

A satellite-style image of Earth from space, showing the continents of Australia and New Zealand. The text "NEW ZEALAND" is overlaid in white at the bottom right.

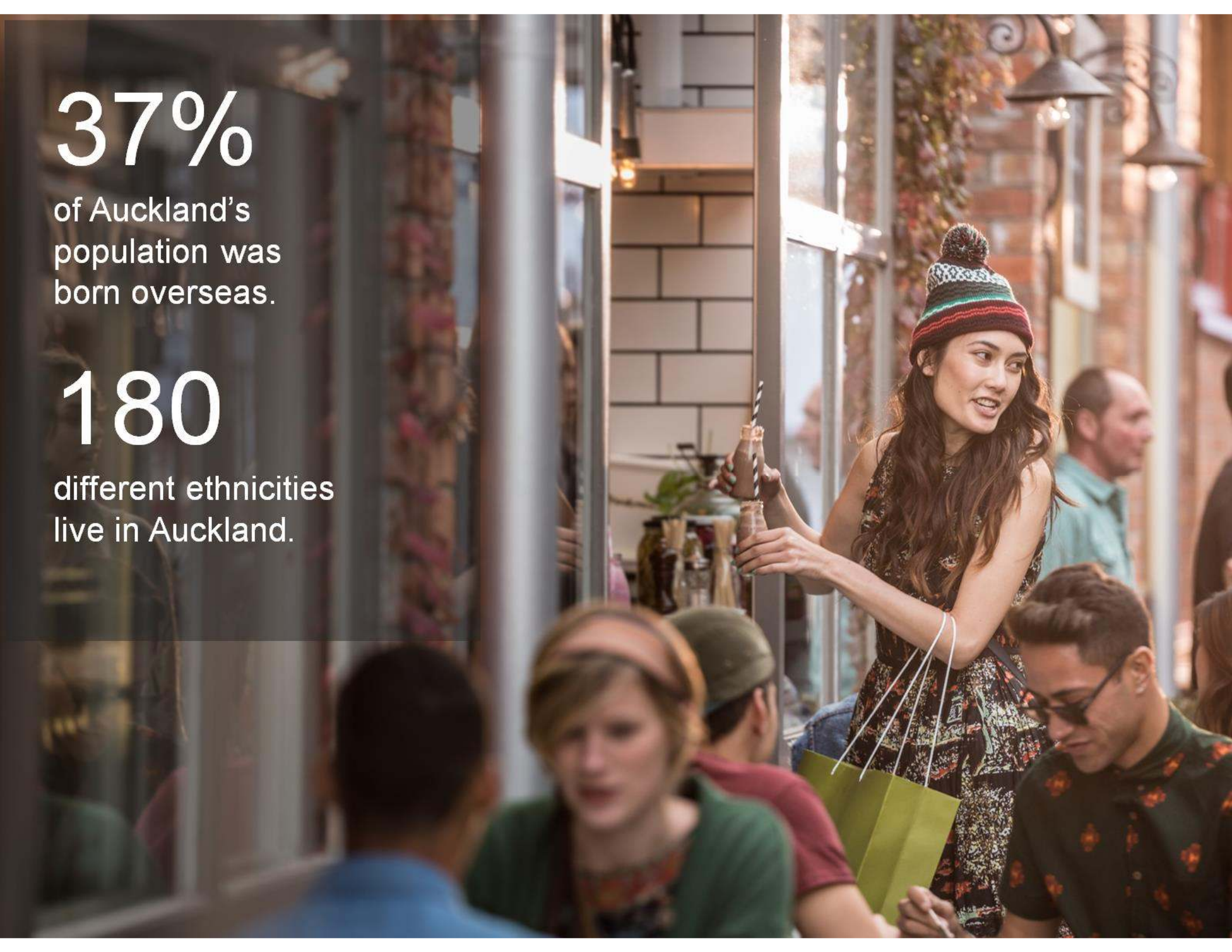
**NEW ZEALAND**

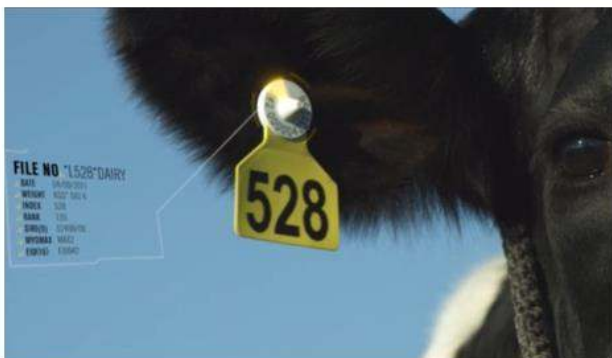
# 37%

of Auckland's  
population was  
born overseas.

# 180

different ethnicities  
live in Auckland.





# HOW DOES THE WORLD SEE NEW ZEALAND?



**100%**  
**PURE**  
**NEW ZEALAND**



**100% PURE NEW ZEALAND**

[newzealand.com](http://newzealand.com)



**100% PURE NEW ZEALAND**

[newzealand.com](http://newzealand.com)





# KIA ORA

## WELCOME TO NEW ZEALAND

**HOLIDAY  
WITH US**

**DO BUSINESS  
WITH US**

**STUDY  
WITH US**

**LIVE & WORK  
WITH US**



# BUSINESS IS GREAT

## BRITAIN

From accountancy and law to advertising, Britain leads the way in business services. For a highly skilled, customer-focused workforce, choose the UK.

MALAYSIA

LIFESTYLE TRAVEL BUSINESS CULTURE

To watch the show What is "cool japan"?

Previous Show

**cool japan**

発掘!  
かっこいいニッポン

OnAir **BS1** Sun 6:00 PM  
Mon 9:00 PM **Retroadcast**

**Persepolis** Mon 3:10 PM(JST)  
Sun 0:50 AM(JST) **Retroadcast**

## Australia Unlimited

Business Culture Design Environment Food Science Society Technology

**VIDEO INTERVIEW: REMO GIUFFRÉ, TEDXSyDNEY**

Remo Giuffré is an entrepreneur and global people connector. Founder and Director of the internationally lauded TEDxSydney, Giuffré is creator of 'The General Thinking Network' and author of the recently published 'General Thinker' on creative thinking. Take an exclusive peak into the Bondi life of this inspiring Australian.

## HOUSE OF SWITZERLAND ZURICH 2014

Swiss Facts About House of Switzerland Pictures Videos

HISTORY

The history of the mobile House of Switzerland

Story of the mobile House of Switzerland - next stop Zurich

# NordicCool TV

PERU **prom peru** **CENFOTUR** **PERU COPACOBANA REGIONAL**

WINNER 2014

"Mejor sitio web oficina de turismo del mundo" [www.peru.travel](http://www.peru.travel)

