

**INVESTING IN**

# **NEW ZEALAND**

**BALANCE BUSINESS WITH LIFESTYLE**

**Invest**  **New Zealand**



# NEW ZEALAND WELCOMES YOU

**Nau mai, haere mai ki Aotearoa.  
Welcome to New Zealand.**

With our thriving, open market, innovative thinking and world-class quality of life, New Zealand offers an unbeatable balance of business and lifestyle, making it the perfect place to invest and live.

Our investor visa settings give you the chance to do it all. Step onto our shores to discover our welcoming culture, stunning landscapes and a wealth of opportunities.

Use your expertise and capital to help grow New Zealand's economy and immerse yourself in our wide-open spaces, breathtaking beauty and unparalleled lifestyle.

New Zealand is open for business.  
Welcome.



# A SMART PLACE TO LIVE

Our investor visa settings offer a unique opportunity for investors and their families to make the most of New Zealand's unbeatable mix of lifestyle and business.

## Lifestyle

New Zealand has a quality of life that's the envy of the world. Our vibrant cities, connection to nature, relatively low crime rates and access to healthcare are just some of the reasons we consistently lead international quality-of-life surveys.

New Zealanders believe life is for living. It's about balancing a good day's work with time for family and friends, as well as all the recreation and open spaces our country offers.

Camping, boating, skiing, bush and beach walks are popular outdoor pursuits in New Zealand.



**3<sup>RD</sup>**

**in the  
TOP PLACES  
TO LIVE  
for expats**

Out of 40 countries based on economics, experience and family.

Source: Expat Explorer Survey, HSBC, 2021

## Progressive

New Zealand has long sought to embrace its diversity. We were the first country in the world where women gained the right to vote (1893) and are shaped by a unique mix of Māori and European history.

New Zealand's population of five million people is a melting-pot of cultures. Alongside our three official languages, English, te reo Māori and Sign, there are more than 160 different languages spoken here.

Our progressive nation is built on a fierce appreciation of the land that inspires us, and a desire to deliver a sustainable and inclusive economy for future generations.

New Zealanders have a strong sense of kaitiakitanga, the Māori concept of guardianship, or care for people and place. As a country, we take our climate change commitments and the sustainable management of natural resources seriously.



**100%**  
**RENEWABLE  
ELECTRICITY  
GENERATION  
by 2030**

Source: Beehive (2019), NZ embracing renewable electricity future

## Beautiful

New Zealand is renowned for its natural beauty – and it's never far from view. Over one-third of New Zealand's land is publicly protected, made up of national parks, majestic forests and snow-capped mountains, and no part of New Zealand is more than 120kms (75 miles) from the ocean.

We're similar in size to the UK and have all the benefits of an advanced Western economy – but with only a fraction of the population, so you'll have plenty of space to breathe.

# A SMART PLACE TO LIVE



## Welcoming

New Zealand is a nation of open doors and open minds. We pride ourselves on our warm and welcoming culture.

Māori have a saying:

**He aha te mea nui o te ao.**

**He tāngata, he tāngata, he tāngata.**

which translates to,

**What is the most important thing in the world? It is people, it is people, it is people.**

Our hospitality is a product of our size. As a small country on the edge of the world, it's second nature for New Zealanders to welcome visitors and make connections.



9/10

**MIGRANTS FOUND THE WELCOME**

**met or exceeded their expectations**

Source: Immigration New Zealand, 2015 Expat Insider Survey



9<sup>TH</sup>

**out of 149 nations for MIGRANT ACCEPTANCE**

Source: OECD Nations World Happiness Report, 2021

## Safe

While feeling safe is a luxury in many places, it's one that New Zealanders are accustomed to.

Our border controls and low levels of crime mean safer communities, greater personal freedom and peace of mind for you and your family.

New Zealand was ranked the least corrupt country in the world in the 2021 Transparency International Corruption Perceptions Index\*.

\*First equal in 2021 with Finland and Denmark



2<sup>ND</sup>

**in the world for HUMAN RIGHTS**

Based on a country's level of civil liberties such as freedom of speech, religion and individual economic choice.

Source: Fraser Institute Worldwide Index of Human Freedom, 2021



2<sup>ND</sup>

**MOST PEACEFUL COUNTRY**

**in the world**

Source: Global Peace Index, 2022

# A SMART PLACE TO INVEST

## Stable

New Zealand is renowned as a relatively stable and easy environment for business.

Our robust, streamlined regulatory system encourages sustainable growth, job and wealth creation, and mutual success.



**1<sup>ST</sup>**

out of 141 countries  
**FOR MACRO-ECONOMIC STABILITY**

Source: World Economic Forum, Global Competitiveness Report 2019

## Competitive

New Zealand enjoys a simple, low-rate broad-base tax regime with no taxes or stamp duties on inheritance, payroll, health care or social security.

