

NEW ZEALAND

WELCOMES YOU

A Prospectus for the Active Investor Plus visa

Invest New Zealand



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Kaikoura, Canterbury



“You really can build a billion-dollar business from the beach.”

Rod Drury, Founder of Xero

## THANK YOU FOR YOUR INTEREST IN NEW ZEALAND. WE'RE GLAD YOU'RE HERE.

As a global citizen and investor, you have the world at your feet. We appreciate that you have a choice of countries in which to live and invest.

We've prepared this Prospectus to tell you more about New Zealand, the opportunities here, and the kind of investors we're looking to attract.

We look forward to assisting you on your journey, and welcoming you to our shores.



Cromwell, Central Otago

New Zealand is a place that's open to new ideas and fresh opportunities. We're a small country with big ambitions.

New Zealand's investor visa settings are purposely designed to attract people who share our same spirit of adventure, innovation, and new possibilities.





# ABOUT THE ACTIVE INVESTOR PLUS VISA

You'll find that New Zealand's investor visa settings are a little different to those in other countries.

While more traditional passive investments are still welcome, more active investments are incentivised. We want to attract investors who will also contribute their 'human capital' of skills, experience, and networks.

New Zealand is a place where progressive, sustainable businesses can thrive – and we're looking for partners who will help us build more of these global success stories.

The visa requires investment between \$5m and \$15m (with weighting applied for more active investments), made over three years and maintained for a fourth. At the completion of this, you'll be invited to apply for permanent residency.

Whether you choose to relocate to New Zealand, or spend considerable time here, you and your family will be warmly welcomed. You'll be free to explore our spectacular outdoors, discover our cosmopolitan 'big little cities', and have the luxury of time to enjoy your life's passions.

Our Active Investor Plus visa gives you the opportunity to do it all.

## **With an Active Investor Plus visa, you can:**

- live, work or study in New Zealand full-time, or come and go as you wish (the minimum requirement is 117 days in New Zealand over 4 years)
- bring your family with you
- select from a wide range of investment opportunities
- apply for permanent residency after 4 years.

“It’s the most beautiful  
place I have ever seen  
in my entire life.”

American actor, Bryce Dallas-Howard

## It's easy to see why New Zealand consistently ranks highly in international quality-of-life surveys.

This country has a unique suite of advantages that are unmatched anywhere in the world.

### **You'll have space to breathe**

Similar in size to the UK, but with a population of 5.1 million, New Zealand offers a life of relaxed ease. Even when living in our cities, you'll never be more than a couple of hours drive from an ocean, a mountain, or an adventure in nature.

### **You'll find a warm welcome**

New Zealand is a nation of open doors and open minds. This is a product of our size. As a small country on the edge of the world, it's second nature for New Zealanders to welcome others and make connections.



**3<sup>RD</sup>**  
in the  
**TOP PLACES  
TO LIVE**  
for expats

Out of 40 countries based on economics, experience and family.

Source: Expat Explorer Survey, HSBC, 2021



# 9/10

## MIGRANTS FOUND THE WELCOME MET or exceeded their expectations

Source: Settling in New Zealand Migrant Survey, Immigration New Zealand, 2019



Zodiac, Christchurch



Shopping in Christchurch

### You'll feel a sense of security

In an uncertain world, many look to New Zealand as a safe harbour – with our stable democracy, positive international relations, and geographic safety. The country is also rich in the world's most precious resources of fresh water, expansive oceans, and arable land.



Britomart, Auckland

### You'll join a vibrant global community

New Zealand's population is a melting-pot of cultures. A quarter of all people who call New Zealand home were born overseas. We're one of a small handful of culturally and linguistically 'superdiverse' countries in the world.

### You'll find a land of opportunity

From your base in New Zealand, you'll find it surprisingly easy to scale operations beyond our shores. This is a place to grow clever, agile businesses that are globally competitive.

# SNAPSHOT OF OUR ECONOMY

5.1M

Population

3.3%

Unemployment  
rate

\$1.5B

Early-stage  
investment  
ecosystem value

100

Start-ups per  
1 million residents

\$65K

GDP per capita

\$359B

Economy size

All figures are in NZ dollars and  
correct as of December 2022.



# WE'RE DIRECTLY CONNECTED


You'll find it's easy to conduct business remotely (literally from the beach, should you choose).

New Zealand is first to see the light of each new day, and our time zones are compatible with the world's leading financial centres.

And when you need to be somewhere in person, your destination is never more than an overnight flight away. These are the direct flight times from Auckland to major cities:



\*Direct flights from Auckland International Airport as of December 2022. Source: Google.com

A photograph of a family of three walking along a sandy beach at sunset. The father is on the left, the mother on the right, and a young child in the middle, all holding hands. The sun is low on the horizon, creating a warm, golden glow and long shadows on the sand. The ocean waves are visible in the background.

“ I’ve worked all over the world. I’ve chosen New Zealand as a great place to do business, and bring up my family. ”

Even Rekdal, COO Tomra, Compac

Māori have a saying,  
**He aha te mea nui o te ao?**  
**He tāngata, he tāngata, he tāngata.**

which translates to:

**What is the most important  
thing in the world? It is people,  
it is people, it is people.**



A young couple is walking together in a city at night. The woman is on the left, wearing a black dress, and the man is on the right, wearing a tan long-sleeved shirt and pants. They are both looking towards the right. The background is filled with out-of-focus lights, suggesting a festive or holiday atmosphere. The overall mood is warm and romantic.

**8<sup>TH</sup>**

in the world and 1st  
outside of Europe for  
**PROSPERITY**

Source: Legatum Prosperity Index, 2021, the only global measure of prosperity based on both income and wellbeing.

Auckland city

# A PLACE YOU'LL FEEL AT HOME

When choosing your 'second home' in the world, it's important to have a sense of the country's values, and to feel they align with your own.

Here are some of the values that characterise the New Zealand way of life.

## **Respect for human rights**

As a progressive country, we promote everyone's right to live as they choose. New Zealand was the first country in the world where women gained the right to vote in 1853. Our modern laws continue to strongly uphold human rights and freedom from discrimination.

## **Political stability**

New Zealand is a liberal democracy, and there are a range of political views held throughout the population. The country's MMP (mixed member proportional) system of voting ensures a balance is maintained.

## **An ethos of global cooperation**

While New Zealand is a relatively small player on the world political stage, it has a long-standing record of building and maintaining positive relationships.

