

## “The book that backs our Export Drive”

The **NEW ZEALAND EXPORT AND TRADE HANDBOOK** publication as the name suggests is an instruction book not a theory book. It is a popular International Guide to doing business with New Zealand. The guide is updated and reviewed annually and provides a wealth of specialized information relevant to New Zealand’s export/import industry. Within the contents of this publication we cover the most important aspects of export and import management and detailed information about the nuts and bolts to help the exporter in today’s market. For new entrants to the field, it is guaranteed to take much of the frustration out of being a novice by dramatically reducing the length of the usual learning curve.

**KEY FACTS:** The Handbook is targeted to the audience most in need of the information it contains. This year over 3500 copies are being distributed to existing & potential exporters via Export New Zealand, Chambers

of Commerce, New Zealand Trade & Enterprise, CBAFF - Custom Brokers & Freight Forwarders Association, Business Mentors New Zealand, Libraries and our sponsors Westpac, QBE Insurance & WHK. In addition, we offer extra copies to advertisers for distribution to key clients and provide the opportunity to order additional copies at a discounted rate.

**CONTENTS:** The publication covers a wide range of interesting information which is broken down into chapters. These chapters include International Trade, Export / Import Management, Sales & Marketing, Freight & Logistics, Airfreight, Seafreight, Finance, Insurance, Customs, Taxation, Packaging & Labelling, Intellectual Property, Communication Technology, and a Help Desk which includes education, networking and govt assistance. (See Chapter Briefs for more information.)

### KEY FACTS:

**Circulation:** 3,500 copies

**RRP:** \$40 per copy

**Frequency:** Annual publication

**Distributed:** February each year

**Core Target:** Existing & new exporters entering Global markets.

**Content:** Specialised information relevant to New Zealand’s export/import industry.

**Distribution:** Via export organisations; Export New Zealand, The Chamber of Commerce, New Zealand Trade and Enterprise, Business Mentors New Zealand, Importers Institute, CBAFF, NZ School of Export, Business NZ, Libraries together with our sponsors WESTPAC.



*“This handbook is the best introduction to exporting published in NZ and its new annual edition is always a useful read. It’s a great starting point and is full of practical information from practitioners that will help exporters deal with the issues they face when selling overseas. It also offers comprehensive signposts to other sources of information and help. I recommend it wholeheartedly and we as New Zealanders are very lucky to have such a good publication available to us”*

*Dr Romuald Rudzki, Director, NZ School of Export.*



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