

Press Release

For immediate release

Double the Vision

Latest edition of bilingual business publication on trade relations between New Zealand and Germany available now

Auckland, 10. September 2009. The New Zealand German Business Association Inc (NZGBA) has launched the 3rd edition of their annual publication Double the Vision.

Focused on information about leading industry sectors in Germany and New Zealand, the business magazine is an invaluable source of information on the trading relationship between the two countries. It offers in depth market information and current trends on such topics as renewable energy, energy efficiency, logistics and services.

The publication takes a closer look at New Zealand's emerging creative markets as well as the tourism industry, one of the leading export sectors. Like New Zealanders, Germans are enthusiastic travellers. They stay longer, travel more widely and spend more money in New Zealand than other tourist groups, even in times of financial crisis.

Trendsetting German industry sectors such as biotechnology, automotive and pharmaceutical are investigated in detail. Germany is Europe's biotechnological powerhouse, with more biotech companies than any other country in Europe. Expenditures in research and development of dedicated biotechnology companies reached EUR 1 billion last year.

Although under strain from the current economic downturn and thanks to the German government car manufacturers managed to record market growth in the first six months of 2009. The pharmaceutical industry is among one of the most efficient industries in Germany. With a net added value of almost EUR 100,000 per employee it is also considered the industry with the best future prospects.

"Germany is one of the key markets for New Zealand to concentrate on. It is the world's leading export nation", says Monique Surges, CEO of the NZGBA. "Our publication gives a concise read on the different industries and a feeling for the trade relationship between Germany and New Zealand."

A list of contact details of the most important institutions and organizations as well as a membership directory of the New Zealand German Business Association members is included in the publication.

More information:
New Zealand German Business Association Inc
Press Inquiries: Doris Evans (devans@germantrade.co.nz)