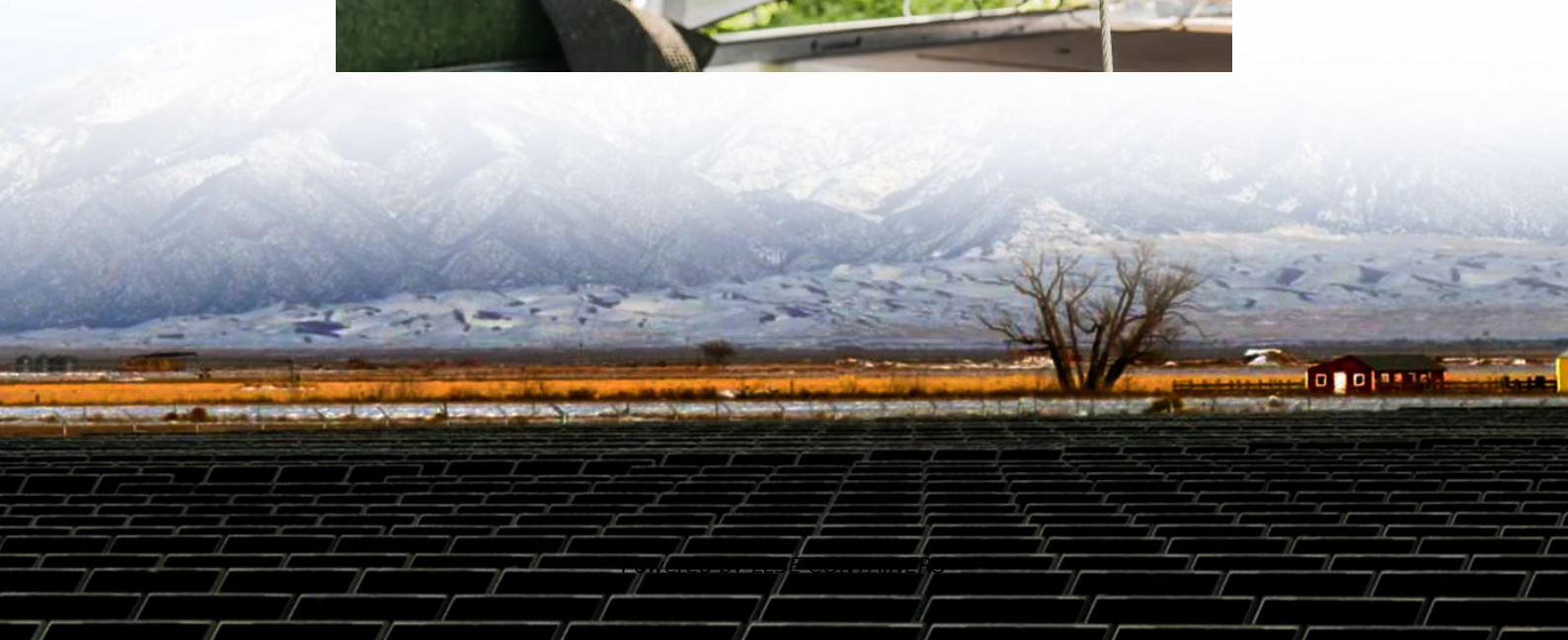


Distribution breaker in China in New-Zealand





Overview

Did NZ companies pull out of China in the last 12 months?

Pudong, Shanghai, China. Photo: Unsplash Anna May Isbey, Executive Director of the NZ Business Roundtable in China (NZBRiC) and Richard Dunsheath, NZ Trade Commissioner, both based in Shanghai, confirm that some NZ companies have pulled out of China in the last 12 months or switched back to using local distributors.

Are smaller New Zealand businesses entering the Chinese market?

But experts report a fall in the number of smaller New Zealand businesses entering the market. Crozier comments that interest in China among smaller exporters that were already flat before COVID, has further declined, reflecting vibes around business risks and geopolitical tensions, but mostly the challenging nature of the Chinese market.

Should New Zealand exporters take a multi-distributor approach in China?

New Zealand exporters at market-entry stage can adopt an exclusive distributor or take a multi-distributor approach in China. There are pros and cons for each, and both can succeed or fail.

How does a Chinese partner work with a New Zealand exporter?

The New Zealand exporter and the Chinese partner collaborate more closely to distribute products or services in the market. Partners may create a new entity registered in either New Zealand, Hong Kong, or China (each option has pros and cons).



Distribution breaker in China in New-Zealand



[Status of NZ Businesses in China -- Asia Media Centre](#)

Jan 30, 2024 · Anna May Isbey, Executive Director of the NZ Business Roundtable in China (NZBRiC) and Richard Dunsheath, NZ Trade Commissioner, both based in Shanghai, confirm ...

[NZ businesses deliver \\$340 million trade boost for NZ in China](#)

Nov 7, 2024 · This week in China, New Zealand companies announced deals that amounted to more than \$340 million in projected new export business over the next three years.



China Market Guide

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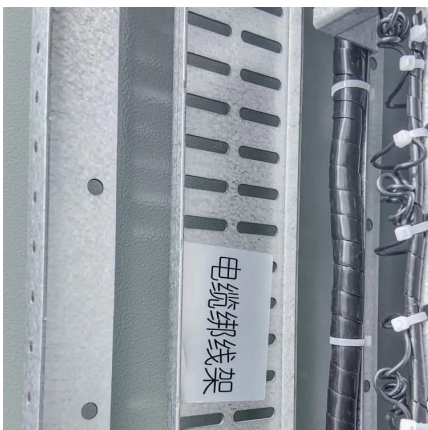
[Membership , Meet the Businesses Backing New Zealand in China ...](#)

Explore NZBRiC membership benefits and meet the businesses driving New Zealand-China trade together with us. Discover member stories, success cases, and how to join.



Top Electric Breaker Suppliers in New Zealand

Jan 30, 2025 · Electric Breakers When installing a solar panel system, you have to be familiar with the electric breakers and how it works with a solar PV system to avoid future electric problems. ...



China-New Zealand Relations in Facts & Figures

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Comprehensive Guide to Freight Forwarding from China to New Zealand ...

Aug 19, 2025 · Economic Context In 2024, China-New Zealand trade reached NZ\$35 billion, with electronics (25%), machinery (20%), and textiles (15%) leading imports. New Zealand's ...

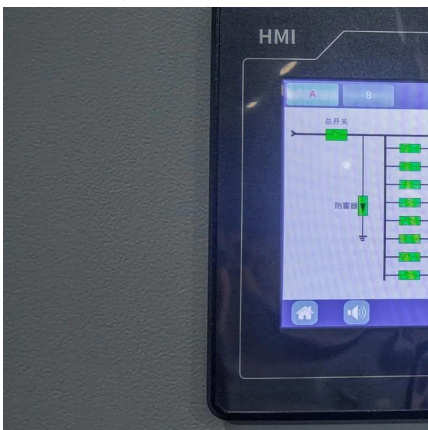


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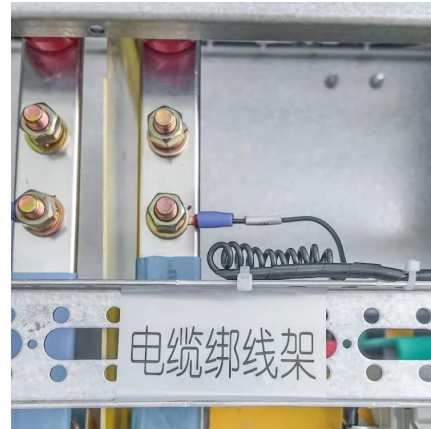
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