exporter would, of course, remain responsible for checking the credentials of the possible agents.

Exporters references

While the exporter must satisfy himself as to the integrity and efficiency of the firm with which he intends to deal in New Zealand the latter will also require some evidence of the commercial standing of the exporter. This can take the form of bank references together with, if possible, some endorsement of a reputable national export organization.

Knowledge of the market

The potential exporter will need to become personally familiar with the market if he is to conduct a substantial volume of trade with New Zealand. Generally, New Zealand requirements in respect of manufacturing standards follow those of the United Kingdom. Many New Zealand standard specifications are based on British standards. The United Kingdom has been a major supplier of New Zealand's import needs since the country's earliest days as a British colony and this has influenced the importers' and manufacturers' requirements even where the goods are no longer purchased from Britain. Even so, as in other countries, the tastes of consumers are continually changing and technological innovations bring forth changing demand patterns from both importer and manufacturer. The exporter should therefore keep in constant touch with his importer and, if possible, make frequent visits to assess for himself whether or not his products are adequately meeting the needs of the market.

Assistance of New Zealand Trade Commissioners

While the duties of New Zealand Trade Commissioners are essentially to promote the sale of New Zealand exports they are always willing to assist prospective exporters to New Zealand by supplying background information on the New Zealand market. There are currently New Zealand Trade Commissioners in the following developing countries:

Ghana, Greece, India, Malaysia (Kuala Lumpur and Singapore), Trinidad and Tobago.