The country is also rich in 'soft power' – winning respect for its success in sport, business innovation, and the creative industries.

## **Partnership with indigenous people**

As the tangata whenua (people of the land), Māori are integral to the past, present and future of Aotearoa New Zealand. They have a recognised and powerful constitutional role, underpinned by the nation's founding document, the Te Tiriti o Waitangi (the Treaty of Waitangi).

# 2<sup>ND</sup> in the world for **HUMAN RIGHTS**

Based on a country's level of civil liberties such as speech, religion and individual economic choice.

Source: Fraser Institute Worldwide Index of Human Freedom, 2021

# A PLACE FOR YOUR FAMILY TO THRIVE

In Māori culture, the word for family is whānau. It encompasses a sense of belonging, and a time and place for families to grow stronger together.

As part of your Active Investor visa, your own whānau will be warmly welcomed. Your visa can extend to include your partner, as well as any dependent children aged 24 and under.

Your family members will enjoy the same eligibility as you, including the option of permanent residency after 4 years.



## 2<sup>ND</sup> MOST PEACEFUL COUNTRY in the world

Source: Global Peace Index, 2022

### A spirit of adventure

New Zealand is a place where you're free to create your own adventures. Whether it's summiting a mountain, undertaking a creative project, or doing whatever is personally important to you – you'll find the time and the space to do it here.

For children who grow up in New Zealand, it's a place that draws out their sense of fun and love of the outdoors.



Murchison, Nelson

### World-leading education & healthcare

Reflecting the country's care for its people, all New Zealanders have access to free or subsidised health and hospital care. While private healthcare insurance is not compulsory, some choose to have this as well.

New Zealand's education system has been ranked seventh best in the world, and ranges from early childhood education through to tertiary level. New Zealand also has agreements with key European and Asia-Pacific countries to recognise each other's university qualifications.<sup>1</sup>

### A sense of safety

Amid turbulent times, those living in New Zealand appreciate this quiet corner of the world more than ever. The relatively low levels of crime mean safer communities, greater personal freedoms, and peace of mind for you and your family.

New Zealand was also ranked the second least corrupt country in the world in the 2022 Transparency International Corruption Perceptions Index.

1. Universities New Zealand - Te Pūkai Tara

“What we can offer is limitless. Technology is our fastest-growing industry.”

Delwyn Moller, New Zealand-born NASA scientist



# DO GOOD, DO WELL

Innovation is in our blood

## Sustainability drives our thinking

New Zealand doesn't just aspire to be the best in the world – we also aspire to be the best for the world.

We aim to attract a new generation of investors and investments into New Zealand – so that together, we'll create an environment that delivers both societal and financial benefits.



Dawn Aerospace

New Zealand was founded on exploration, creativity and adventure. It was a New Zealander who first split the atom, reached the summit of Mt Everest, and invented the McLaren Formula 1 race car.

New Zealanders have long been at the forefront of advances in science and technology.

We are responsible for inventing seismic base isolators, electric fences, the disposable syringe, and the modern jet boat – to name a few. We're even leading the way when it comes to space exploration.



WoolAid

## We believe that:

- good business stems from caring for our land and our planet
- doing business with integrity leads to better business outcomes for everyone
- being bold leads to more ambitious and impactful business
- respecting and learning from culture can create economically stronger and more inclusive business opportunities
- relationships based on respect and care make for better business partnerships.

# Here are just a few examples of New Zealand-grown companies that epitomise our approach.



## Mint Innovation

Grown in New Zealand, this world-leading cleantech company was named a Technology Pioneer by the World Economic Forum in 2022.

Using a proprietary clean technology, Mint recovers metals from electronic waste and returns them to the local economy.

Mint's vision is to provide a low cost, sustainable solution to recover precious metals from the urban mine, by having a biorefinery in every major city around the world.

The low carbon metals can be used in new electronic components essential to decarbonisation and creating a circular economy.

## Fabrum

Fabrum is one of the few global pioneers to deliver end-to-end liquid hydrogen solutions to decarbonise heavy transport, mining and aviation markets. Core competencies include green hydrogen production, storage, dispensing and system integration.



## WoolAid

Unlike many big-name bandage products made from petrochemicals and plastic, WoolAid adhesive bandages are made from merino wool. WoolAid fabric is highly breathable for wound healing and biodegrades in soil in approximately 4 months. Winner of the 2023 Outdoor Retailer 'Product of the Year' in North America.

# A UNIQUE WORLD VIEW

New Zealanders have a strong sense of kaitiakitanga, the Māori concept of guardianship, or care for people and place. This centuries-deep wisdom on sustainability is something that Māori have always known and are willing to share with the rest of the world.

As the indigenous people of Aotearoa New Zealand, Māori represent 17.4% of the population, and have an economy estimated at \$70 billion.

Māori partner with those who share their long-term investment outlook and genuine commitment to sustainability.

Their purposeful approach to building local economies and proactive job creation is aligned with the global need to create sustainable communities in a post-pandemic world.

**For more on partnering with Māori, see page 30.**



Kaikoura, Canterbury

# A PLACE TO GROW NEW BUSINESS IDEAS

## A strong investment eco-system

New Zealand's private sector players and government agencies work together to foster a vibrant start-up network – providing support for both investors and companies.

There's been a record level of deal activity in New Zealand since 2021, with a strong pipeline of new opportunities for the future.

## Ease of doing business

New Zealand is renowned for its streamlined regulatory system that encourages sustainable growth, job and wealth creation, and entrepreneurial success. Such is our reputation that we advise governments in other countries on how to create their own EODB frameworks.

## Competitive tax structure

New Zealand ranks third in the developed world in the 2021 International Tax Competitiveness Index.

There's a simple, low-rate broad-base tax regime with no taxes or stamp duties on inheritance, payroll, healthcare or social security. The top personal income tax rate is 39% and 28% for companies.

## Ability to scale globally

New Zealand's convenient time zone, proximity to Asia, and extensive network of Free Trade Agreements provide a competitive edge. These connections give you access to over two billion consumers in some of the fastest-growing economies in the world.

