



# New Zealand



## Country Overview:

*Location:* Oceania, islands in the South Pacific Ocean, Southeast of Australia

*Size:* 267,710 sq km.

*Population:* 4,365,113 (July 2013 est.)

*Capital:* Wellington

*Export-commodities:* dairy products, meat, wood and wood products, fish, machinery

*Import-commodities:* machinery and equipment, vehicles and aircraft, petroleum, electronics, textiles, plastics

*Currency:* New Zealand Dollar (NZD)

*Ethnic groups:* European 56.8%, Asian 8%, Maori 7.4%, Pacific islander 4.6%, mixed 9.7%, other 13.5%

*Religion:* Protestant 38.6% (Anglican 13.8%, Presbyterian, Congregational, and Reformed 10%, Christian (no denomination specified) 4.6%, Methodist 3%, Pentecostal 2%, Baptist 1.4%, other Christian 3.8%), Roman Catholic 12.6%, Maori Christian 1.6%, Hindu 1.6%, Buddhist 1.3%, other religions 2.2%, none 32.2%, other or unidentified 9.9%

*Government type:* parliamentary democracy and a Commonwealth realm

*Chief of State:* Queen ELIZABETH II (since 6 February 1952); represented by Governor General Lt Gen Sir Jerry MATEPARAE (since 31 August 2011)

*Head of Government:* Prime Minister John KEY (since Nov. 2008); Deputy Prime Minister Bill ENGLISH (since Nov. 2008)

*Language:* English (official), Maori (official), sign language



## New Zealand

### Meetings and Negotiations

-Be **punctual** or evenly early for all appointments; New Zealanders greatly value being on time.

-To **greet**; give a firm handshake and maintain **eye contact**.

-When addressing others; use their title and/or Mr., and Ms. the their surname following. (**Note:** a *Kiwi* is a New Zealander)

-Business cards are always important to have on hand. Hand your card using one hand and when receiving, lay their card on the table in front of you.

-Wealth and social status are **unimportant** to Kiwis; they pride themselves more on individual achievement.

-New Zealanders tend to be slightly **reserved** until friendly relationships are established, then they will be more outgoing and

sociable. Expect small talk before the beginning of negotiations.

-Demonstrate the benefits of your services or products rather than talking about them

-Start your negotiations with a realistic figure. Since this is not a bargaining culture.

### Business Attire

-Men— standard business dress code; a black or navy suit, white shirt, and a tie.

-Women—**conservative**; skirt or trouser suit with a white blouse.

### Behavior

-Making a ‘V’ with your pointer and middle finger, and holding it palm outwards is considered **vulgar** and rude.

-Cover your mouth if you must yawn, and **do not** chew gum or use toothpicks in public.

-Remember: **be** friendly, relaxed, and unpretentious.

### Gift Giving

-Gift giving is uncommon within New Zealand business culture. It is a nice gesture to send greeting cards or thank-you cards after the visit.

-Gifts are, however, given at holidays or after a negotiation.

-If you choose to buy a gift; make sure it is **modest** and not too costly.

-Expect the gift to be opened when received.

### Appropriate Gifts:

-A gift, such as a book, relating to your own country/city, chocolates or flowers

### Gifts to Avoid:

-Anything very expensive which can embarrass the recipient and be viewed as a **bribe**.

## Business Tips Continued

### Conversation

- English is the official language but Kiwis do carry a slight accent and use colloquial speech.

- New Zealanders are down-to-earth, matter-of-fact, enthusiastic, and hospitality orientated. Remain **relaxed** and reserved.

- Do not be surprised if you encounter a debate with your New Zealand business partners; they find it entertaining to have **opinionated conversation**.

- Pauses in conversation will cause a feeling of discomfort for a New Zealander.

- **Avoid** being boastful about your accomplishments; gaining respect through actions will leave a greater impression.

- If you need clarification on something said, do not hesitate to ask a New Zealander what he/she means.

- It is polite to maintain **eye-contact** when communicating and

all for **personal space**.

- New Zealanders greatly value **honesty**, therefore it is wise to be straightforward and direct in a polite manner.

### Topics to Discuss:

- Weather, sports, politics, New Zealand’s “nuclear free” zone, the geography of New Zealand

### Topics to Avoid:

- Religion, politics, sex, comparing/contrasting New Zealand to Australia