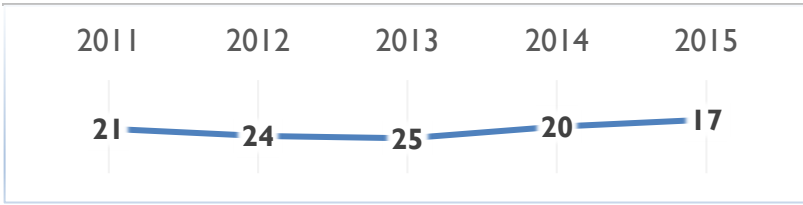


# NEW ZEALAND

## OVERALL PERFORMANCE



## CHALLENGES IN 2015

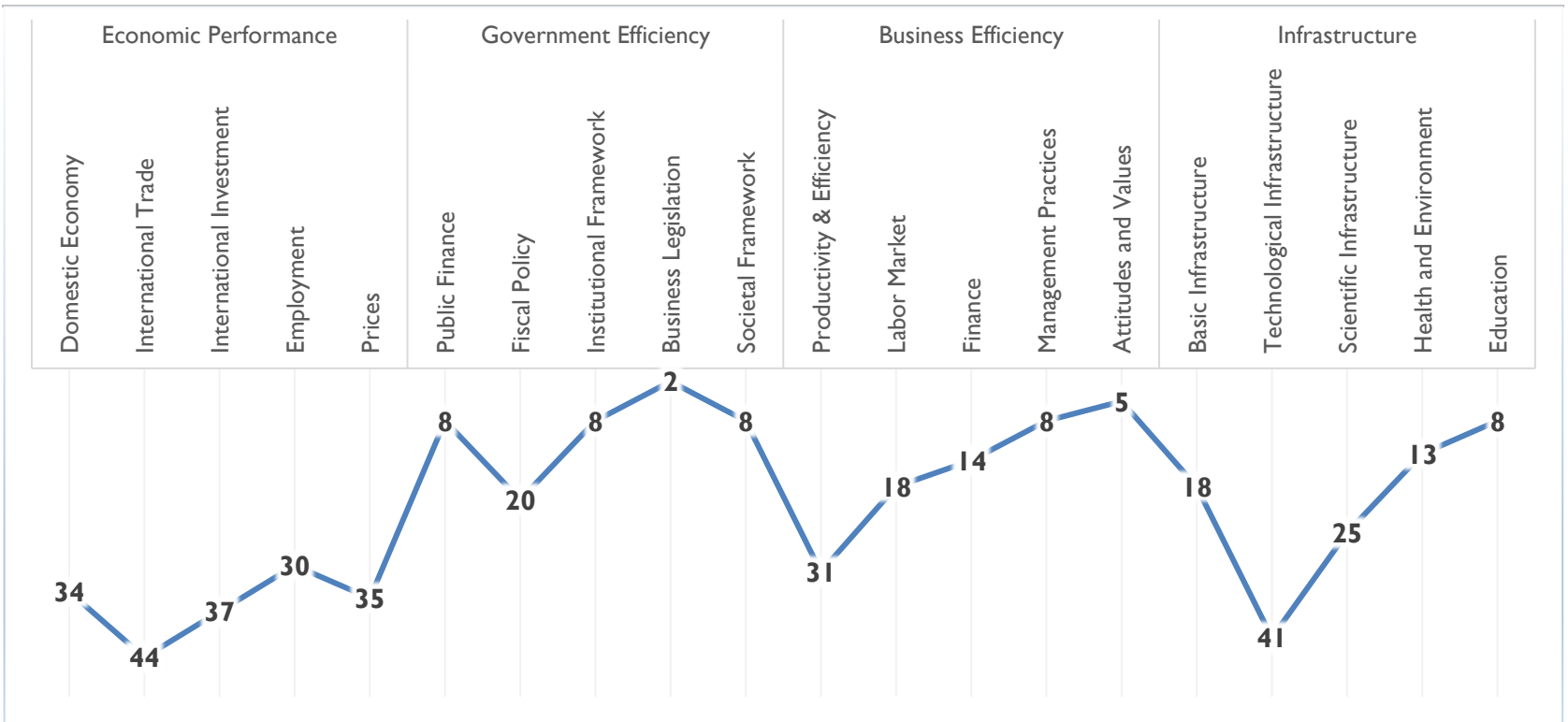
- Solving the country's shortage of internationally competent and experienced senior executives
- Improving international market access and trade connections
- Boosting knowledge-based capital investment
- Raising productivity and workplace skills levels
- Closing the gap between productivity and average per capita income levels.