## Digital infrastructure

New Zealand has an advanced digital infrastructure, ranking in the top 20 countries globally for network coverage, 5G deployment, and internet speeds.<sup>1</sup>

1. Source: 2020 Inclusive Internet Index and Speedtest Global Index

**\$1M**  
**MEDIAN DEAL SIZE**  
for follow-on capital by Early Stage Investors

Source: PWC Start-up Mag, 2022

**\$258M**  
**EARLY STAGE INVESTMENTS**  
in start-ups in 2021, a 63% increase compared to 2020

Source: PWC Start-up Mag, 2022



# EXPLORE OUR SECTORS

New Zealand is well-known for its successful dairy industry and commodity markets, and its thriving film industry. But that's just a small part of our story.

We have a diverse and modern economy that spans a wide range of business sectors – many with strengths and advantages found nowhere else in the world.

This is a snapshot of our top sectors that provide key opportunities for forward-looking investors and entrepreneurs.

**More information on each sector is provided in the Appendix on page 32.**



**ADVANCED TRANSPORTATION**



**FOOD & BEVERAGE**



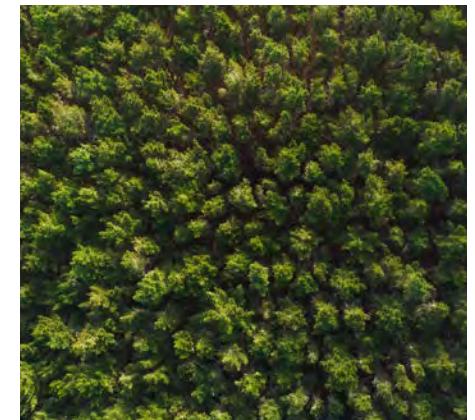
**RENEWABLE ENERGIES**



**TECH AND INNOVATION**



**TOURISM**



**WOOD PROCESSING**

“ Warner Bros invested in New Zealand because New Zealand’s great strength is the ability to innovate rather than merely copy or imitate. ”

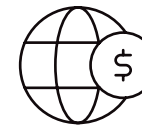
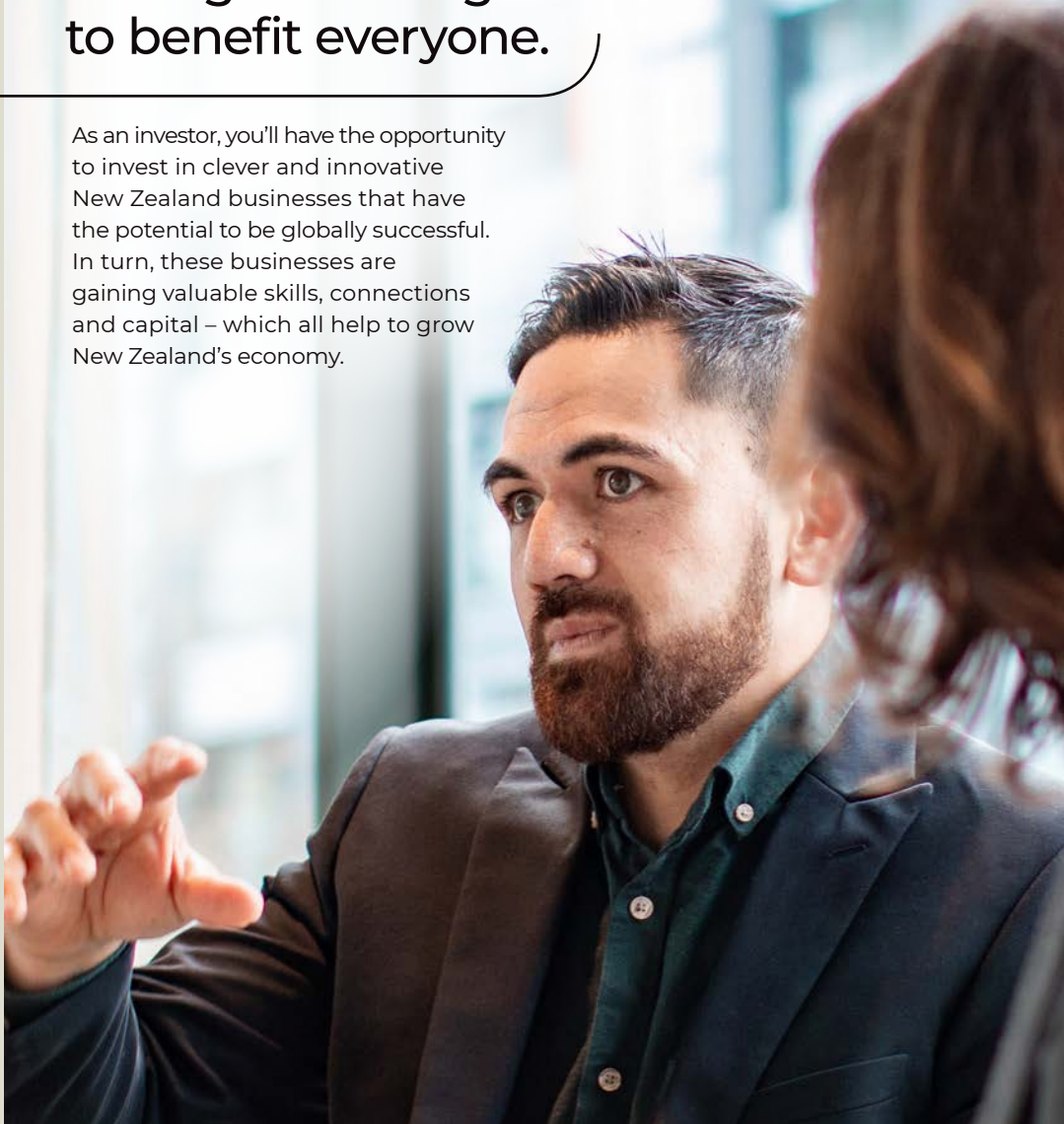
Andy Zein, VP Warner Bros. International TV Production



Filming on location in Woodhill Forest, Auckland

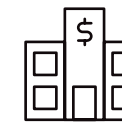
# New Zealand's Active Investor Plus settings are designed to benefit everyone.

As an investor, you'll have the opportunity to invest in clever and innovative New Zealand businesses that have the potential to be globally successful. In turn, these businesses are gaining valuable skills, connections and capital – which all help to grow New Zealand's economy.



## Direct Investment

Direct Investments into private businesses will receive the highest weighting (3x), e.g. an investor could meet the required investment amount by investing NZ\$5m into direct investments.



## Private Equity or Venture Capital

Investments into private equity or venture capital funds will also be upweighted (2x), e.g. an investor could meet the required investment amount by investing NZ\$7.5m into private funds.



