Overcoming Boundaries

Establishing a Successful Translation Business in NZ’s Geographic Isolation
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Challenges of New Zealand’s Geographical Isolation
Challenges of NZ’s Geographical Isolation

- Small population, long distances within NZ
- Limited number of translation agencies
- Limited market/low demand (interpreting, certain languages)
- Client acquisition (translating into English)
- Maintaining client relationships
- Time zone (early/late availability)
- Support structure
- Transaction fees
- CPD
- Networking

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Advantages of Working in New Zealand
Advantages

- Time zone
- Cultural difference (public holidays, weekends, etc.)
- Immigration/Tourists
- Less competition
- Trade
- Proximity to Australia
- Not charging overseas clients GST
- Favourable exchange rates
New Zealand is not the best place for a translation/interpreter career.

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It is 2016
Overcoming the Geographical Isolation

- Intermediaries
- Technology
- Personal/Business trips
- Import/Export
- International appearance
- Diversification

Useful read: https://goo.gl/n29ME6 by Paula Arturo
Trade Statistics
## Top 20 Commodities

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>Milk powder, butter, and cheese</td>
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<tr>
<td>2.</td>
<td>Business and other personal travel</td>
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<td>3.</td>
<td>Meat and edible offal</td>
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<td>4.</td>
<td>Logs, wood and wood articles</td>
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<td>5.</td>
<td>Education-related travel</td>
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<td>6.</td>
<td>Fruit</td>
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<td>7.</td>
<td>Air Transport</td>
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<td>8.</td>
<td>Mechanical machinery and equipment</td>
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<td>9.</td>
<td>Wine</td>
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<td>10.</td>
<td>Fish, crustaceans, and molluscs</td>
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<td>11.</td>
<td>Confidential items</td>
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<td>12.</td>
<td>Casein and caseinates</td>
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<td>13.</td>
<td>Aluminium and aluminium articles</td>
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<td>14.</td>
<td>Electrical machinery equipment</td>
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<td>15.</td>
<td>Miscellaneous edible preparations</td>
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<td>16.</td>
<td>Optical, medical and measuring equipment</td>
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<td>17.</td>
<td>Wool</td>
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<tr>
<td>18.</td>
<td>Telecommunication, computer and information</td>
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<tr>
<td>19.</td>
<td>Preparations of cereal, flour and starch</td>
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<tr>
<td>20.</td>
<td>Crude oil</td>
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NZ Exports 2015

Top 20 Markets

1. Australia
2. China
3. United States
4. Japan
5. UK
6. Korea, Peoples Republic of
7. Singapore
8. Germany
9. India
10. Taiwan
11. Malaysia
12. Hong Kong (SAR)
13. Canada
14. UAE
15. Netherlands
16. Thailand
17. Indonesia
18. Philippines
19. France
20. Saudi Arabia

Trade Year ending December 2015

- Exports: $69.3 billion
  - $895 million increase in meat products exports, dairy exports down $3 billion

- Imports: $66.9 billion
  - largest source of imports: EU ($12.1 billion), followed by Australia (11.3 billion) and China (10.4 billion)


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Sectors of Opportunity by Region

Canterbury:
- Food and Beverage
- Infrastructure
- Information and Communications Technology

Contact point:
- Canterbury Development Corporation

USPs
Potential Unique Selling Points

• Overnight delivery
• Monday morning delivery
• Relationship with suppliers/clients
• “I am New Zealand’s foremost translator for XX in XX.”
• ...
Practical Tips
Practical Tips

Business Associations:

- New Zealand-German Business Association
- New Zealand China Trade Association
- French New Zealand Chamber of Commerce
- India New Zealand Business Council, NZ Inc India Strategy

Trade fairs:

- Healthcare Congress 2016, 21-22 June, Auckland
- Fine Foods, 26-28 June, Auckland
- buildnz Canterbury, 4-6 August, Christchurch

Email subscription

- NZTE
Practical Tips (continued)

- Exporting companies
- National Market
- Local Chamber of Commerce
- Online CPD
Thank you!

Your thoughts?