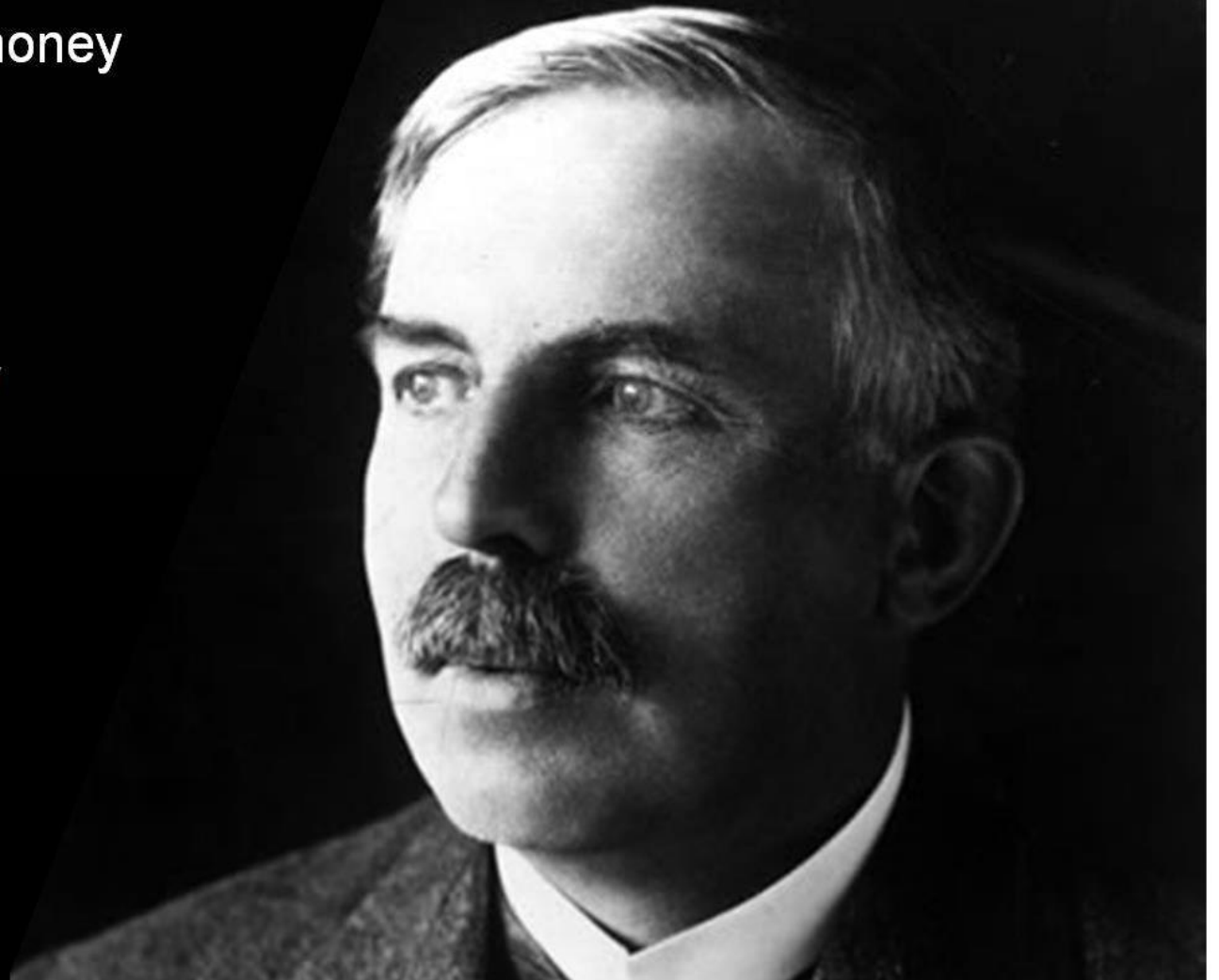
"Mejor destino culinario del mundo"

peru.picta Institucional Exportaciones Turismo Imagen per

“We didn’t have the money  
so we had to think.”

