



# Iron Duke

PARTNERS

**NZ Rise**

30 June 2016



**Prepare for Success**

A close-up, dark photograph of a horse's head, focusing on its muzzle and the chains of its bridle. The chains are metallic and hang from the top of the frame. The horse's coat is a dark brown color.

# About Iron Duke Partners

- Public Policy Advisory
- Complex Issues and Projects
- Global Insight
- Connecting to New Zealand





# NZ's Export Challenges

- Small and a long way away
- Commodity focussed
- SME dominance
- Lack of sophistication in export markets
- Lack of engagement in Global Value Chains



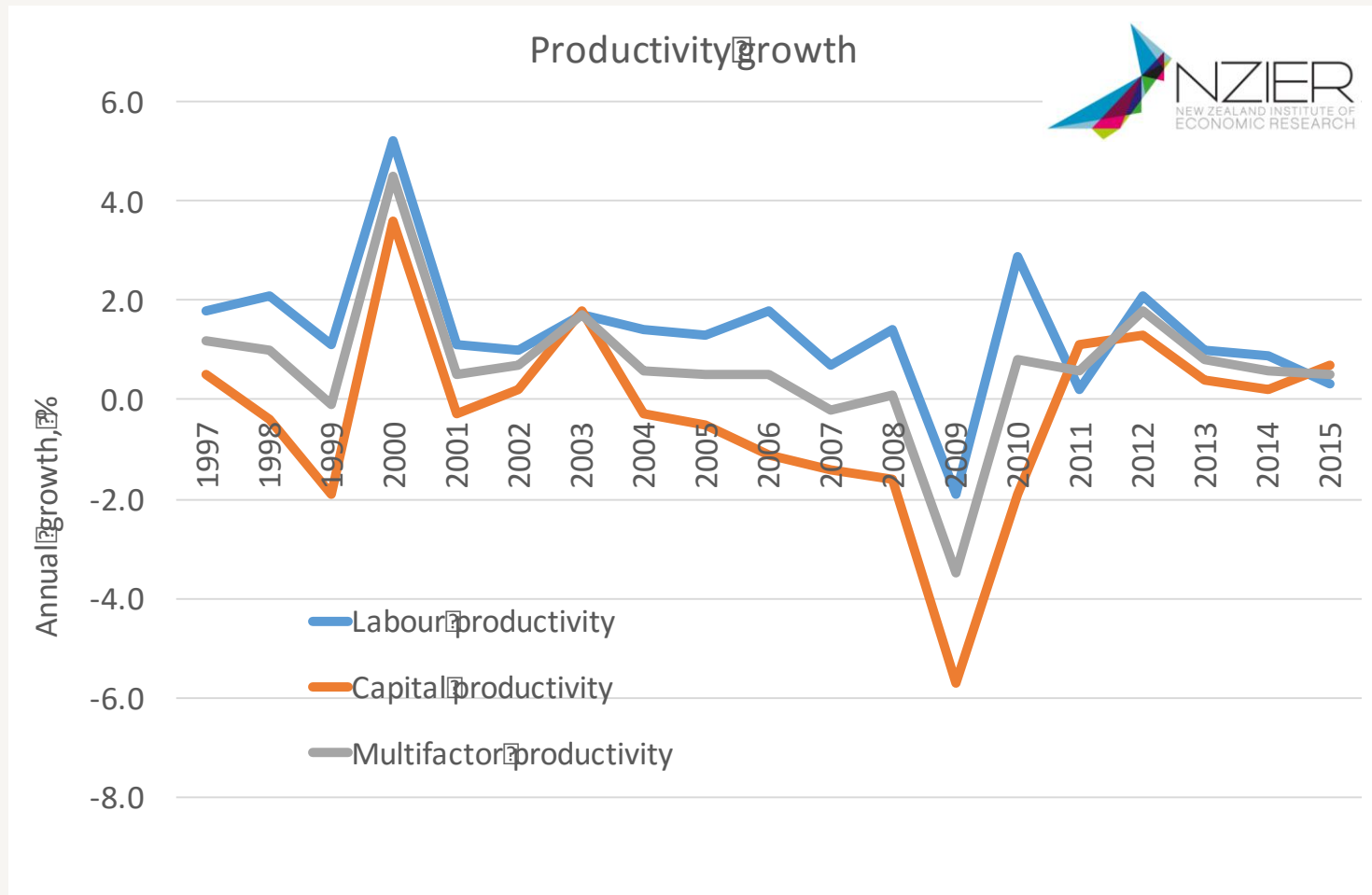


# NZ's global trade opportunities

- Part of Asia
- Great network of FTA's
- No enemies
- Seen as a great place by everyone
- We speak English
- Some world famous producers: dairy

