

Maori Business Profiles New Zealand Trade Missions 2022

Noku te whenua, kei a au te korero
Noku te whenua, ko au te Rangatira

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Executive Summary

One in four jobs created in the New Zealand economy are derived from international trade. These jobs are also generally more higher paying jobs than those that aren't tied to international trade. In Regional hui across the country through 2019 and 2020, Te Taumata heard the calls from whanau and Maori business that:

“ Trade is important because it creates jobs for our whanau “¹

We are aware that as part of Governments Trade-Led Recovery Strategy out of COVID, planning is underway to take a series of Trade missions offshore into key markets in an attempt to stimulate practical trade to practically drive up economic receipts in the form of sales revenue for products and services.

Maori businesses are relatively better positioned than non Maori business towards a fast-track recovery out of COVID, as these businesses carry much lower relative levels of debt to non maori businesses who tend to be in survival mode.

Te Taumata strongly recommends, here, 21 Maori businesses to participate in all planned trade missions into key markets, and, welcomes the opportunity to work with Officials on matching each of these businesses with the appropriate trade mission.

Our Recommendations

No.	First Name	Last Name	Company Name	Category
1	Cathy	Tait-Jamieson	BioFarm Products	Goods
2	Joe	Kouwenhoven	Hī Mussels Limited	Goods
3	Reni	Gargiulo	Kiwi Kai Nelson (Atutahi Drinks)	Goods
4	Brenda	Tahi	Manawa Honey	Goods
5	Peter	Rice	Ngā Iwi o Te Waiariki (Collective Maori Aquaculture)	Goods
6	Ken	Houkamau	Ngati Porou Fishereis Limited	Goods
7	Margaret	Hippolite	Okiwi Bay Oysters Ltd	Goods
8	Les	Stowell	Onuku Ltd	Goods
9	Paul	Morgan	Wakatu	Goods
10	Holly	Bennett	Awhi	Services
11	Heni	Nuku	Indigenous Fusion	Services
12	Maru	Samuels	Iwi Collective Partnership (Collective Maori Fisheries)	Services
13	Ngarangi	Walker	Kapuarangi Associates	Services
14	Kym	Hamilton	Karearea Institute for Change	Services
15	Geoff	Thorp	Lake Taupo Forest Management Ltd	Services
16	Wayne	Mulligan	NZ Bio Forestry	Services
17	Carrie	Stoddart-Smith	OpinioNative	Services
18	Catherine	Black	Robert Black Contracting Ltd	Services
19	Laura	Cibilich	RUN	Services
20	Mahinarangi	Tangaere	West Dome Legal	Services
21	Rawson	Wright	Wright Consultancy	Services

¹ Walker. A. (Ngati Porou). Te Tairāwhiti Regional Hui on Trade.

Methodology

We designed a survey to gather relevant information on the general demographic and trade interests from our 1000+ Māori business database. Over the course of three weeks we released the survey link, via pānui, several times with an incentivised promotion to garner interest in participating in the upcoming 2022 Trade Missions.

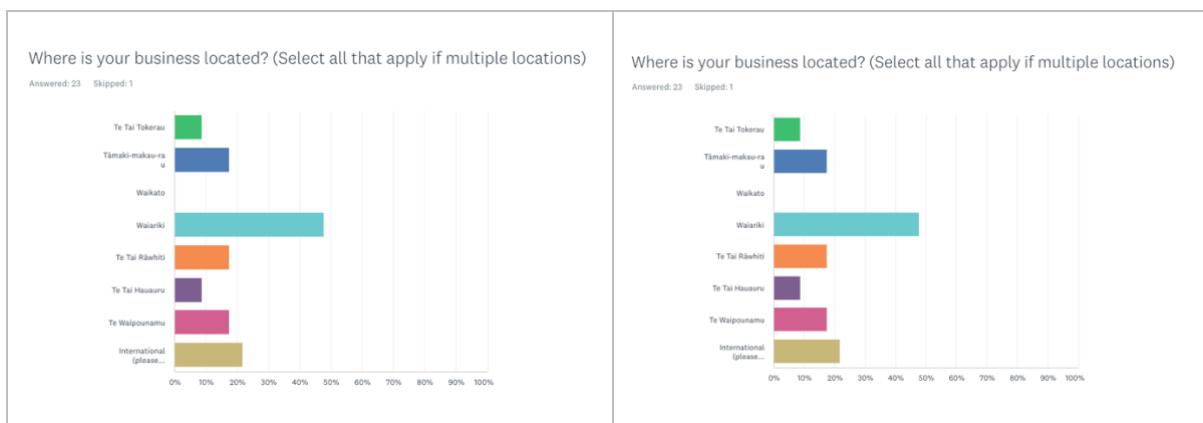
From our survey

The survey results returned 24 registered businesses of interest with 20 completed and informative business profiles who have an ongoing interest in trade and will be put forward as our main recommendations. The registered businesses have shown a diverse range in size, type and interests, as follows:

- 64% of the businesses registered are small to medium in size with less than 10 employees and annual revenue of less than \$500,000. 26% of businesses are medium sized with employees between 10 and 20 and revenue between \$500,000 and \$10,000,000. 10% are large businesses with 50+ employees and over \$10,000,000 in annual revenue.
- 58% of businesses are service focused and 42% are goods focused.