On the 2021 International Tax Competitiveness Index, New Zealand ranks third in the developed world.

The top personal income tax rate is 39% and 28% for companies.



**8<sup>TH</sup>**

in the world and 1<sup>st</sup> outside of Europe for  
**PROSPERITY**

Source: Legatum Prosperity Index, 2021. The only global measure of prosperity based on both income and wellbeing.

## Connected

We may be relatively small, but it's surprisingly easy to scale operations beyond our shores.

New Zealand's location is a business advantage due to our convenient time zone, proximity to Asia, extensive network of Free Trade Agreements and global business connections – giving us access to over two billion consumers in some of the fastest growing economies in the world.

New Zealand's timezone makes it a perfect place to do business with the Americas and Asia:



SINGAPORE 8AM SHANGHAI 9AM TOKYO 9AM



LOS ANGELES 5PM SANTIAGO 8PM NEW YORK 8PM

# A SMART PLACE TO INVEST



## Growing

New Zealand's investment ecosystem continues to grow.

Collective efforts from private sector players and government agencies have fostered a vibrant start-up network and helped strengthen the support available for investors and companies, with 2021 delivering a record level of deal activity.



**\$258M**  
**EARLY-STAGE INVESTMENTS**

**in start-ups in 2021, a 63% increase compared to 2020**

Source: PWC Start-up Mag, 2022



**\$1M**  
**MEDIAN DEAL SIZE**

**for follow-on capital by Early Stage Investors**

Source: PWC Start-up Mag, 2022

## Ingenious

New Zealand was founded on exploration and adventure. That curiosity is still evident today in the way it drives those involved in technological and entrepreneurial endeavours.

New Zealanders have long been at the forefront of advances in science and technology. We were the first to split the atom and summit Mt Everest.

We are responsible for inventing the bungee jump, seismic base isolators, electric fences, the syringe and the modern jet boat – to name a few. We're even leading the way when it comes to space exploration.

Entrepreneurs are actively encouraged, with a range of R&D grants and tax incentives offered.



**3<sup>RD</sup>**

**out of 139 nations for GLOBAL CREATIVITY**

New Zealand ranks 3rd on the Global Creativity Index, which measures a country's advanced economic growth and sustainable prosperity based on talent, technology and tolerance.

Source: Global Creativity Index, Martin Prosperity Institute, 2015

# INVESTOR MIGRANT VISA SETTINGS

New Zealand's investor visa settings aim to attract experienced, high-value investors to help build globally successful Kiwi businesses.



## Active Investor Plus

The Active Investor Plus visa uses a weighting system. This incentivises investor migrants to directly invest in New Zealand's high value, high growth potential investment opportunities, which need capital and access to their knowledge and connections to keep expanding.

### At a high level, the visa requires the investor to:

- invest a total of between NZ\$5 million and NZ\$15 million (depending on a weighting system that incentivises more 'active' investments)
- invest across three years and maintain the investment for a further fourth year
- spend 117 days in New Zealand across the four-year conditional visa period
- have a reasonable command of English to at least Level 5 of the International English Language Testing System.

### Acceptable investment classes and weighting system

There are four acceptable investment classes for the Active Investor Plus visa, each of which carries different weightings towards the NZ\$15m investment threshold. An investor may invest across a combination of these.



#### DIRECT INVESTMENT

**Direct investments** into private businesses will receive the highest weighting (3x), e.g. an investor could meet the required investment amount by investing NZ\$5m into direct investments.



#### PRIVATE EQUITY



#### VENTURE CAPITAL

Investments into **private equity** or **venture capital** funds will also be upweighted (2x), e.g. an investor could meet the required investment amount by investing NZ\$7.5m into private funds.



#### PHILANTHROPY



#### LISTED EQUITIES

Investments into **listed equities** and **philanthropy** will receive no additional weighting (and each are capped at 50% of the NZ\$15m investment requirement), e.g. an investor could meet the required investment amount by putting NZ\$7.5m into listed equities and NZ\$7.5m into eligible philanthropic causes.

# HOW WE SUPPORT INVESTORS

New Zealand Trade and Enterprise (NZTE) is the government agency charged with supporting New Zealand businesses to grow internationally, for the good of New Zealand.



## NZTE investment numbers:



**\$12<sub>B</sub>**  
of live New Zealand  
**INVESTMENT  
OPPORTUNITIES**



**3000<sup>+</sup>**  
**GLOBAL  
INVESTORS**  
in our network



**274**  
**INVESTMENT  
DEALS**  
completed in the  
last three years

## Our Investment team

Our Investment team is focused on building a vibrant investment market that fuels a high-skilled, low-emission economy. We are located all around the world with a breadth of commercial expertise.

We have a dual role: we help investors discover high-value investment opportunities within New Zealand, and we connect New Zealand businesses with the knowledge and networks they need to raise capital and fund international growth.

