



MARINE INDUSTRY

COST COMPETITIVE INNOVATION

In the marine industry, access to innovation is crucial for commercial success. To build and maintain a competitive edge, international marine companies need clever new technology and advances in manufacturing processes.

New Zealand delivers the innovation international marine companies need. Our wealth of human talent, passion for sailing and focus on technology produce cost competitive results.

COMMERCIAL SUCCESS

New Zealand's ability to deliver innovation in yacht design and technology is exemplified in our success at international yachting regattas, such as the America's Cup.

We are world leaders in the marine use of composite materials. For example, New Zealand produced the first fibreglass 12 metre yacht, and this change from alloy to fibreglass construction created a technical revolution at the America's Cup. The recently launched all New Zealand owned and made 'Maximus' – a 100 ft superyacht with composite hull, mast and sails and patented cantilevered keel – won the Rolex TransAtlantic race on corrected time.

Our expertise in improving composite production processes is being exploited by several of the world's biggest yacht makers who sub-contract New Zealand yards to make their composite hulls and decks.

International designers such as Ed du Bois use New Zealand to make custom-built super yachts in alloy and composite and have won many international awards. New Zealand's marine expertise is a natural product of a society of recreational sailors and boaters, and industry training programmes that deliver a workforce of skilled boat builders.

New Zealand's leadership in marine electronics and hardware has delivered advances such as 3-D sonar and portable GPS navigation devices. Our research institutions have advanced wind tunnel and computational facilities which enable continual improvements in hull and sail design.

The sector also enjoys substantial support from central government, including industry showcase events, research and development support, and high-profile visits and publicity.

The profile of the sector in New Zealand ensures a regular supply of apprentices, technicians and engineers, and the growing reputation of New Zealand-made boats and accessories in the global marine community ensures a consistent list of commissions for luxury and racing boats from customers around the world.

To find out how you can access New Zealand's marine ingenuity and design, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand understands the marine 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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