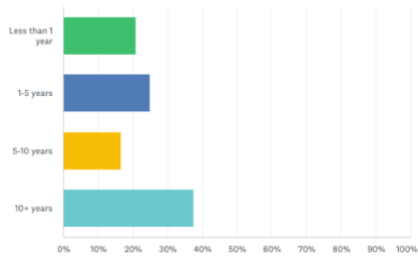
The interest in international markets span across the globe with huge interests primarily in Asia, Australia & Pacific and the Americas.

Key Summary Survey Statistic's



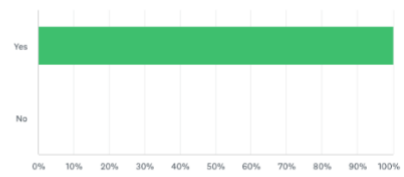
How long has your business been operating?

Answered: 24 Skipped: 0



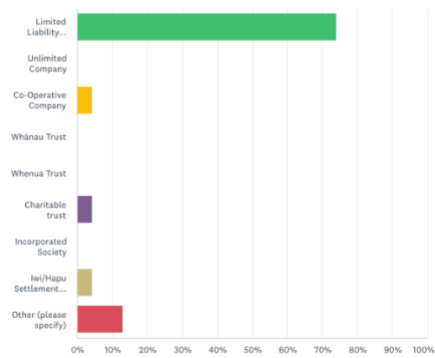
Does your business identify as a Māori business?

Answered: 24 Skipped: 0



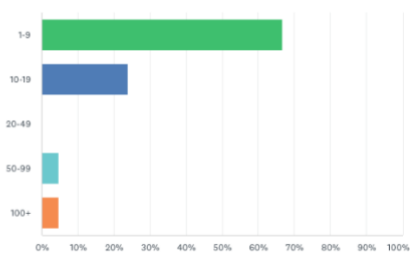
What is your company structure?

Answered: 23 Skipped: 1



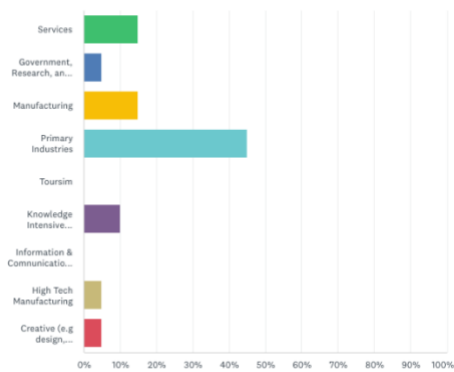
How many employees does your business have?

Answered: 21 Skipped: 3



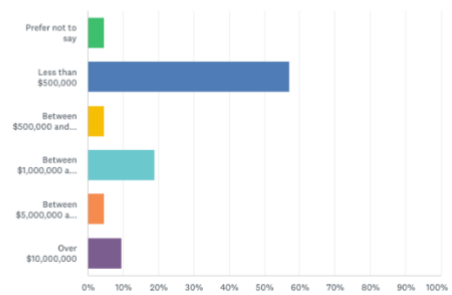
In which sector is your business?

