

New Zealand Trade and Enterprise

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A Creative Strategy for New Zealand
THE CONTRIBUTION OF THE CREATIVE INDUSTRIES
TO THE NATIONAL INNOVATION SYSTEM

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New Zealand in the Global Market

- **Small economy distant from market**
- **Emerging niche market opportunities**
- **Quality and value as key drivers**
- **Design and innovation driving competitive advantage across all sectors**
- **Commodity AND content: new market opportunities**

What the World Wants: Pan-geographic market opportunities

- Health and Wellness
- Strategic services
- Content for Entertainment
- Lifestyles of Health and Sustainability
- Feeding the World
- Sustainability
- Experience based products and services
- Positive nation brands

Lifestyles of Health and Sustainability

- **New Zealand's competitive advantage: sustainability plus technology: wool**
- **Niche markets for health and wellness, aging populations, medical niches, leisure demands**
- **Affordable luxury: high fashion, apparel, childrens' wear, interior design, applied art and craft**

Entertainment

- High profile and credibility in screen production sector globally
- Emerging capability across global screen production market - film, TV, post production, special effects, animation
- New market opportunities in content: NZ ownership and control across sectors and markets

Tourism

- **New focus: quality not volume: the interactive traveller**
- **Increased yield through improved standards and products**
- **Sustainability as an opportunity not a threat**
- **Experience based tourism**
- **Exemplar of strategic services sector : in NZ and globally**