**Provided by:**  
New Zealand Institute of Management Inc.

## BASIC FACTS

		Rank
Capital	Wellington	
Land area (square km)	268 <sup>2014</sup>	
Exchange Rate (per \$)	1.205 <sup>2014</sup>	
Population - market size (millions)	4.52 <sup>2014</sup>	52
Gross Domestic Product (GDP) (US\$ billions)	197.4 <sup>2014</sup>	48
GDP (PPP) per capita (US\$)	35,185 <sup>2014</sup>	24
Real GDP growth (%)	3.1 <sup>2014</sup>	17
Consumer price inflation (%)	1.2 <sup>2014</sup>	38
Unemployment rate (%)	5.65 <sup>2014</sup>	23
Labor force (millions)	2.48 <sup>2014</sup>	50
Current account balance (%) (%)	-3.53 <sup>2014</sup>	52
Direct investment stocks inward (\$bn)	84.0 <sup>2013</sup>	44
Direct investment flows inward (%)	2.05 <sup>2014</sup>	31

## COMPETITIVENESS LANDSCAPE



## PEER GROUPS RANKINGS

### ASIA - PACIFIC



### POPULATIONS < 20 MILLION



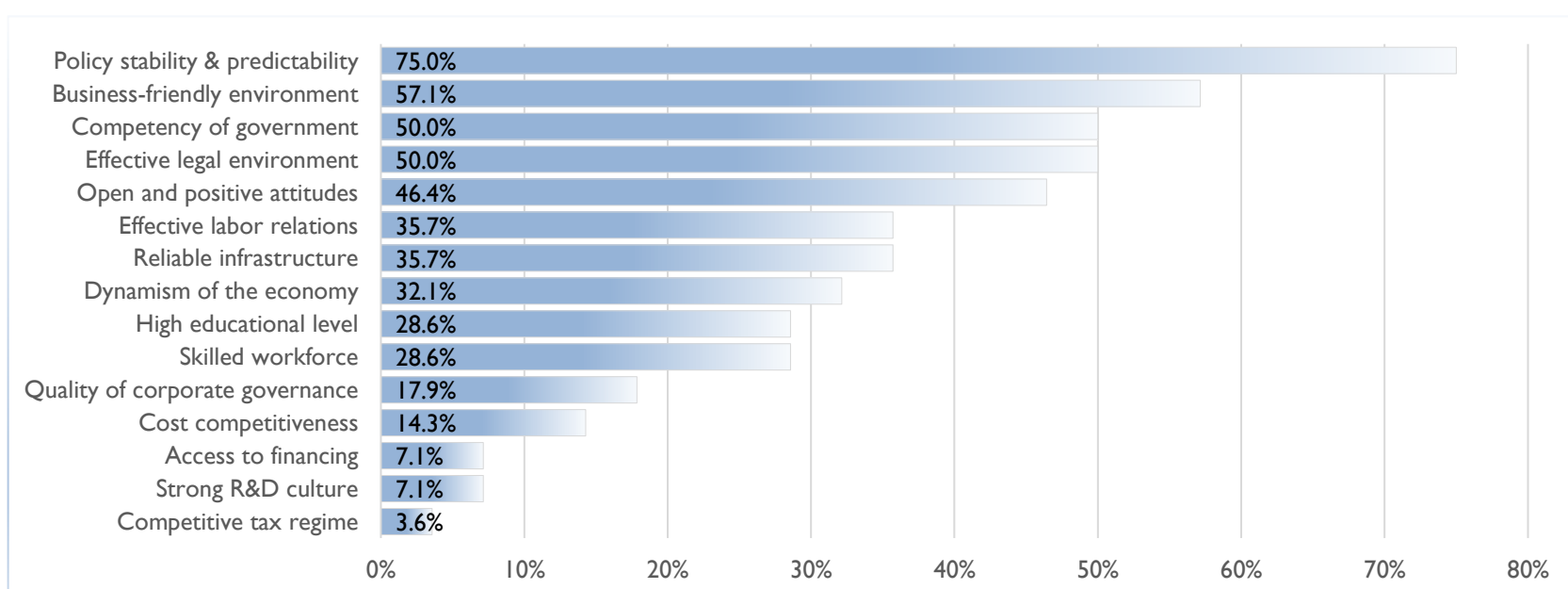
## COMPETITIVENESS EVOLUTION

The criteria below highlight the 15 biggest Improvements and the 15 biggest Declines in the overall performance of the economy. They are determined by the largest percentage changes in the value of each criterion from one yearbook to the next.

IMPROVEMENTS	WCY	WCY	DECLINES	WCY	WCY
	2014	2015		2014	2015
1.3.05 Direct investment flows inward (\$bn)	1.0	4.0	1.2.02 Current account balance (%)	0.00	-3.53
1.3.06 Direct investment flows inward (%)	0.54	2.05	2.3.01 Real short-term interest rate	1.32	1.84
3.2.10 Apprenticeships	3.62	4.79	3.2.04 Remuneration of management		
3.3.09 Stock markets	5.47	7.14	4.4.25 Environmental laws	6.55	5.29
3.3.18 Venture capital	4.94	6.36	1.2.18 Export concentration by product	33	37
