

“...AN UNDISCOVERED PARADISE OF ELECTRONICS, MATERIALS SCIENCE, AND MARINE-BASED INNOVATION.”

*George Buckley, CEO, Brunswick Corporation, APEC Conference 2004*



## NEW ZEALAND DELIVERS COST-EFFECTIVE INNOVATION

Global manufacturing companies are driven by the need to compete against low-cost rivals able to mass-produce increasingly sophisticated goods. To ensure their products stand out, manufacturers must constantly deliver cost-effective innovation.

New Zealand's highly educated workforce has the necessary talent, experience and “can-do” attitude to deliver this innovation. Because of their size, our companies are fleet-footed, and able to offer solutions at a lower cost than many OECD countries.

And as a stable country with world-class infrastructure and strong intellectual property protection, New Zealand is an excellent prospect for long term investment.

## NEW ZEALAND DELIVERS COMMERCIAL SUCCESS

New Zealand already delivers innovation and specialised solutions to overseas partners in the marine, aviation, agricultural technologies, auto components and defence industries.

US-based marine giant Brunswick Corporation, for example, is using New Zealand's creative talent to expand its marine technology business. Brunswick's investment in a leading New Zealand marine electronics manufacturer provides it with cutting edge intellectual property, a highly skilled workforce and specialist manufacturing expertise.

Ford Motor Company leverages off New Zealand's ability to offer short-run, flexible manufacturing, with costs significantly lower than the United States, Europe and Australia. By partnering with a New Zealand manufacturer of wheels and suspension components, Ford can rapidly deliver customised products that incorporate advances in design and technology.

International engine manufacturer Pratt & Whitney has taken advantage of our highly educated and competitively priced workforce by forming a New Zealand joint venture to service aircraft. A focus on productivity and wealth creation is reflected in New Zealand having fewer industrial stoppages and days lost than many other OECD countries.

American Superconductor also reaps rewards from New Zealand's highly educated workforce, and the fact that our research and development costs and timeframes are less than international norms. A world-class telecommunications infrastructure and a secure business environment offer additional benefits.

General Electric leverages off New Zealand being a cost-effective place to develop prototypes. General Electric's partnership with a New Zealand manufacturer enables it to explore innovation, and test whether prototypes might be suitable for mass production.

## SHARE THE SUCCESS

These are just a handful of the many international companies that are profiting from a partnership with New Zealand.

To find out how your business can benefit, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand is a division of New Zealand Trade and Enterprise, the country's national economic development agency. It understands the manufacturing industry and has extensive networks within it. This means we can identify and facilitate investment opportunities relevant to you.

Contact us today and learn how New Zealand can deliver your company a compelling commercial advantage.

### Specialised Manufacturing Investment Manager

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