



Frankfurt Book Fair: New Zealand and Germany

New Zealand's relationship with Germany is strong.

We share many common values and perspectives, and cooperate on a wide range of international and multilateral issues. These range from disarmament and security to the environment. We also have a long history of working together on issues relating to the Pacific.

New Zealand sees Germany is a close partner as we seek to deepen our relationship with the European Union. Although we live on opposite sides of the world, we are close friends.

In 2012, through the Frankfurt Book Fair, we would like to awaken Germans to all New Zealand has to offer. We will show you our literature, art and culture, and trade and tourism opportunities.

Our cultural links are strong, with Berlin a destination for many New Zealand artists, writers and performers. Many will make the short journey to Frankfurt in 2012 to entertain and be entertained and informed.

The New Zealand Embassy in Berlin, working with the New Zealand Trade and Enterprise Consulate-General in Hamburg, and our other offshore agencies, will take a coordinated "New Zealand Inc." approach to support the Frankfurt Book Fair project and help promote New Zealand on this world stage.

Germany is New Zealand's second largest trading partner within the EU. Agricultural products dominate our NZ\$658 million exports to Germany. Many goods, such as kiwifruit and apples, enter Germany from other parts of Europe and significantly increase this figure. These include lamb, kiwifruit, apples, dairy, fish and venison. New Zealand imports almost NZ\$1.7 billion in products from Germany, mainly motor vehicles and mechanical equipment.

Many large multinational German companies operate in New Zealand. These include Deutsche Bank, logistics companies DB Schenker and DHL, and Hella Marine. Siemens was recently awarded the Euro 327 million project to construct a high-voltage direct current link between the North and South Island, and also delivered the turbine for the new Makara wind farm.

Science and Technology have an important place at the Book Fair. New Zealand and Germany have had a Science and Technology Cooperation Agreement since 1977, and one of every seven New Zealand researchers now has an active collaboration with a German partner.

New Zealand is a potential partner to Germany due to our niche world-class research expertise in field such as biotechnology, geo-sciences and marine sciences, and because of our geographical and biodiversity uniqueness.

Trade Facts (year to December 2010)

NZ Exports: NZ\$658 million

Main exports: sheep meat, venison, casein, fish fillets, wool

NZ Imports: NZ\$1.739 billion

Main imports: motor vehicles, tractors, medicaments, trucks and vans, dishwashing machines

Contact Details:

<p>New Zealand Embassy Berlin Friedrichstraße 60, 10117 Berlin, GERMANY</p> <p>Phone: +49 30 206 21 0 Fax: +49 30 206 21 114 nzembber@infoem.org Peter Rider (Ambassador) Lisa Futschek (Deputy Head of Mission) Josefine Beech (Public Relations)</p>	<p>New Zealand Trade and Enterprise c/- New Zealand Consulate-General Zürich-Haus, Domstr. 19, 20095 Hamburg, GERMANY</p> <p>Phone: +49 40 442 555 0 Fax: +49 40 442 555 49 Marcus Scoliège (Consul-General and Trade Commissioner)</p>
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