**ERNEST LORD  
RUTHERFORD**

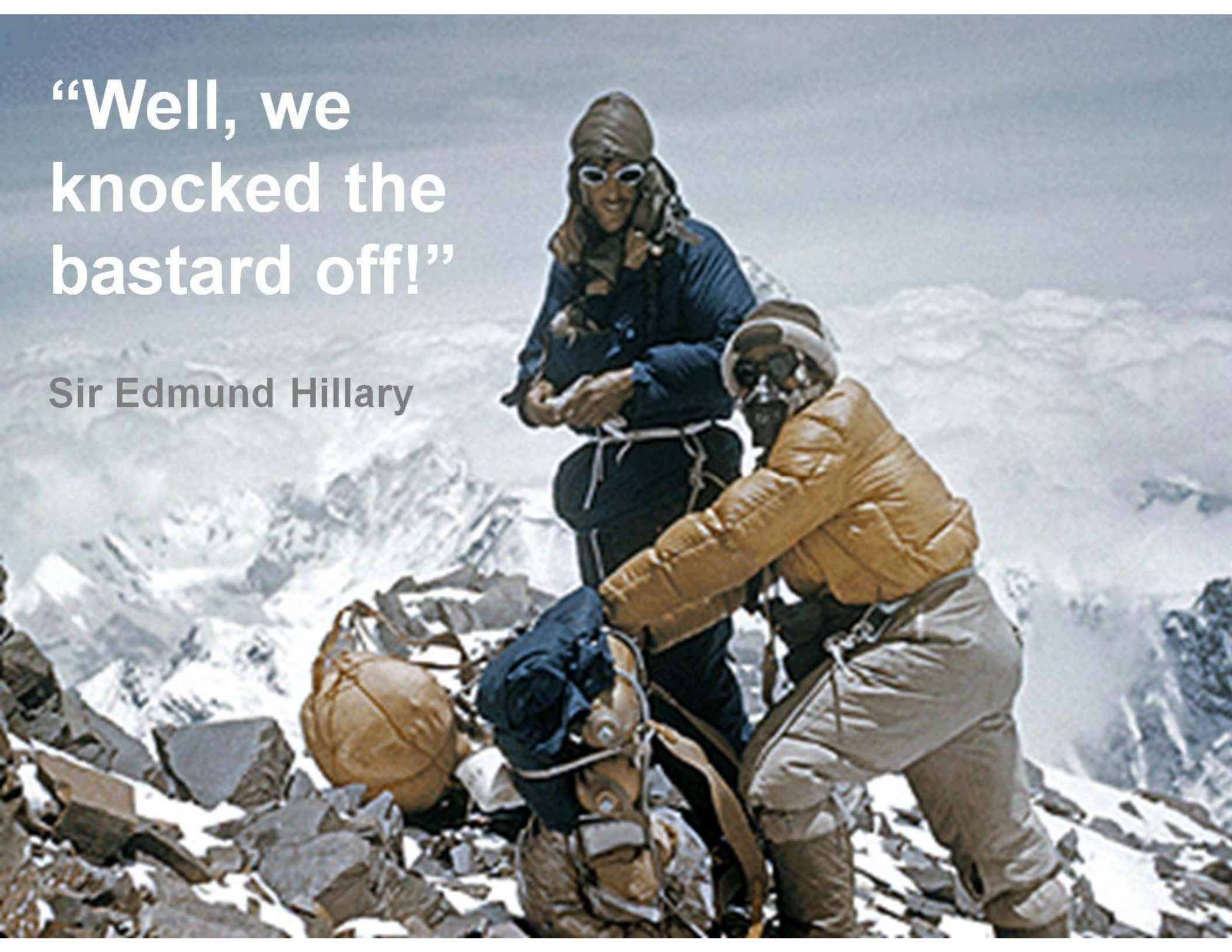
1908 Nobel Laureate for Chemistry  
and father of Nuclear Physics





**“Well, we  
knocked the  
bastard off!”**

Sir Edmund Hillary



# WHAT IS OUR STORY?





**INTEGRITY**



**KAITIAKI**  
CARE OF PEOPLE AND PLACE



**RESOURCEFULNESS**

**OPEN SPACES**



**OPEN HEARTS**



**OPEN MINDS**



# USE FREE BUSINESS TOOLKIT @ NZSTORY.GOVT.NZ

NZ Story Business Kit | Home

nzstory.businesscatalyst.com

NEW ZEALAND

What is the New Zealand Story? Toolkit - Login / Register

## THE NEW ZEALAND STORY

### BUSINESS TOOLKIT

Helping you to promote your New Zealand export business to the world.

[Learn more](#) [Login/Register](#)

NEW ZEALAND

What is the New Zealand Story? Toolkit - Login / Register

## INFOGRAPHICS

Resource type: [dropdown menu]

Filter by industry: [dropdown menu]

Filter by language: [dropdown menu]

Filter by environment: [dropdown menu]

