Project Brief: Decarbonisation and Energy Efficiency in Industry and Commerce in New Zealand

- New Zealand has made a legal commitment to achieve net-zero emissions by 2050, which presents particularly the industrial sector with the urgent challenge of switching the high demand for process heat from fossil fuels to climate-friendly alternatives.
- The German-New Zealand Chamber of Commerce (GNZCC), as part of the BMWE's German Energy Solutions Initiative, is organising a digital business delegation to connect German SMEs with the New Zealand industrial sector. It provides German companies with market insights while giving New Zealand companies direct access to proven technologies and targeted B2B opportunities.
- The project promotes German solutions in industrial electrification, energy efficiency and self-sufficiency, supporting New Zealand companies in reducing emissions and long-term energy costs. At the same time, it enables German suppliers to expand into the New Zealand market, creating mutual benefits through technology transfer, knowledge exchange and new business opportunities.

Overview

The Digital Energy Business Trip (dGR) is an instrument of the German Energy Solutions Initiative of the German Federal Ministry for Economic Affairs and Energy (BMWE). The project supports German SMEs in positioning their climate-friendly energy solutions in one of the most ambitious markets in the Pacific region. Through a combination of a thorough market assessment, a digital expert conference and targeted B2B match-making, the project paves the way for German technologies to enter the New Zealand industrial sector.

Rising Pressure on New Zealand's Industry

New Zealand has made a legal commitment to achieve net-zero emissions by 2050. One of the biggest hurdles on this path is the industrial sector, which is currently the country's second-largest emitter.

Many businesses, particularly in the dairy and food industry – which is central to New Zealand's economy – remain heavily reliant on fossil fuels for generating process heat. Despite an economic recovery in 2026, the industry is under massive pressure:

- **Regulatory requirements**: Sectoral emissions targets remain in place despite policy adjustments.
- **Cost pressures**: Fluctuating energy prices make efficient solutions a necessity for competitiveness.
- **Modernisation backlog**: There is a pressing need to electrify industrial processes and to move away from coal and gas.

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MITTELSTAND GLOBAL
ENERGY SOLUTIONS MADE IN GERMANY

AHK Repräsentanz der Deutschen Wirtschaft German-New Zealand Chamber of Commerce Inc.

How can the project help?

The project links German technology providers and New Zealand's decarbonisation needs by specifically strengthening knowledge transfer and technological cooperation in key areas. One focus is on electrification and the use of heat pumps to transition from fossil-fuel-based process heat to sustainable solutions such as high-temperature heat pumps and power-to-heat systems. At the same time, efficiency gains are promoted through modern energy management and automation solutions that enable short-term savings.

In addition, the project aims to support self-sufficiency through integrated photovoltaic and storage systems for business parks and industrial facilities, with the aim of both improving grid stability and reducing costs.

Benefits

The project creates a win-win situation for both sides. While German companies benefit from eased market access thanks to the Free Trade Agreement in effect since 2024, they also gain direct access to key decision-makers through the robust network of the German-New Zealand Chamber of Commerce. German SMEs can fully leverage their leading international position in high-quality system solutions, as the New Zealand market places a high value on quality, reliability, and durability. In turn, the local industry is given the opportunity to efficiently manage complex transition requirements, mitigate energy costs through modern technology, and utilize field-tested concepts such as microgrids, PV storage systems, and intelligent automation solutions.

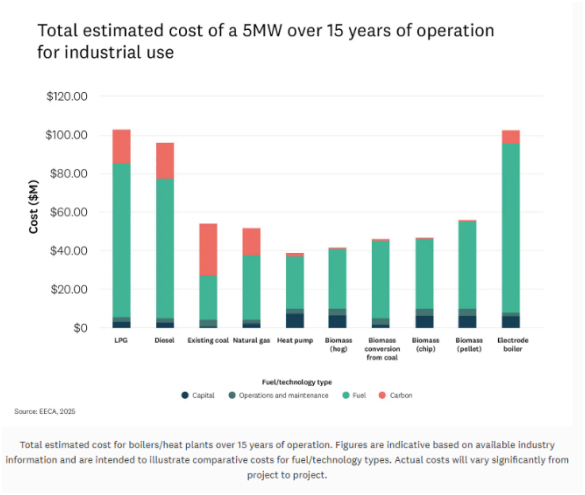

Figure 1: Total estimated cost of a 5MW over 15 years of operation for industrial use. Source EECA. 2025. The lower total costs for low-carbon technologies will largely be driven by reduced fuel expenditure and the avoidance of carbon costs.

How will the project be implemented?

The dGR is implemented under the German Energy Solutions Initiative of the German Federal Ministry for Economic Affairs and Energy (BMWE) by the implementing company RENAC AG. The GNZCC is supporting the project as consultant, contributing to content development and coordinating implementation. The first step will be an in-depth market analysis to provide a thorough understanding of the specific decarbonisation needs of New Zealand's key industries – such as the dairy, timber and logistics sectors. Following the online briefing for the participants, a **digital expert conference** will take place **on 3 November 2026**, which will serve as a platform for presenting German technologies.

This will be followed by individual **B2B meetings from 2 to 6 November 2026**. These will enable participating companies to make direct contact with local customers, energy suppliers and potential partners in order to prepare concrete collaborations and discuss current market trends. Project results and materials are compiled digitally and made available for structured follow-ups.

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