## Philanthropy or Listed Equities

Investments into listed equities and philanthropy will receive no additional weighting (and each are capped at 50% of the NZ\$15m investment requirement), e.g. an investor could meet the required investment amount by putting NZ\$7.5m into eligible philanthropic causes and NZ \$7.5m into eligible listed equities.

## ACTIVE INVESTOR PLUS

The Active Investor Plus visa uses a weighting system to determine the amount of investment required. This incentivises investor migrants to invest more actively and directly into New Zealand's high value, high growth potential investment opportunities.

### At a high level, the visa requires the investor to:

- invest a total of between NZ\$5 million and NZ\$15 million (depending on a weighting system that incentivises more 'active' investments)
- invest across three years and maintain the investment for a further fourth year
- spend 117 days in New Zealand across the 4-year conditional visa period.

### Acceptable investment classes and weighting system

There are 4 acceptable investment classes for the Active Investor Plus visa, each of which carries different weightings towards the NZ\$15m investment threshold. An investor may invest across a combination of these.

# WE'RE HERE TO SUPPORT YOUR MOVE TO NEW ZEALAND

**\$12B**  
of live New Zealand  
**INVESTMENT  
OPPORTUNITIES**

**3000**  
**GLOBAL  
INVESTORS**  
in our network

**274**  
**INVESTMENT DEALS**  
completed in the  
last three years

Source: NZTE Database  
June, 2022

As you embark on your journey as an investor migrant to New Zealand, you'll find a team of people available to support you.

New Zealand Trade and Enterprise (NZTE) is the government agency who can help you navigate your move to New Zealand, as well as connect you with investment opportunities.\*

## 1. Helping you navigate the Active Investor Plus visa requirements

Our dedicated Investor Migrant Managers are based in various countries across the globe. Their role is to support you along key steps of the journey – and provide the information you need to make the best decisions for you and your family.

### As a personalised and friendly point of contact, they can help you with:

- understanding the visa requirements
- explaining what it's like to live and invest in New Zealand
- networking opportunities and events.

## 2. Helping you find investment opportunities

The NZTE Investment team consists of 50 experienced investment professionals, located around the world. We help investors discover high-value investment opportunities within New Zealand and connect New Zealand businesses with the knowledge and networks they need to fund international growth.

### This team can help you with:

- accessing unique New Zealand direct investment opportunities
- navigating the New Zealand investment ecosystem
- connecting you with relevant contacts and organisations.

\*Please note: Assistance offered by NZTE is optional. You can lodge your visa application with Immigration New Zealand without having engaged with NZTE. Immigration New Zealand is the government agency that manages the Active Investor Plus visa process, and is responsible for all decisions on visa applications and for assessing whether investors meet the conditions of their visa.

**NZTE's Live Deals platform can connect you with fresh investment opportunities in New Zealand.**



You can browse deals by sector and size, download an investment flyer, and connect with companies that interest you.

**in** [/showcase/investnewzealand](https://www.showcase.investnewzealand.govt.nz/)

**🐦** [/nzteinvestment](https://twitter.com/nzteinvestment)



# APPENDIX



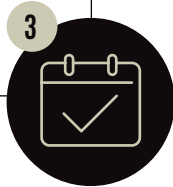
# AN OVERVIEW OF THE APPLICATION PROCESS

You work with NZTE and/or an advisor to understand the AIP visa requirements, and learn about living and investing in New Zealand



Your application is submitted to Immigration New Zealand

Your application is approved in principle



You complete due diligence on potential investments, then transfer your nominated funds into New Zealand

You make your first acceptable investment, then the investment period begins and a 4-year conditional residency visa is granted



Visa conditions are lifted and you may apply for a permanent resident visa

NZTE can continue to support your investment interests and provide ongoing services



This assumes that the investor is assessed by Immigration New Zealand to successfully pass each step in the visa process and they continue to meet their visa conditions throughout the entire 4-year investment period.

# AN OVERVIEW OF THE APPLICATION PROCESS

## 1. Understand the AIP visa requirements, and learn about living/investing in New Zealand

### 2. Your application is submitted to Immigration New Zealand

- Completed online, typically with the assistance of a licensed immigration advisor or lawyer.

### 3. Your application is approved in principle

- Initial determination of your application is completed by Immigration New Zealand and if successful, approval in principle is granted.
- Immigration New Zealand may request further information in order to assess the application.

### 4. You complete due diligence, then transfer your nominated funds into New Zealand

- You must apply for a work visa, to allow you to arrange the transfer to and investment of funds in New Zealand.
- Your work visa will have travel conditions allowing for multiple journeys to New Zealand during this period.
- You must transfer your nominated funds into New Zealand within 6-months of receiving approval in principle.



- You may request an extension of up to 6-months if there is sufficient evidence of reasonable attempts to transfer and invest the nominated funds or funds from the sale of nominated assets within the initial 6-month time period.
- The funds must be transferred into acceptable holding investments (including via a foreign exchange company or money transfer business) directly to New Zealand. Noting that additional funds cannot be transferred for the purposes of the visa during the 48-month 'investment period'.
- Acceptable holding investments are bonds issued by the New Zealand government or local authorities, term deposits within New Zealand registered banks or deposits in a New Zealand bank account.

### 5. You make your first acceptable investment, then the investment period begins and a 4-year conditional residency visa is granted

- To be granted a conditional resident visa, you must either invest a minimum of the following into an acceptable investment:
  1. \$100,000 direct
  2. \$500,000 managed funds
  3. \$1,000,000 listed equities or philanthropy
- The investment period then begins and the days in country requirement begins.
- You must spend 117 days in New Zealand across the 48-months.
- After 12-months, there is a check-in with NZTE.
- After 18 months, Immigration New Zealand checks that a minimum of \$7.5m or weighted equivalent has been invested into acceptable investments (inclusive of the investment made to commence the investment period).
- After 36 months, Immigration New Zealand checks that a total of \$15m, or weighted equivalent, has been invested into acceptable investments.
- Investments must be held for a further 12 months.

- Throughout your investment period, the NZTE Investment team can connect you with a range of eligible direct investment opportunities both in person and via our online investment platform 'Live Deals'.

### 6. Visa conditions are lifted and you may apply for a permanent resident visa

- After 48-months, Immigration New Zealand checks all visa conditions are met.