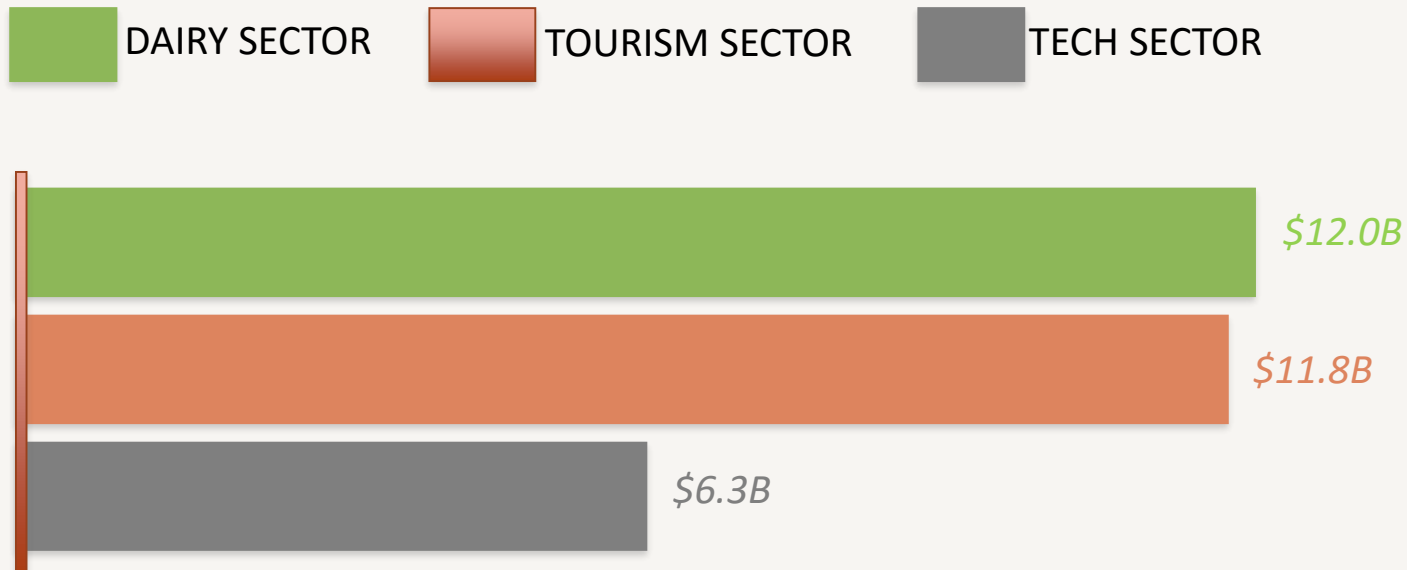


# Not so Good : Productivity





# Performance of some key export sectors





# The world is changing

- Maybe we have reached peak globalisation?
- Trust in our leaders is low – we need to become more trust *worthy*
- Global trade flows lag behind global GDP growth
- NZ's bipartisanship on the politics of trade is over for the time being



A hand is shown pointing at a world map. Several locations on the map are highlighted with glowing circular markers. The background is dark, and the map is in a light gray tone.

# And the big actors might look different

- Every two years the population of *Australia* enters the Indian labour market ... and there are 140 – 24 hour news channels
- In China one tyre manufacturer spends 5% of its turnover on R and D: three times the industry average. Virtually all of that R and D is done inhouse by Chinese nationals







# Connectedness wins big

- The internet of things becomes the internet of *everything*
- Convergence will bring real challenges – who's that selling my data?
- AI will have to focus on – for want of a better word – morality
- The future of work itself is up for debate





# So what does it mean for us?

- We're still small and a long way away- even in a connected world
- Commodities will remain a key part of our story for all of our lives
- The fact that we are not corrupt and liked by all becomes even more important in a low trust, fearful world
- We need to be the best *NZ* we can be





# Thoughts for your sector

- Niche works
- Start global
- *NZ'ness* matters more than you know
- In the eyes of the world, we are not just - or even mainly - about clean and green
- Adjacencies will be useful





# Thoughts for your sector

- Tell your story in an engaging fashion
- Use more “and” not so much “or.”
- Remember most decision makers probably don’t understand what big data is – but they still make the decisions. Engage them in ways they can understand
- Make sure you really, truly help NZ to succeed







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