

## Business NZ recommendations to incoming Government: Globally Competitive Firms strategy

New Zealand Trade and Enterprise (NZTE) has recently outlined a Globally Competitive Firms (GCF) strategy for engaging with the private sector, based on the clear need for improved export performance by New Zealand firms.

It envisages targeting NZTE's efforts towards a small group (e.g. 400-500) of 'high growth potential firms with the ambition and ability to grow fast and successfully internationalise ('the pipeline')'. NZTE would take a high-touch, customised client management approach with these firms, facilitating support including grants, training, links with suppliers and clients onshore and off.

Firms with the potential to become Globally Competitive Firms would receive customised, packaged solutions with client management, while others could access generic web-based, third party delivery, packaged solutions with little NZTE client management.

This approach has the potential benefits of aiding business and economic growth, while reducing the potential for duplication of services to business.

### **Business NZ recommendations:**

1. Formulate clear, consistent and transparent criteria for entry
2. Make entry criteria available to external partners e.g. the EMAs and Chambers of Commerce so that potential GCF candidates can be put forward for entry
3. Provide ongoing support under the scheme subject to satisfactory performance against milestones
4. Require GCF firms to make a financial co-contribution to all support other than advice and facilitation from NZTE staff
5. Require NZTE to exit programmes and service-delivery contracts aimed at non-pipeline and non-GCF firms, directing them to other sources of assistance
6. Require an independent evaluation and monitoring framework to determine the strategy's success