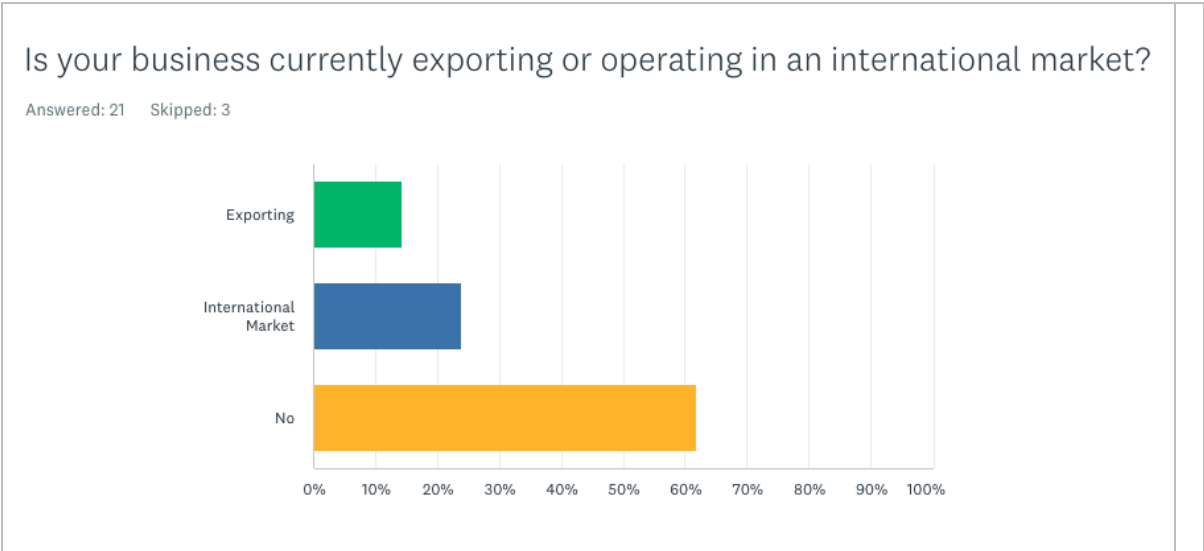
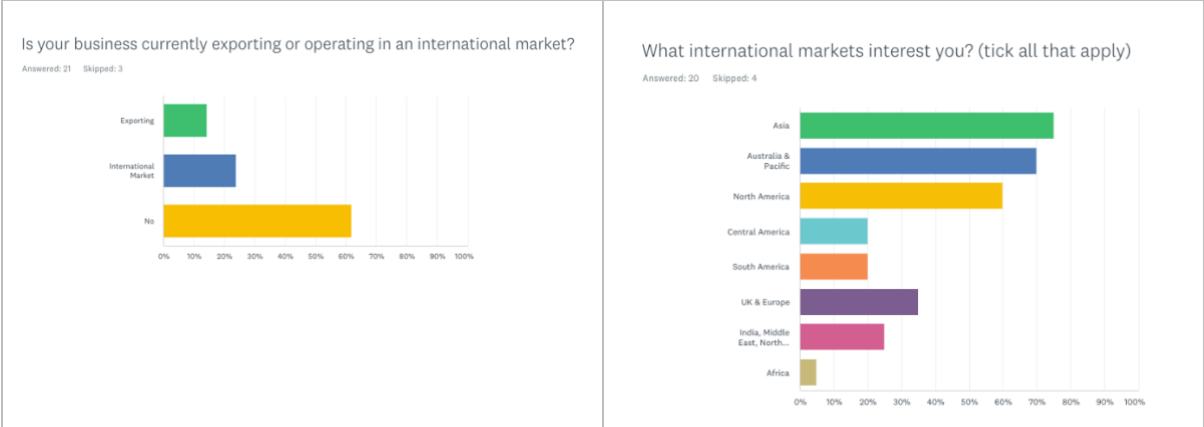
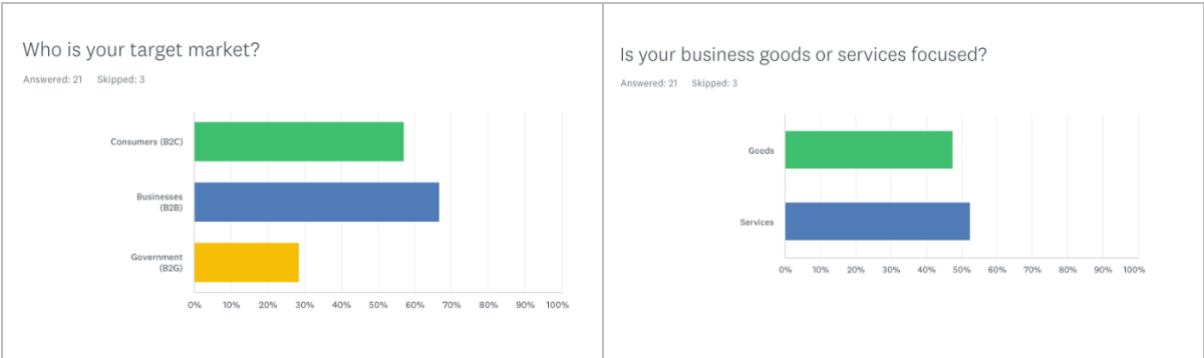
Answered: 20 Skipped: 4



What was your annual revenue (\$NZD) for your business last year?

Answered: 21 Skipped: 3





Small to Medium sized businesses

- All businesses in the survey strongly identify as Maori with a good spread of the businesses resident across the motu and not clustered around the more major New Zealand Centres.
- The businesses' in the survey are more skewed to 'relatively younger' (<10 years) to older established players with less than 20 FTE's. Most of whom are Trusts and Incorporations or Limited Liability companies.

- To be expected the businesses are strongly clustered around the primary industries like fishing, farming, and horticulture though, pleasingly, there are several in the emerging technology sectors whom have registered their interest.

***All personal business details have been remove for privacy reasons.