



TARANAKI REGIONAL INVESTMENT PROSPECTUS 2026

TARANAKI

like no other

A NEW ZEALAND REGION
LIKE NO OTHER

Taranaki, New Zealand

PROVEN DELIVERY. POSITIONED FOR GROWTH.

Taranaki is a place where ambition is matched by delivery, with a strong industrial foundation and a clear focus on future growth.

Offering a highly skilled workforce and outstanding natural assets Taranaki is a dynamic place to do business. We have been at the cutting edge of energy, engineering, and food and fibre sectors for decades, firmly establishing ourselves as an export hub for a range of products. A collaborative business culture, proven delivery of complex projects, and a lifestyle that attracts top talent cements the region's competitive advantage.

Nau Mai Haere Mai ki Taranaki. We welcome growing interest from domestic and international partners, investors, and innovators who recognise Taranaki as a place to do business with confidence. Together, we are advancing the next phase of the region's development, accelerating investment, scaling new industries, and unlocking a resilient, future-focused economy built for long-term growth.



Abundance and Affordability - Key statistics (2025)

\$11.63B

GDP¹

\$89,254

GDP per capita¹

(compared to national average of \$79,100) – 3rd best region

130,300

Region population

16,527

Businesses¹

\$113,726

Average household income¹

\$588k

Average house price
(Compared to national average of \$873k)

Key sectors:
Energy
Engineering
Pastoral farming

\$492M

Tourism spend in 2025²
- 78% domestics
- 22% international

\$130/m²

Average industrial rent³
Auckland = \$222/m²

207,000

Hectares of land suitable for horticulture⁴

900km+

Of pipelines dedicated to oil & gas operations in region

2743

Hours of sunshine⁵
- NZ's highest annual sunshine total during 2025

*Source:

1 - Infometrics, 2025

2 - Colliers Real Estate Essentials update, 2025

3 - JLL Auckland Industrial Market Dynamics, Q3 2025

4 - Plant and Food Research: Taranaki Land and Climate Assessment, 2020

5 - NIWA: Annual Climate Summary, 2025

REGIONAL STRENGTHS

Highly skilled industrial workforce – engineering, fabrication, energy, biotech, and food manufacturing capability unmatched for a region of its size.

- **Deep-water port (Port Taranaki)**

Only west-coast deep-water port in NZ, enabling international freight, project cargo, and offshore logistics.

- **Airport with multiple daily connections**

Quick access to Auckland, Wellington, and Christchurch.

- **Existing Infrastructure**

Such as electricity grid capacity and natural gas pipelines.

- **Abundant natural resources**

Including water, quality soils and forestry.

- **Hub for energy firms and new development**

Home of numerous energy company head offices and Ara Ake – National New Energy Development Centre – enabling innovation, testing and commercialisation.

- **Competitive operational costs**

Affordable and available industrial land, premises, and wages compared to larger cities.

- **Regional leadership**

That is committed to welcoming industry and investment.

- **Quality education and community infrastructure**

Excellent schools, healthcare, and world-renowned arts, major events and recreation facilities.

- **Lifestyle**

Mountain-to-surf outdoor lifestyle, world class art centres, vibrant cafes and restaurants, warm and hard-working culture.

- **Iwi economic development momentum**

Strong asset bases, land ownership, and partnership ethos.



CENTRAL AND WELL CONNECTED

Taranaki is a region on the west coast of the North Island of New Zealand. It is made up of three districts with the main municipal centre being Ngāmotu, New Plymouth (pop. 87,000) in the north.

Taranaki is home to eight iwi, the Māori tribal groups who hold mana whenua (ancestral authority) across the region, each with deep cultural and historical connections to the land. Māori are the Indigenous people of Aotearoa New Zealand and iwi and hapū (sub-tribes) continue to play a central role in governance, economic development, environmental stewardship, and community life.





AREAS OF OPPORTUNITY VISION FOR THE FUTURE

Taranaki has a clear strategic vision for long-term economic growth, guided by Tapuae Roa, the region's Economic Development Strategy.

This strategic action plan aligns leadership and investment around practical delivery, leveraging our regional strengths, and talent to unlock opportunities and long-term value creation.

ENERGY

The Taranaki energy sector is a cornerstone of both the regional and national economy. The region is a major energy producer and a significant energy user, with energy-intensive and heavy industry forming a critical part of its economic base. With strong renewable potential across offshore and onshore wind, solar, geothermal, biogas and biomethane, hydrogen and carbon capture - supported by decades of energy expertise - Taranaki is well positioned to lead New Zealand's energy transition while maintaining national energy resilience.

ENGINEERING AND MANUFACTURING

Taranaki is a core engineering region, with a strong track record in delivering complex and technically demanding projects. Local firms and workers bring deep experience across major plants, pipelines, shutdowns, construction, and multi-party developments. There is a clear intent across the sector to work more collectively, positioning the region to secure and deliver national and international engineering opportunities as markets evolve.



FOOD AND FIBRE

Taranaki has a strong and evolving food and fibre base, anchored by a globally recognised dairy sector and supported by highly productive soils and a favourable growing climate. This is complemented by emerging horticulture, functional botanicals, and growing interest in blue economy opportunities that leverage the region's coastal assets and marine capability.

Through initiatives such as the Branching Out project, the region is actively exploring land and production diversification, creating pathways to higher-value, more resilient food and fibre value chains that support regional growth and export potential. As a result, new horticulture infrastructure and capability is growing in the region.

BIOTECHNOLOGY

Biotechnology is an emerging and strategically important sector for Taranaki, offering a clear pathway from research to commercialisation. The region brings together applied science capability with established strengths in energy, engineering, and food and fibre, providing direct access to industrial partners, skilled workforce, and real-world production environments.

Momentum is accelerating through the development of the Taranaki Applied Innovation Centre (TAIC) and partnerships with organisations such as Massey University and Bioeconomy Science Institute. Combined with available industrial space, infrastructure, and scale-up capability, these assets position Taranaki as a place to test, scale, and commercialise applied biotechnology solutions.

GET IN TOUCH

As the regional development agency for Taranaki, Te Puna Umanga Venture Taranaki works with key stakeholders across a wide range of industries and sectors, local and national government, community groups, iwi, and individual enterprises to support the region's development. We offer a free confidential contact point for investors with the ability to curate introductions and connections with relevant local businesses and services, facilitate in-region famils, support business case development and provide further information about regional assets, infrastructure and opportunities.

We enable investment into the region, and are ready to connect with any potential partners, innovators, investors or parties interested in Taranaki.

**Get in touch with us to learn more about
how we can help you make Taranaki home.**

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