### 7. NZTE can continue to support your investment interests and provide ongoing services



# THE INVESTMENT CLASSES EXPLAINED

The Active Investor Plus visa offers 4 different investment options, and provides greater flexibility by allowing you to invest across a combination of these.

The visa criteria incentivises more active investment through weighted multiples against the different investment options.



## 1. Direct investments

Direct investments provide the opportunity to directly impact New Zealand businesses. Direct investments receive the highest weighting, with every \$1 invested counting as \$3 towards your visa conditions (3x). For example, you could meet the required investment amount by investing NZ\$5m into direct investments (3 x NZ\$5m = NZ\$15m).

### What qualifies as a direct investment?

At a high level, for a New Zealand business to become an acceptable direct investment, they must:

- be a New Zealand resident entity
- meet the criteria in the Active Investor Plus visa Immigration New Zealand Instructions
- be assessed as an acceptable investment and receive an acceptable investment letter from NZTE

A current capital raise or investment previously made into a New Zealand business may be acceptable.

## 2. Managed funds

You may invest in one of New Zealand's many innovative managed funds e.g. private equity, venture capital. Every \$1 invested into managed funds counts as \$2 towards your visa conditions (2x). For example, you could meet the required investment amount by investing NZ\$7.5m into managed funds (2 x NZ\$7.5m = NZ\$15m).

### What qualifies as a managed fund?

To help ensure that investments into managed funds result in good outcomes for the country, a process has been established to qualify managed funds for investment under the Active Investor Plus visa. New Zealand has a range of managed funds for investor migrants to choose from when selecting their investment portfolio.

**To see the list of acceptable managed funds and for more information, please see the [Invest New Zealand website](#).**

## 3. Listed equities

Invest in New Zealand listed equities, such as shares on the New Zealand Stock Exchange (NZX). No weighting is applied to this investment option (1x).

### What qualifies as listed equity?

Funds must be invested either directly or through an exchange traded fund or managed fund (licensed by the Financial Markets Authority) in the equities of a New Zealand resident entity that:

- are listed by a market operator licensed by the Financial Markets Authority; or
- are offered through a crowdfunding provider licensed by the Financial Markets Authority; and
- is not engaged in the acquisition, development, ownership, leasing, management, and operating of property, with some exceptions (see next page\*).

# THE INVESTMENT CLASSES EXPLAINED

## 4. Philanthropy

Help build a better future for New Zealand through philanthropy. No weighting is applied to this investment option (1x).

### What qualifies as philanthropy?

For philanthropic investments to be considered acceptable investments, the funds must be donated to organisations that:

- are a registered charity with at least two years of annual returns; and
- has Inland Revenue donee status, which has not ceased.

Note: Listed equities and philanthropy are both capped at maximum investment of 50% of the total NZ\$15m requirement. For example, you could meet the required investment amount by investing NZ\$7.5m into listed equities and NZ\$7.5m into eligible philanthropic causes.

## A note on property

Property for personal use (e.g residential property) does not qualify as an acceptable investment.

Generally, you cannot invest into a business or managed fund (where more than 20% of its portfolio is in such entities), which is engaged in the acquisition, development, ownership, leasing, management and operation of property assets.

There may be circumstances in which the managed fund or direct investment involves real estate or property assets may be acceptable. For instance, if it contributes to the Government's economic strategy, and/or the underlying business model is not solely based on real estate or property but delivers additional value-add.

\* Listed equities in entities engaged in the acquisition, development, ownership, leasing, management and operation of property assets, which are held through an exchange traded fund or managed fund, may be acceptable provided at the time the investment is initially made, they comprise no more than 20% of the value of the total assets held by the fund.

**For full details on the criteria for each of the acceptable investment options, please visit our [Acceptable Investments page](#).**



## Investing your funds: the timing and amounts

Within the first 18-months of the 48-month investment period, you'll need to invest NZ\$7.5 million or the weighted equivalent into acceptable investments.

You must invest the full NZ\$15 million (or the weighted equivalent) within 36-months. The total amount invested must be maintained for a further 12-months.

(The 48-month investment period will start from when your first acceptable investment is made. If you invest the minimum amount into an acceptable investment prior to your application being approved in principle, the investment period will begin from when you are approved in principle).

The minimum initial investments to begin the investment period are as follows:

Investment type	Minimum initial investment
Direct investments	NZ\$100,000
Managed funds	NZ\$500,000
Listed equities/ Philanthropy	NZ\$1 million

# PARTNERING WITH MĀORI

As the indigenous people of Aotearoa New Zealand, Māori represent 16.5% of the population.

With their burgeoning economy and intergenerational outlook, Māori are well-positioned for future investments and partnerships.

Underpinned by the strength of New Zealand's wider economy, the Māori economy has been growing steadily by more than 5% per annum, based on growth in assets and incomes. These trends are expected to continue and could see the value of Māori assets grow from \$68.7 billion to \$100 billion by 2030.<sup>3</sup>

## The size and growth of the Māori economy

**\$68.7B**  
Estimated value of Māori asset base

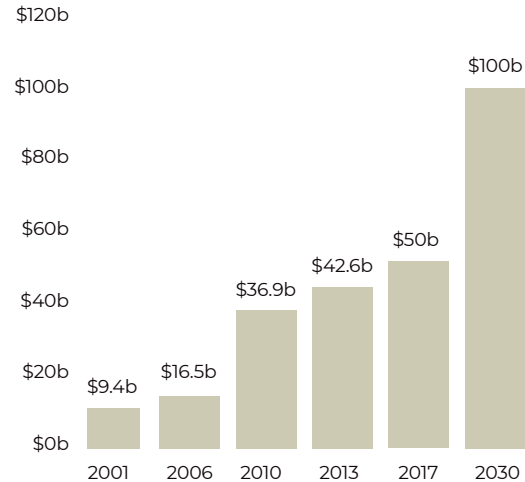
**\$39.1B**  
Assets in the businesses of 9,850 Māori employers

**\$21B**  
Assets in trusts, incorporations, and other Māori entities

**\$8.6B**  
Assets in the businesses of 18,600 self-employed Māori

Due to the diversity in Māori asset portfolios, Māori organisations were relatively safeguarded during the COVID-19 pandemic and well positioned to launch into the post COVID commercial environment.<sup>4</sup>

## Breakdown of the Māori asset base (NZ\$b)



## Māori-owned assets

 **40%**  
forestry production

 **30%**  
lamb production

 **30%**  
sheep and beef production

 **50%**  
fishing quota

 **10%**  
dairy production

 **10%**  
kiwifruit production



Sources: 3. An Introduction to the Māori Economy, NZTE, 2022  
4. Iwi Investment Report 2020, TDB Advisory (2020)

# WHAT IS IMPORTANT TO MĀORI?

## What will Māori want to know about a potential investment partner?

Māori seek alignment in cultural values first and foremost during their selection of investment partners. They will be wanting to get a sense of the extent to which their values align with yours and want to understand you, as much as they would like you to understand them. They will want to build friendship and trust, and as part of this process they may want to discover more about you.



