

TECH COMPANIES WHO BUYS NZ'S TECHNOLOGY PRODUCTS?

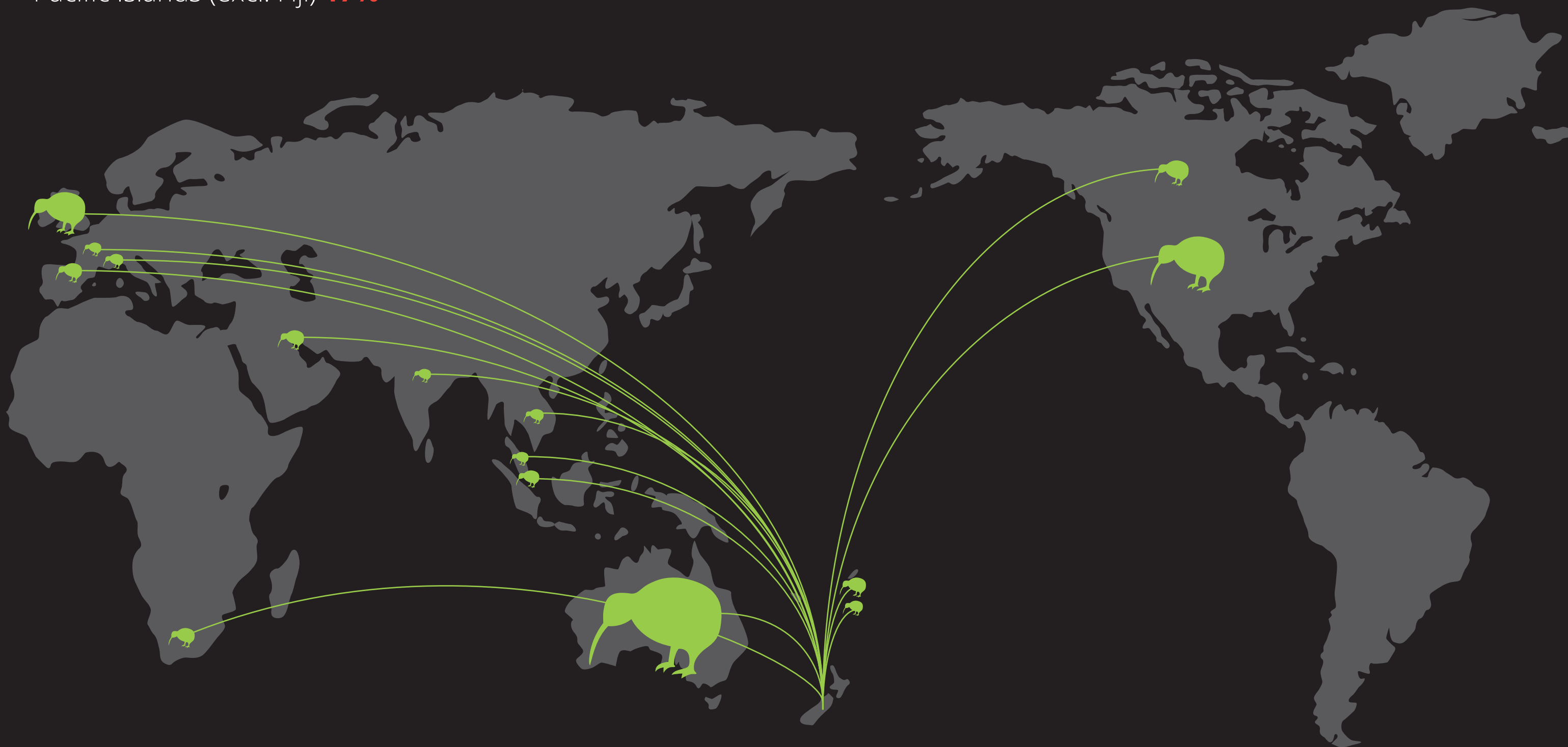
Export markets for Kiwi hi-tech companies, from the 2014 Market Measures study.

TOP 15 COUNTRIES/REGIONS

- Australia **86%**
- United States of America **48%**
- United Kingdom **37%**
- Canada **22%**
- South Africa **17%**
- Western Europe (excl. UK, Germany, France) **17%**
- Middle East (e.g. UAE) **17%**
- Pacific Islands (excl. Fiji) **17%**
- Singapore **15%**
- Fiji **13%**
- Southern Europe (e.g. Italy, Spain) **13%**
- South East Asia (excl. Thailand, Malaysia, Singapore) **13%**
- France **12%**
- Malaysia **12%**
- India **12%**



of Kiwi tech companies are exporting



Want to learn more?

Download the report at marketmeasures.co.nz

Figures are based on an online survey of over 300 B2B Kiwi tech companies

Concentrate developed Market Measures in 2009 and is the only sales and marketing benchmarking study of the New Zealand technology sector.



SWAYTECH

Deloitte.