77% RENEWABLE RESOURCES TOWARDS ELECTRICITY

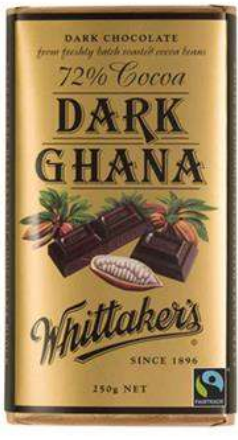
TECHNOLOGY SECTOR GROWTH



<h3>IMAGES</h3> <p>Showcase New Zealand and your business with professional visuals.</p>	<h3>INFOGRAPHICS</h3> <p>Use facts and figures to prove that we're great at doing business.</p>	<h3>VIDEOS</h3> <p>Set the scene with the NZ Story video available in multiple languages.</p>
<h3>PRESENTATIONS</h3> <p>Templates to create your own marketing tools.</p>	<h3>CASE STUDIES</h3> <p>Learn from the experiences of other New Zealand export businesses.</p>	<h3>OUR NEWSLETTER</h3> <p>Sign up to our mailing list for news and site updates.</p>



# THE NEW ZEALAND STORY





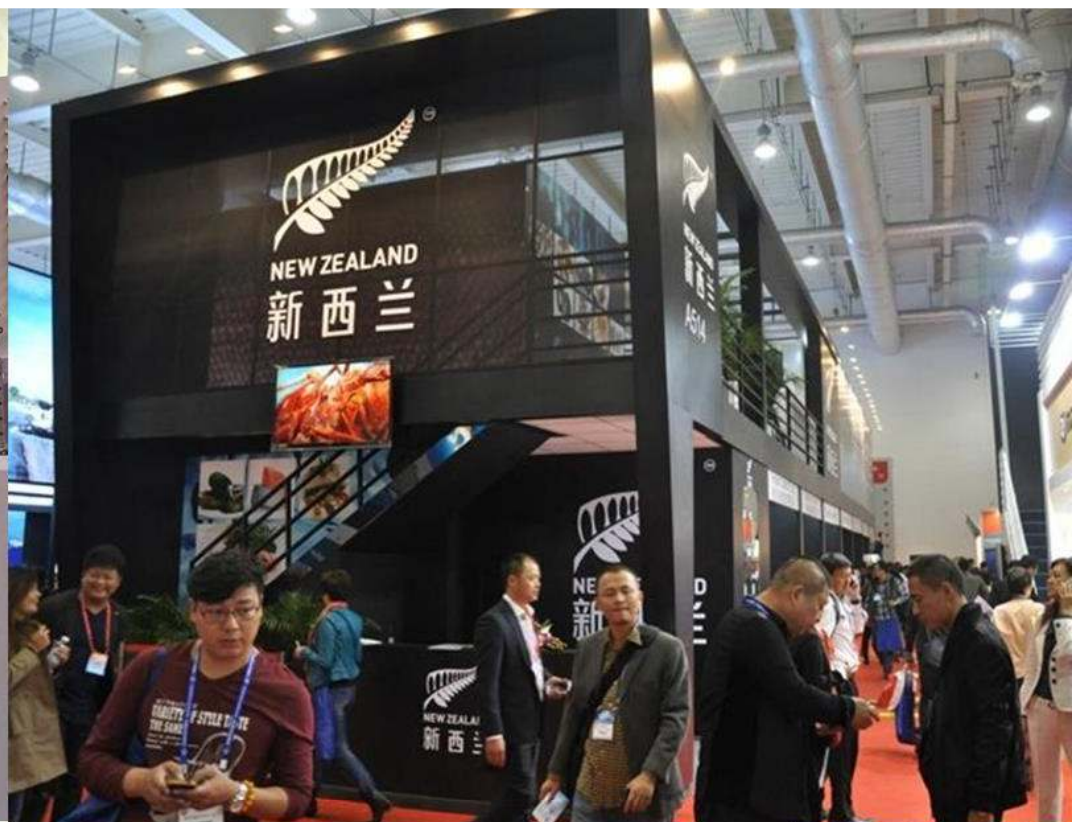
  
**NEW ZEALAND  
UNITED NATIONS  
SECURITY COUNCIL  
2015-16**





A close-up photograph of a person's hand holding several fern fronds. The fronds are a pale, silvery-green color, contrasting with the darker green ferns in the background. The text 'TRAIL MARKER' is overlaid in white, bold, sans-serif font on the right side of the image.

