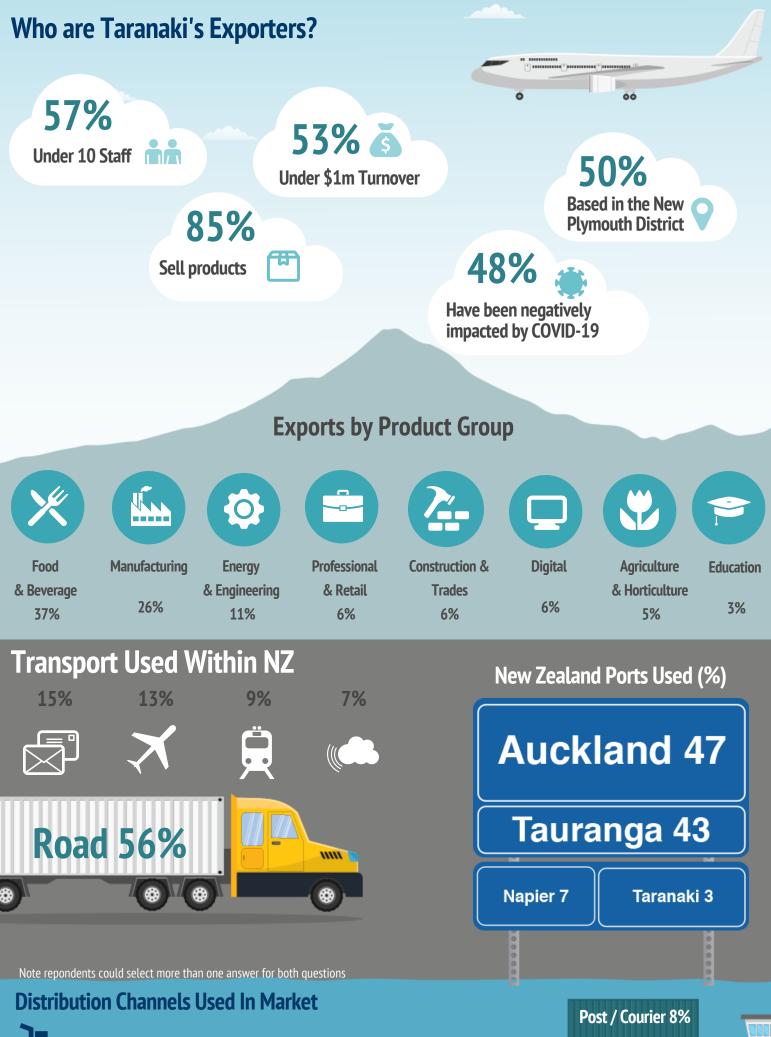
Taranaki Export Summary: 2021



*The 2021 Taranaki Export Map Study involved 40 local exporters





Direct to the Customer 24%

Sales Agent/Representative 5%

Wholesaler/Distributor 31%



Own website 12%

Joint Venture / Partnership 8%

Virtual / Digital 8%

Air 38%

Sea 46%

Transport Used to Export Offshore

Note repondents could select more than one answer

Where are they Exporting?

Taranaki's Top 10	New Zealand's Top 10
AUSTRALIA	CHINA
	AUSTRALIA
J A P A N	JAPAN
HONG KONG	KOREA
<u>G E R M A N Y</u>	
CHINA	S I N G A P O R E
S I N G A P O R E	HONGKONG
NETHERLANDS	TAIWAN
UAE Taranaki list based on 40 survey respondents	INDONESIA

Our Exports Are Growing

60% said their export earnings increased in last 12 months 74%expect export revenue to increase in next 12 months

Taranaki businesses are exporting to **53 countries**

Taranaki's Most Profitable Export Countries



Australia

USA

China

Top 3 New Export Markets of Interest



Key Export Strategies



Develop strong relationships with agents/distributors



Offering quality customer service



Improved product / service quality



- Redesigned current products / services
- **h** Introduced new sales/marketing tactics

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