

FREE TRADE AGREEMENT BETWEEN THE EUROPEAN UNION AND NEW ZEALAND

The Free Trade Agreement between the European Union and New Zealand [\(1\)](#), which was signed in Brussels on 9 July 2023, will enter into force on 1 May 2024.

The aim of the agreement is to intensify their economic relations and to expand bilateral trade and investment.

What do we need to know about the new agreement?

- It will eliminate all tariffs on major EU exports to New Zealand, such as pork, wine and sparkling wine, chocolate, confectionery, and biscuits.
- It will protect around 2 000 EU wines and spirits.
- Protect 163 of the EU's traditional products (geographical indications).
- Facilitate data flows, predictable and transparent rules for digital commerce and a safe online environment for consumers.
- Avoid unjustified data localisation requirements and maintain high standards of personal data protection.
- Help small businesses to increase their exports thanks to a dedicated chapter for small and medium-sized enterprises.
- Reduce compliance requirements and procedures to allow faster flow of goods.
- Protect and enforce intellectual property rights, bringing them into line with EU standards, in line with New Zealand's commitments.

More information : [EU-New Zealand \(europa.eu\)](https://europa.eu)

Do you have any questions?

Our team of experts will provide you with more information and answer to any questions you may have about this new regulation. [Contact](#)