# TRAIL MARKER



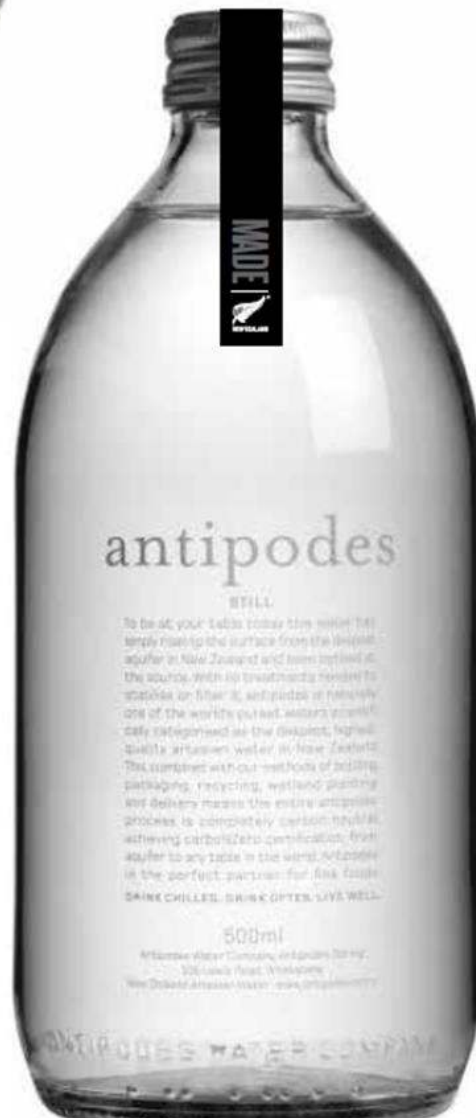
NEW ZEALAND  
TIBE/2015/GUEST OF HONOUR

# open hearts open minds open books

open/❤️🧠📖/🌿









**sistema**

Products   Recipes   News   Where to buy   Su

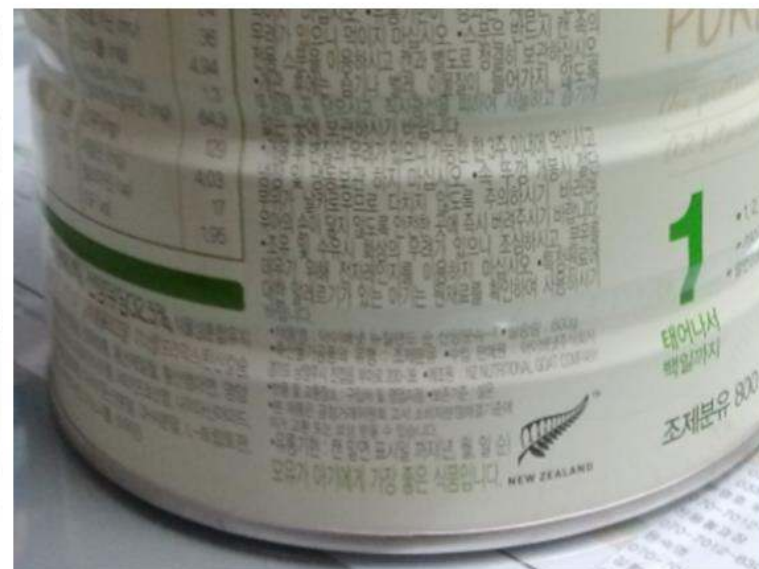
## KLIP IT® Rectangular

A system of stackable, versatile, easy to use containers to make life easier.

[Click for Sistema Videos](#)

It is a remarkable achievement. To build a product line from your garage in New Zealand to a point 30 years later where it is exported to 62 countries around the world and counts its customers in the millions. Managing Director Brendan Lindsay is proud of his success and that of his team at their state of the art 200,000 sq foot factory in New Zealand. Taking the simple premise that customers would want a well made, beautifully designed, food safe storage container that would be stackable, the Sistema range was born.

Made in New Zealand **BPA free** © Sistema Plastics 2015





促销

孕妇奶粉

PROTECTION



# REPUTATION



**VALUES**





**NON-USE**

**THANK  
YOU.**

**NZSTORY.GOVT.NZ**