1.2.12 Exports of commercial services (\$bn)	11.25	14.45	2.4.10 State ownership of enterprises	8.08	7.07
3.2.22 Foreign high-skilled people	5.81	7.43	2.3.12 Bureaucracy	5.28	4.64
1.2.25 Tourism receipts	3.20	4.04	1.3.04 Direct investment stocks abroad (%)	11.17	9.99
3.2.11 Employee training	4.75	6.00	4.2.06 Connectivity	7.92	7.14
3.4.04 Corporate boards	5.74	7.21	2.4.13 Ease of doing business	6.98	6.30
1.3.15 Relocation threats of R&D facilities	4.57	5.57	4.2.05 Communications technology	7.27	6.57
1.1.14 Real GDP growth	2.5	3.1	3.2.03 Remuneration in services professions		
4.3.23 Knowledge transfer	5.25	6.36	1.1.13 Diversification of the economy	4.23	3.86
4.3.16 Patent applications per capita	64.32	77.48	2.1.02 Government budget surplus/deficit (%)	-0.56	-0.60
2.4.11 Competition legislation	6.49	7.79	1.3.14 Relocation threats of production	5.02	4.59

## KEY ATTRACTIVENESS INDICATORS

From a list of 15 indicators, respondents of the Executive Opinion Survey were asked to select 5 that they perceived as the key attractiveness factors of their economy. The chart shows the percentage of responses per indicator from the highest number of responses to the lowest.



## NEW ZEALAND

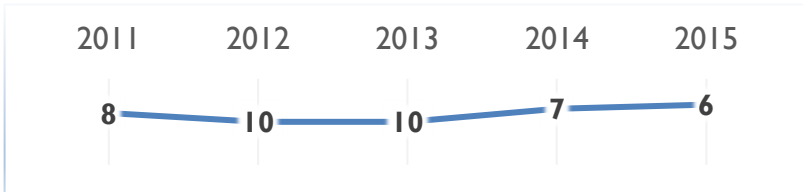
## ECONOMIC PERFORMANCE



## Sub-Factor Rankings :

	2014	2015
Domestic Economy	37	34
International Trade	46	44
International Investment	47	37
Employment	34	30
Prices	22	35

## GOVERNMENT EFFICIENCY



## Sub-Factor Rankings :

	2014	2015
Public Finance	9	8
Fiscal Policy	20	20
Institutional Framework	19	8
Business Legislation	1	2
Societal Framework	11	8