Māori operate with a quadruple bottom-line where people, planet, profit and culture play roles of equal importance. If profit generation is your sole priority, Māori business partnerships will likely not be suitable for you.

## The following questions will help them to determine the extent to which your values, approach and practice complements and aligns with:

- their long-term intergenerational view
- the importance they place on relationships, caring for others, connection to and stewardship and guardianship of the environment
- their leadership and independence aspirations.

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### Why do you want to invest with Māori?

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### What is your exit strategy with respect to this opportunity?

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### What are your values?

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### How do you implement these in a meaningful way?

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### What are your expectations?

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### What is your track record with environmental, cultural and social well-being?



## What are Māori looking for in a potential investment partner?

Generally, Māori will seek investment partners who can assist them to:

- provide their people with the opportunity to build capability and employment
- share their skills and expertise
- help scale Māori businesses internationally
- facilitate access to international markets for their products

They also seek to generate returns that are commensurate with the level of risk they are undertaking.

**If you would like to find out more about partnering with Māori, NZTE's Investment Team can support you and connect you with the right people.**

# SECTORS OF FOCUS



## ADVANCED TRANSPORTATION

Unmanned aircraft and autonomous vehicles are a rapidly growing sector worldwide. New Zealand is well-placed to be a major participant in this growth – with an internationally-regarded aviation regulator, a risk-based regulatory regime, and a commitment to supporting the development and integration of innovative technologies.

Varied terrain in a compact landmass makes New Zealand ideal for putting technology to the test in a wide range of rural and urban conditions, landscapes and climates. Underpinning these advantages are significant expertise in software engineering, artificial intelligence (AI), robotics, composite materials and aviation design.

Central and local government, as well as major infrastructure providers, are supportive of trials for developing and bringing to market innovative forms of remotely piloted and autonomous air vehicles. The Ministry of Business, Innovation and Employment (MBIE) is actively working on a programme of Airspace Integration Trials to accelerate the integration of advanced unmanned aircraft.

## Space

The global space sector is seeing a boom in dynamic, private start-ups. New Zealand's unique location and conditions make it an attractive choice for investment in these 'new space' initiatives.

Distance offers an advantage for New Zealand's space industry, with airspace and launch windows that are relatively uncluttered, a wide range of suitable ground infrastructure locations, and an ideal environment for earth observation, data calibration and validation. New Zealand is home to the world's first fully private orbital launch range, with plans for the highest launch cadence in the world, at up to 120 launches per year.

Several New Zealand universities are actively involved in space-related research, with opportunities to grow local satellite design and manufacturing capability as well as other science, technology and engineering research related to the space industry.

New Zealand has proactively developed a best-practice regulatory regime to govern outer space and high-altitude activities, designed to encourage space activity while minimising risks to public safety, national security and the environment. The space industry is closely aligned to national goals to develop New Zealand as a global hub for high-value, knowledge-intensive businesses, with strong support for both local and international investment in the industry.

## FOOD AND BEVERAGE

### Aquaculture

With the ninth-longest coastline of any country and ideal ocean temperatures, New Zealand's aquaculture industry is one of the most efficient and sustainable forms of protein production on the planet.

New Zealand seafood products are exported to over 80 countries, and are prized for their high quality, with high demand from chefs around the world. High-value natural extracts from New Zealand seafood can also be found in premium healthcare and petcare products.



The New Zealand aquaculture industry is globally recognised for its light touch on the environment, and sustainability is an area in which it continually strives to improve. Its A+ environmental programme sets world-leading sustainable standards and publicly reports on the industry's performance against them.

Fresh investment opportunities in this area include open-ocean marine farming for king salmon, kingfish, shellfish and other fin fish – an environmentally friendly solution that will help New Zealand in its mission to continue to deliver high-value seafood to the world. The establishment of a commercial seaweed industry is also under active exploration by government and industry.



# SECTORS OF FOCUS

## Alternative proteins

To meet the growing global demand for alternative protein, New Zealand offers significant opportunities for the development and manufacture of new food technologies.

New Zealand is already recognised as a world leader in food production, food safety and food export. Our crop farming is amongst the most sustainable globally and we are known for producing particularly high yields.

With deep plant science and research capability through Crown Research Institutes like Plant and Food Research, New Zealand is primed to develop new and interesting cultivars with specific properties attractive for plant protein.

## Pet foods

Pet food is a major emerging growth opportunity in New Zealand food and beverage, supported by a diverse range of high-quality raw ingredients and a global reputation for food safety and traceability. New Zealand also has the advantage of preferential access to key global markets, such as the United States and China.

The supply of pet food ingredients is a high-value sub-sector. The export value of ingredients sourced in New Zealand is 2.5 times that of finished pet food. The United States is the largest export destination at 32.8% CAGR from 2014 to 2018, followed by Asian markets at 32.2%.

New Zealand's pet food sector has already attracted strong investor interest.

## Value-added dairy

New Zealand is the world's second largest exporter of dairy products, and its market share and value continue to grow.

Since the deregulation of New Zealand's dairy industry in 2001, global industry leaders have invested in the sector. There has also been plenty of interest from Asia-based investors, given New Zealand's proximity to the region and existing regional trade agreements.

As New Zealand's dairy sector goes from strength to strength, ongoing innovation continues to underpin its success and create exciting greenfield opportunities. Sheep and goat milk production is picking up pace, and potential also exists in the development of high-value, consumer-ready products such as probiotics, molecular proteins, pharmaceutical and aged care nutritional products.



## RENEWABLE ENERGIES

### Wind

New Zealand has outstanding wind resources due to its location lying across the prevailing westerly winds referred to by sailors as the 'Roaring Forties'.

The New Zealand Wind Energy Association reports that New Zealand has 17 onshore wind farms operating around the country with a total supply of 690 MW of electricity generation capacity.

