

“ALLOW YOURSELF
TO DO THINGS
THAT YOU WOULDN'T
NORMALLY DO.”

David Trubridge, *Furniture Designer, Time 'New Zealand Journeys' 18 August, 2001*



NEW ZEALAND – A COMMERCIAL ADVANTAGE

Increasingly, consumers are demanding wood products that are smart, safe and environmentally sustainable. New Zealand's wood processing industry delivers these advantages.

Our fast-growing Radiata pine forests are man-made, environmentally sustainable and scientifically managed.

Our building products and solid wood components are internationally recognised for their looks, high performance and versatility.

New Zealand's wood processing industry makes extensive use of research and development, and is a world leader in genetics and wood science.

It has a highly-skilled workforce and leads the world in the manufacture and use of composite materials.

The industry has strong investment connections with its main markets, and a proven track record of delivering commercial success to its partners.

NEW ZEALAND DELIVERS THROUGH INNOVATION

Zenia House is one of many international companies benefiting from a partnership with New Zealand. The Danish furniture maker is leveraging off New Zealand's environmental credentials by choosing Radiata pine for a new furniture range. Excellent environmental practices mean a large proportion of our wood has internationally recognised environmental certification, enhancing its appeal with discerning consumers.

International forestry giant Weyerhaeuser appreciates the abundance of our wood stock and the security of future supply. Our forests grow at a faster rate than they are being harvested, meaning by 2010 New Zealand will have an additional 9 million m³ of wood available for processing.

Japan's Sumitomo Forestry Company values the industry's expertise in wood science and wood processing. Exports from Sumitomo's New Zealand operation include medium density fibreboard – a versatile and environmentally friendly product pioneered by New Zealand. Sumitomo exports most production to Japan, benefiting from New Zealand's excellent shipping links and close proximity to key markets.

Thunderbird Forest Products of the US profits from the strong consumer appeal of our Radiata pine, which has excellent turning and laminating properties, and achieves outstanding stain and paint finishes. Intensive research and development has driven silvicultural regimes that produce long wide lengths of clear (knot free) wood. The proportion of clear wood output continues to increase steeply.

US-based International Paper leverages off our reputation for producing safe, high-performance building products. Precision sawing and drying practices, developed through years of research and development, ensure high standards of stability and dimensional integrity. The performance of our building products is also enhanced by innovative technologies, such as wood hardening.

Japan's Oji Paper values the quality and versatility of our Radiata pine wood pulp, which produces packaging material and paper with good printing attributes. Its Pan Pac mill in New Zealand produces pulp used in Oji's plants to make paper products in the Japanese market. The company produces industrial lumber and components from areas of the log it does not utilise for pulp.

Institutional investors such as the USA's GMO RR/Harvard Management, Global Forest Partners and Hancock Resources appreciate New Zealand's stable business and political environment, which make this an excellent location for long term investments such as forestry.

SHARE THE SUCCESS

To find out how your business can benefit, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand is a division of New Zealand Trade and Enterprise, the country's national economic development agency. It understands the wood processing industry and has extensive networks within it. This means we can identify and facilitate investment opportunities relevant to you.

Contact us today and learn how New Zealand can deliver value to your company.

Wood Processing Investment Manager

Email: WOOD@investmentnz.govt.nz

Web: www.investmentnz.govt.nz

New Zealand Office

23–29 Albert Street, Auckland

PO Box 8680 Symonds Street, Auckland

Phone: (64) 9 366 4768

A DIVISION OF NEW ZEALAND TRADE AND ENTERPRISE

www.nzte.govt.nz