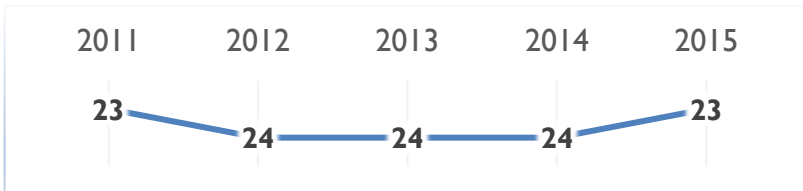
## BUSINESS EFFICIENCY



## Sub-Factor Rankings :

	2014	2015
Productivity & Efficiency	29	31
Labor Market	39	18
Finance	18	14
Management Practices	28	8
Attitudes and Values	12	5

## INFRASTRUCTURE



## Sub-Factor Rankings :

	2014	2015
Basic Infrastructure	19	18
Technological Infrastructure	35	41
Scientific Infrastructure	27	25
Health and Environment	15	13
Education	11	8

## NEW ZEALAND

## STRENGTHS

Economic Performance	Rank
1.4.02 Employment (%)	11
1.3.15 Relocation threats of R&D facilities	13
1.2.25 Tourism receipts	16
1.1.14 Real GDP growth	17
1.1.20 GDP per capita	19
1.1.19 Resilience of the economy	21
1.4.06 Unemployment rate	23
1.1.21 GDP (PPP) per capita	24
1.5.05 Office rent	24
1.4.08 Youth unemployment	25

Government Efficiency	Rank
2.4.15 Start-up days	1
2.4.16 Start-up procedures	1
2.4.11 Competition legislation	1
2.4.03 Protectionism	1
2.4.20 Redundancy costs	1
2.4.04 Public sector contracts	1
2.3.11 Transparency	2
2.1.10 Tax evasion	2
2.3.13 Bribing and corruption	2
2.5.05 Social cohesion	2

Business Efficiency	Rank
3.3.05 Banking and financial services	1
3.5.02 Image abroad or branding	1
3.3.17 Credit	2
3.4.02 Ethical practices	3
3.3.06 Finance and banking regulation	3
3.5.04 Flexibility and adaptability	3
3.5.03 National culture	4
3.3.07 Financial risk factor	4
3.5.06 Value system	5
3.4.05 Auditing and accounting practices	5

Infrastructure	Rank
4.2.02 Fixed telephone tariffs	1
4.5.09 Student mobility inbound	3
4.4.10 Human development index	7
4.5.06 Secondary school enrollment	9
4.4.24 Pollution problems	9
4.2.08 Computers per capita	10
4.4.01 Total health expenditure	10
4.3.22 Intellectual property rights	10
4.1.14 Quality of air transportation	10
4.4.26 Quality of life	11

## WEAKNESSES

Economic Performance	Rank
1.2.02 Current account balance (%)	52
1.2.26 Exchange rates	52
1.1.13 Diversification of the economy	51
1.2.08 Exports of goods (\$bn)	49
1.2.23 Trade to GDP ratio	49
1.5.02 Adjusted consumer price inflation (absolute values)	48
1.2.09 Exports of goods (%)	47
1.3.03 Direct investment stocks abroad (\$bn)	46
1.3.04 Direct investment stocks abroad (%)	44
1.3.07 Direct investment stocks inward (\$bn)	44

Government Efficiency	Rank
2.3.01 Real short-term interest rate	53
2.3.06 Foreign currency reserves	48
2.2.08 Corporate tax rate on profit	44
2.2.01 Collected total tax revenues	42
2.2.07 Effective personal income tax rate	39

Business Efficiency	Rank
3.2.01 Compensation levels	45
3.2.23 International experience	45
3.2.18 Skilled labor	43
3.2.03 Remuneration in services professions	40
3.2.21 Brain drain	39
3.1.08 Workforce productivity	36
3.1.11 Productivity of companies	35
3.1.09 Large corporations	35
3.2.06 Working hours	32
3.3.01 Banking sector assets	30

Infrastructure	Rank
4.2.04 Mobile telephone costs	61
4.2.10 Fixed broadband tariffs	60
4.4.25 Environmental laws	48
4.2.05 Communications technology	47
4.2.22 ICT service exports	45
4.2.06 Connectivity	44
4.2.03 Mobile telephone subscribers	43
4.5.05 Pupil-teacher ratio (secondary education)	42
4.2.12 Internet bandwidth speed	41
4.1.10 Dependency ratio	41