Another 345 MW of generation (onshore) is under construction, with a further 2,550 MW either consented, applied for or on hold. This additional generation is largely held by existing operators.

### Solar

Solar energy presents a major opportunity for growth in supplying renewable electricity to the New Zealand market, to meet New Zealand's 100% renewable electricity target.

The Electricity Authority (EMI) reports that New Zealand currently has around 160 MW of installed grid connected solar power, representing only 0.5% of New Zealand's total electricity supply.

Improvements in global solar generation technology and declining capital costs are driving increased interest in New Zealand from local and international solar farm developers. This also presents opportunities for landowners, including Iwi and farmers, to partner on solar developments and increase returns from otherwise marginal land.

### Green hydrogen

Green hydrogen has been identified as a major opportunity for New Zealand – for both its domestic use and substantial export potential.

The International Energy Association (IEA) reports that New Zealand has a potential flow of hydrogen of 700 kt H<sub>2</sub>/yr by 2030, with 60% available for domestic purposes and the remainder exported.

# SECTORS OF FOCUS

As a small country, New Zealand has the advantage of being able to mobilise efficiently for robust outcomes with the appropriate policies and leadership. New Zealand is acknowledged as one of the best places in the world for innovation and trials with minimal regulatory impediments.

## Geothermal

Geothermal energy provides 22% of New Zealand's primary energy supply, and more than 17% of its electricity. As a clean, reliable and cost-effective energy source, it is reducing production costs across a range of sectors, including horticulture and dairy.

As early-adopters, New Zealand's geothermal companies have helped develop international best practice across the value chain; from initial exploration and project design, through to environmental modelling and emissions reduction.

New Zealand is home to numerous next-generation geothermal operations, including those with international partners.



## TECH AND INNOVATION

### Agritech

Around 300 agritech companies are active in New Zealand, with NZ\$1.4 billion in exports in 2018 and a compound annual growth rate of 4% – with substantial opportunity for further growth.

New Zealand farmers and growers have a commercially driven, data-led attitude. As a result, locally developed agritech innovations have a strong focus on commercial return to end customers, giving them a strong value proposition in world markets.

Agritech expertise in New Zealand covers a huge range of landscapes and production sectors, from pastoral farming and dairy to arable cropping, horticulture and fresh produce, viticulture and aquaculture.

With funding models that inspire collaboration across sectors and industries, New Zealand is a great place for turning breakthrough agritech ideas into reality. The country is also a natural agritech accelerator for the world, thanks to opposing seasons that give Northern Hemisphere R&D partners twice the ramp time each year.

### Cleantech

New Zealand has a strong vision for a cleaner and greener future – and is constantly driven to explore new technologies and incubate world-leading global cleantech companies. One example is Geo40, a New Zealand-grown company that has achieved a world first in green mining. It has commercialised the extraction of silica from geothermal fluids that can be used in products such as paint, concrete and paper.

Another is LanzaTech, whose proprietary technology converts carbon emissions into clean engine fuel. Launched in 2005 with seed funding, the company is now valued at almost US\$1billion.

New Zealand's cleantech sector is on an exciting growth trajectory; supported by a strong pipeline of emerging IP, government support, and increasing global partnerships.

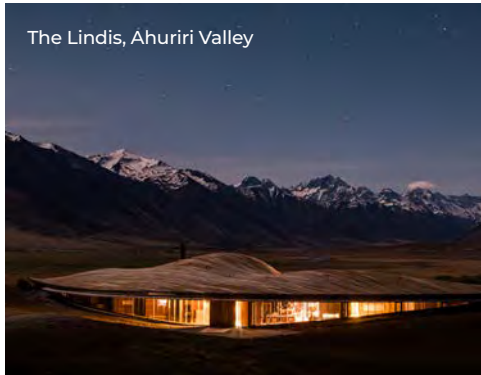
### Healthtech

Healthtech is the biggest secondary technology sector in New Zealand, generating NZ\$1.8 billion of revenue and a five-year compound annual growth rate of 10% in 2018. With deep scientific and commercial expertise, New Zealand's healthtech sector will continue to contribute world-leading technologies that help to address global health needs.

Brands such as Fisher & Paykel Healthcare and Douglas Pharmaceuticals are well-established success stories in global markets. Other pioneers such as Volpara, Aroa Biosurgery and Pacific Edge are leading a new generation of global healthtech companies developed in New Zealand.

The ease of doing business in New Zealand, strong investor protection, and a highly stable and efficient government, also reinforce New Zealand's advantage as a destination for international healthtech investors.

# SECTORS OF FOCUS



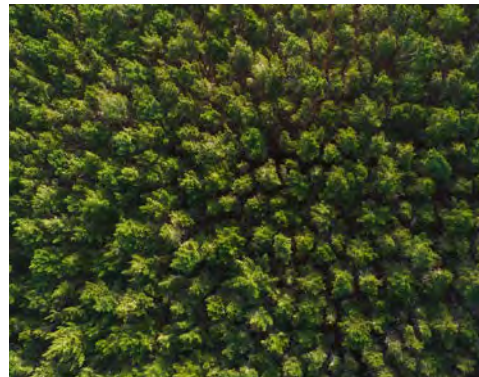
## TOURISM

The domestic and international tourism sectors in Aotearoa are moving from strength to strength, with a bright and positive future ahead in a post-COVID landscape.

Businesses are welcoming travellers from far and near, into high-value activities like wellbeing spas, mountain bikes, and ziplines. These activities drive economic growth and recovery. Additionally, the re-opening of the tourist industry provides ample opportunity for sustainable innovation.

New Zealand is well-connected to international tourism markets by direct air routes. When visitors arrive, excellent transport infrastructure provides clear

tourism routes and a captive market for investment. The New Zealand government is committed to supporting tourism and promoting regional diversity and capacity.



## WOOD PROCESSING

New Zealand offers significant opportunities in wood processing and forestry. It is the world's largest global roundwood log exporter, delivering 21 million cubic metres of product annually.

Sector performance is strong, with products exported around the world, and a growing wood harvest and log supply offers attractive volume to value investment opportunities to develop new world-class wood processing operations.

Building on this success is a key priority for New Zealand's government, with major long-term initiatives in place to encourage industry growth and support the country's transition to a zero-carbon economy.

# FREQUENTLY ASKED QUESTIONS



**Q How does Active Investor Plus visa compare to other countries?**

New Zealand's Active Investor Plus visa aims to attract investors who are willing to contribute their expertise, skills and networks more actively and directly into New Zealand funds and businesses.

