



France- New Zealand Business Council of MEDEF International presentation

■ COUNCIL CHAIRPERSON

Mr. Thierry Mallet
Chairman and CEO of Transdev

CONTACTS

Mr Bogdan GADENNE-FEERTCHAK
Director
@ : bgadenne@medef.fr

t : +33 1 53 59 16 44

Website
www.medefinternational.fr

■ PARTNERS IN NEW-ZEALAND

Business NZ

Website
www.businessnz.org.nz

■ COUNCIL ACTIONS FOR COMPANIES

The France-New Zealand Business Council of MEDEF International has been active since 1995. Succeeding to Mr Guillaume PEPY, Chairman of the Management Board of SNCF, in 2018, Mr Thierry MALLET, Chairman and CEO of Transdev, now chairs the Board.

Despite the modest size of its market (4.6 million inhabitants), New Zealand, ranked number 1 in the World Bank's Doing Business, offers significant opportunities for business development French companies, particularly in the areas of transport infrastructure, energy, environment, sustainable cities (ambition to make Auckland, home to one third of the world's population, the most pleasant city in the world and Christchurch a model of an ecological city), but also in food industry (development and increase in range) or digital economy. New Zealand's ambition is to become the "tech laboratory of the world".

The free trade agreement between the European Union and New Zealand, currently under negotiation, will strengthen our bilateral relationship.

The meeting of the Council around the Prime Minister, Mrs Jacinda ARDERN, held in April 2018 at the MEDEF was an opportunity to learn about the government's priorities:

- the massive development of infrastructure, particularly transport infrastructure, with €6.4 billion of annual investment up to 2025, including 10% for Auckland,
- ecological transition, with the objective of achieving 100% renewable energy for electricity production by 2035 and becoming a carbon-neutral country by 2050,
- the well-being of citizens, including the construction of 100,000 new housing units over the next 10 years, and the announcement in June 2019 to create a welfare budget of NZ\$3.8 billion.

The economic and trade relationship between France and New-Zealand is recognized and privileged, the meetings of the Council, which are held on a regular basis in France, and business delegations aim at :

1. opening to the French companies a direct access to:

- the New Zealand Government and the main local public decision-makers
- administrative and public economic decision-makers with cross-cutting and sectoral competences,
- the New Zealand private sector (with our partner Business NZ);

2. providing companies with keys to understanding and making decisions for their activities, mainly on:

- business opportunities in each sector depending on the evolution of the market and the country's priorities
- the business environment, operating and investment conditions, access to public markets,
- the financing and management of local projects, forms of partnership and localization,
- the structuring of industries and business sectors,
- and, more generally, elements for understanding the risks and opportunities related to internal developments and the country's regional environment;

3. increasing experience sharing between French companies of all sizes, active in New-Zealand or in the region, and promoting new partnerships on this market.

→ Reports of business meetings and delegations are available to MEDEF International's members on request.



Our offices
20 avenue Rapp, 75007 Paris
www.medefinternational.fr

Information & membership
+33 1 53 59 16 12