### We support investor migrants by helping them to:

- navigate the New Zealand investment ecosystem and connect with relevant contacts and organisations
- access unique New Zealand direct investment opportunities
- enjoy networking opportunities through our event programmes.

## Immigration

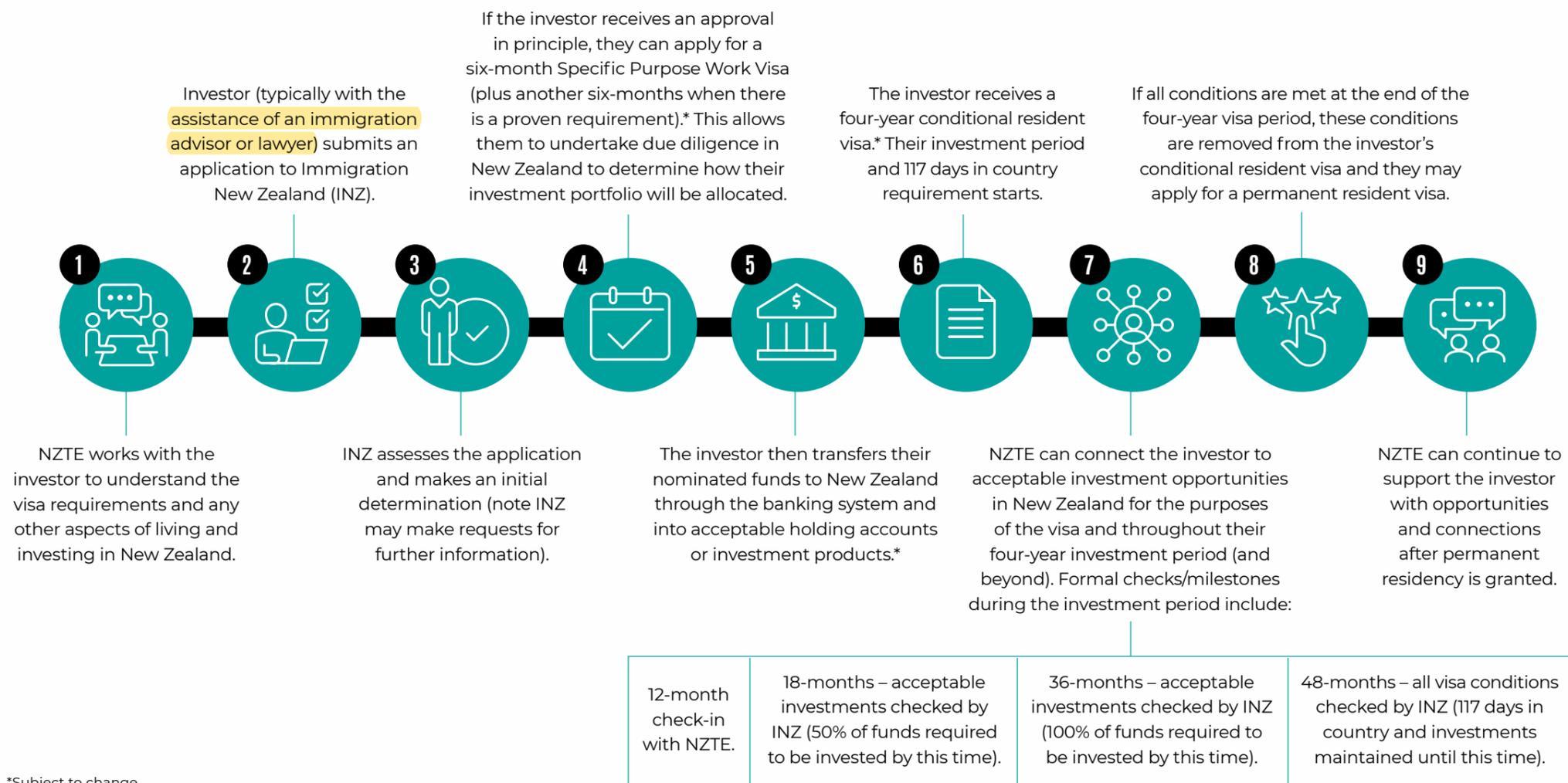
Immigration New Zealand is the regulatory agency responsible for the processing and decision making of all investor visa applications.

It's also responsible for checking that investors continue to meet their visa conditions throughout the conditional visa period.

While NZTE supports investors to understand their visa requirements, Immigration New Zealand provides comprehensive immigration process information and education to investor migrants and their advisors.

Source: New Zealand Trade and Enterprise Database June, 2022

# APPLICATION PROCESS OVERVIEW



NEXT STEPS

# INNOVATION GROWTH SUSTAINABILITY

To start your investment journey with, us visit [investnewzealand.nz](https://investnewzealand.nz) to express your interest.



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