

## Marketing New Zealand Online

[www.MarketNewZealand.com](http://www.MarketNewZealand.com) is New Zealand Trade and Enterprise's Portal, offering both New Zealand exporters and international buyers access to a range of online services.

Although less than one year in operation MarketNewZealand.com has already proven itself in providing New Zealand exporters with the leads, information and intelligence they need to secure export sales. The site also exposes them to a much wider buyer base at no cost.

These include:

- *New Zealand Exporters Online*: a directory of over 2200 qualified export company profiles, based on the Kompass classification system used worldwide
- *Trade Enquiries*: a system to capture and process the matching and distribution of international trade enquiries to profiled exporters
- *News*: an international trade-focused news service that is updated daily by New Zealand Trade and Enterprise's global network of staff and external providers including Reuters, The New Zealand Herald, The Independent and NBR
- *Market Intelligence*: the online delivery of New Zealand Trade and Enterprise's generic information such as country briefs, exporter information tools, New Zealand industry profiles and offshore market profiles.
- *Events*: an international trade events calendar

Only companies with a profile on [www.marketnewzealand.com](http://www.marketnewzealand.com) receive international trade enquiries, which are entered into the system by international buyers registered on the site and qualified by offshore New Zealand Trade and Enterprise staff. The system automatically matches buyers to sellers, and tracks and monitors progress of the enquiry - with the entire process managed by expert staff.

The core of the portal is the profiling and trade enquiry systems. The manner in which it has been designed, and the innovative solution of matching supplier capability with buyer need is unique amongst other Trade Promotional Organisations (TPO's).

- Exporter capability is profiled using the internationally recognised Kompass classification system. Buyer requirements use the same classification system. This has allowed for automated matching of buyer requirements with exporter capability, supported by staff in offshore markets and in New Zealand. This is unique to any TPO with similar offerings - as all have relied on keyword matching, which often results in inaccurate matches.
- The trade enquiry system is supported by a comprehensive workflow system, specifically developed to meet our specifications. It allows all users to work together, online, in a systemised chain of event, transparently - i.e. all users can see the status of any enquiry and where it is in the pipeline. It has cut down the time to manage trade enquiries substantially, and offers buyers and exporters complete knowledge of all their enquiries.

- The online channel has been used to integrate the many channels that clients and buyers use across New Zealand Trade and Enterprise (call center, staff offshore, account managers, and the web site). So that all channels use the same application technology and information.
- Use of Vignette and a customised Content Management Application are also examples of the application of leading-edge technology.

All users of [www.MarketNewZealand.com](http://www.MarketNewZealand.com) can personalise their homepage and they can also opt to get news headlines delivered by email on a daily or weekly basis.

Provision of the service has resulted in the following benefits:

- Multiple services delivered at no cost to users, taking full advantage of the Internet as a trade promotional tool and freeing up New Zealand Trade and Enterprise staff
- Exporters increase their familiarity with doing business using the Internet and have 24-hour access to information that helps inform their decisions and reduce their business risks.
- A personalised home page provides users with immediate access to relevant news and information.
- Exporters without their own web site gain an online presence with a minimal investment in time to create and maintain their own online profile, while exporters with a web site gain additional traffic generated through links to their site from their profile or other information about them on the site (such as a success story or news article).
- Exporters receive sales leads directly from buyers to their email address, either directly from a buyer or once the enquiry has been processed by NZTE. They also benefit from international marketing and search engine optimisation activity they could not afford on their own.