

# TELECOM SERVICES

## NEW ZEALAND DELIVERS SPECIALIST TECHNOLOGY

To succeed, telecommunications companies must be able to react quickly to changes in technology. They must also meet rising demand for customised products and services.

New Zealand's telecom services industry can deliver the fast response times telecommunications companies need to stay ahead of the technology curve. The industry's size and dynamics also leave it well placed to deliver customised solutions at a cost competitive price.

Our companies operate in an ideal testing environment. New Zealand's excellent telecommunications infrastructure has 100% digital exchange networks, high-capacity fibre optic communications links into Asia and the US, and incorporates the four main wireless networks. Our time zone means testing can frequently be done overnight for European and US clients, speeding up delivery and minimising disruption to system users. Our demographics create a small but well-defined test market, and our population has a demonstrated willingness to adopt new technology.

Fast response times also result from our companies using small teams and specialist skills. This gives them the ability to identify market needs and create applications quickly.

## COMMERCIAL SUCCESS

New Zealand's telecom services industry excels in several fields.

Our leadership in wireless technology is reflected in US-based GeoVector Corporation having chosen New Zealand to develop its location based services technology. New Zealand was an early adopter of wireless technology, and we have extensive experience in developing specialist wireless applications. These applications include industry-leading tracking and positioning technology and call centre technology.

Our expertise in electronic payment systems has delivered advanced point of sale products that are now being rolled out around the world. New Zealand's banking system and wireless industry have enabled niche application developers to test new ideas for the banking network. We are a perfect testing environment for these products because we have a sophisticated electronic payments network and the world's highest use of electronic transactions.

Our strength in GPS technology has led to the creation of ground-breaking products for niche markets, such as marine and transport. For example, New Zealand's leadership in GPS technology convinced global GPS giant Trimble to locate its main research and development arm here.

To find out how you can access New Zealand's ingenuity and design in telecom services, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand understands the telecommunications industry and has extensive networks within it, allowing us to identify and facilitate investment opportunities relevant to you.

A DIVISION OF NEW ZEALAND TRADE AND ENTERPRISE

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