

## German-New Zealand Chamber of Commerce

**Auckland, New Zealand, 4<sup>th</sup> July 2017** – The New Zealand-German Business Association Inc., the Auckland-based organisation fostering bilateral trade between New Zealand and Germany, today announced the change of their name to ‘German-New Zealand Chamber of Commerce (Incorporated)’.

‘Considering the growth in size and importance of the organisation, since its incorporation almost 35 years ago, an upgrade in the name from business association to chamber was well and truly overdue,’ says German Chamber President Jim Bibby.

According to Statistics New Zealand, the EU remains New Zealand’s third most important bilateral trade partner. ‘This is without any FTA in place,’ explains German Chamber CEO, Monique Surges. ‘It is not well-known here, but when it comes to imports the EU is out in front, ahead of China and Australia, with the engine room Germany supplying cars, commercial vehicles, building products, appliances and machinery crucial to New Zealand’s export growth.’ There are over 120 German subsidiaries in New Zealand and some 300 German brands represented by importers.

German speaking tourists remain the biggest spenders in New Zealand per capita, staying on average 48 days. Visitor numbers have also consistently gone up, with a 14.6% increase recorded in 2016 to 92 000 guests. Some 16 000 working holiday applicants from Germany were granted in 2016 – providing a strong source of keen young seasonal workers and an ever-growing market for internships within New Zealand businesses.

### ABOUT THE ORGANISATION

The German-New Zealand Chamber of Commerce Inc. (GNZCC) is uniquely positioned to help both New Zealand and German businesses and individuals through an increasingly competitive global market environment. Founded as the New Zealand-German Business Association Inc. in 1983, the organisation has become an important partner in fostering bilateral trade between Germany and New Zealand.

One of our main objectives is to advise German and New Zealand companies on market development and to support them in the initiation of business relations with the [services](#) of a full consulting division established to assist both German and New Zealand exporters and importers in their quest to establish a trading relationship. The GNZCC is active in the South Pacific as well – our area of responsibility includes the Cook Islands, Fiji, Kiribati, Niue, Samoa, Tonga and Tuvalu.

As a membership organisation the GNZCC offers an extensive networking platform with monthly [Newsletters](#) and an annual publication, [Double the Vision](#). Our know-how combined with the expertise of our partners make us a strong and competent partner for all your business needs. Membership is available to every company and individual involved in business relations between Germany and New Zealand. Our members come from a diverse group of industries.

The [event](#) division offers a regular series of educational workshops alongside frequent member events. The [Oktoberfest](#), after taking a rest for a few years, relaunched and has grown into an integral part of the event offering, with more than 500 members and their staff and guests now attending. The next one takes place at Shed10 on 15<sup>th</sup> September 2017.

For more information, please visit <http://neuseeland.ahk.de/en>.

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