**Q Apart from the investment thresholds, are there any other criteria for a successful application?**

As well as proving ownership of your funds to Immigration New Zealand, you'll need to submit documents that demonstrate good character and an acceptable standard of health.

The Active Investor Plus visa requires that the principal applicant has a reasonable level of English (an IELTS score of at least 5.0).

More detail on the visa requirements are available on the [Immigration New Zealand website](#).

**Q What type of visa will my partner and children need?**

Your Active Investor Plus visa application can include your family. This can include a secondary applicant (such as your spouse/partner), and any dependent children under the age of 24 years.

**Q How many Active Investor Plus visas are available each year?**

There is no cap on the number of Active Investor Plus visas that can be approved in any one year.

**Q What is the cost to lodge my visa application?**

The fee to apply is NZ\$7,780.

**Q Who can help me with applying for an Active Investor Plus visa?**

The NZTE Investment team, which includes dedicated Investor Migrant Managers, can help you understand and navigate the Active Investor Plus visa process. We can also connect you with any other experts you may need to submit your application and understand the specific visa technicalities.

The actual visa processing is managed by Immigration New Zealand, the government agency responsible for all decision-making on visa applications and for assessing whether investors meet the conditions of their visa.

**Q What if I need advice from other professionals – such as tax advisors or immigration specialists?**

The NZTE Investment team has extensive networks with many professional service firms in New Zealand; including lawyers, accountants, tax advisers and immigration specialists. Let us know what you need, and we can help point you in the right direction.

**Q Where can I find investment opportunities?**

New Zealand has a vibrant eco-system of investment opportunities – from early-stage companies through to more established entities and projects.

The NZTE Investment team can also introduce you to an exciting pipeline of projects both in person and via our online investment platform 'Live Deals'. The first step is to understand your investment interests and experience, so we can connect you with the most relevant opportunities.

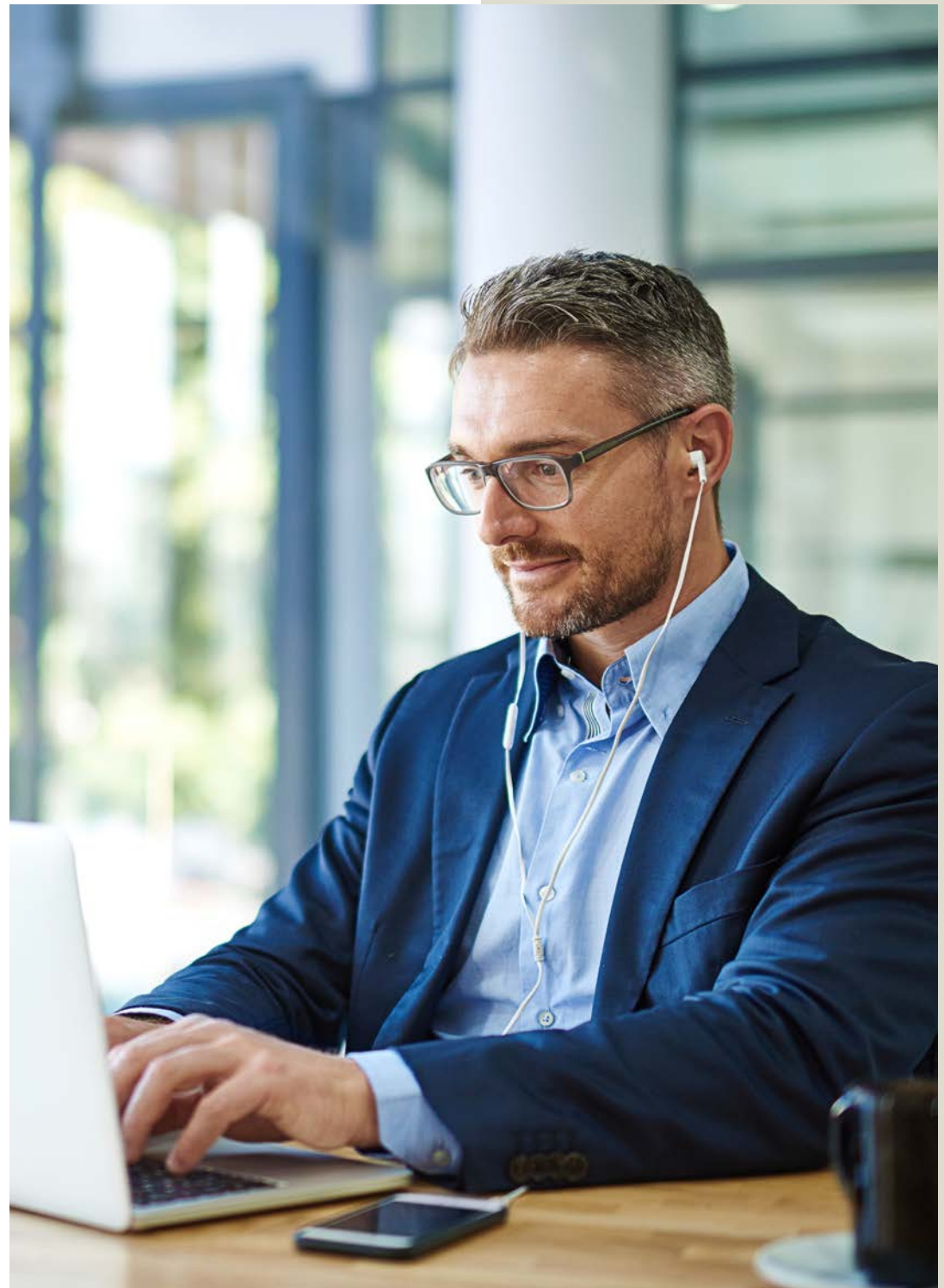
# READY TO TAKE THE NEXT STEP?

If you're already in contact with an NZTE Investment Migrant Manager, they will be delighted to answer your questions and assist with next steps.

Or send us your contact details via the link below, and one of our team will be in touch.



[nzte.govt.nz/form/investor-migrant-eoi](https://nzte.govt.nz/form/investor-migrant-eoi)



“ It’s rather nice to think of oneself as a sailor bending over the map of one’s mind and deciding where to go and how to go. ”

Katherine Mansfield, New Zealand writer (1883-1923)



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