

The logo for InvestmentNow.govt.nz features the word "INVESTMENTNOW" in a white, sans-serif font. The letter "O" is replaced by a square icon divided into four quadrants of different colors: green (top-left), blue (top-right), orange (bottom-left), and red (bottom-right). To the right of the icon is ".govt.nz" in a smaller, white, sans-serif font.

INVESTMENTNOW.govt.nz

Investment. Connections. Opportunities. Lifestyle.

Capitalising on new investor policies

Your role in a new initiative



Attracting Smart Investment to New Zealand

With the introduction of the government's new investor policies in August 2009, Immigration New Zealand (INZ) and the Ministry of Economic Development (MED) have developed an initiative to identify and integrate 'smart capital' from overseas into New Zealand.

The aim is to attract investors who are able to bring both capital and commercial expertise to New Zealand, and ideally also bring with them valuable links to networks in offshore markets.

Such 'smart capital' can be utilised to grow and develop New Zealand firms and create new export opportunities.

What is in it for New Zealand?

New Zealand needs investment capital, commercial skills and new export opportunities if our businesses and economy are to grow. Business migration offers an opportunity for New Zealand to leverage the lifestyle and business advantages that we have in order to attract investors.

The goal is to find and integrate investment that benefits all of New Zealand. Together, we can assist investors who would like to live in New Zealand to connect with sectors and regions offering the unique investment opportunities they seek.

By working together when you have identified potential investors, we'll be able to gauge their level of interest, ensure they are well informed, and provide them with access to both on-line information and business networking opportunities.

To this end it is important that an initial referral is made to INZ. Each prospective investor will have a unique set of questions, often regarding immigration policy in relation to their proposed investment. By communicating with INZ the prospective investor will quickly be able to discern whether their proposal is likely to meet policy.

What do investors want from New Zealand?

Research data from INZ, KEA, and Asia New Zealand Foundation tells us that business migrants want:

- Greater insight into the New Zealand business environment
- More contact with INZ
- Access to commercial opportunities, particularly in growth sectors

How will we meet their needs?

We will align and work through NZInc channels both onshore and offshore, communicating the New Zealand opportunity out to the market, and assisting investors to connect with the investment market, then helping them through the immigration process. This will be done by;

- Identifying and communicating with potential investors who would like to live in and invest in New Zealand. Initially this will be done in markets such as the UK and US, and then over time, Asia.
- Introducing them to the New Zealand investment market where they can access investment opportunities. We are developing a website for investor migrants to assist with the referral process.
- Instigating a client management approach by INZ that recognises investors as high value clients. In order to deliver on this strategy we need you to refer potential investors who would like to reside in New Zealand to INZ. Here's how;

Referring a prospective investor

1 Receive an enquiry from a potential investor.

2 Discern the level of investment the investor might like to make.

3 Discuss the opportunity

Investor category (NZ\$1.5m +)

If likely investment level is between \$1.5m and \$5m, refer them to the investor specific website www.investmentnow.co.nz www.investmentnow.govt.nz and encourage them to register online to communicate with INZ

or

Investor Plus category (NZ\$10m +)

If likely investment level is more than \$5m, refer to Fiona White, the Client Manager at Business Migration Branch, by calling +64 (0) 4 910 5421 or e-mailing Fiona.White@dol.govt.nz. Please copy any e-mail communication with Fiona to investors@dol.govt.nz.

Our aim is to provide a high level of personal contact for Investor Plus applicants, though they can also be referred to the website www.investmentnow.govt.nz

4 INZ will then record the source of the enquiry and inform source organisations of the outcome, keeping everyone in the picture.

The website - www.investmentnow.govt.nz

Once prospective investors register their interest online, providing a few details about their plans, they become part of a tailored communications programme designed to provide them with access to the networks they need and assist them through the various stages of migrating to New Zealand.

By encouraging all prospects to register on the website, and also by referring those you believe need personal assistance to INZ, you'll assist us in measuring interest levels and types of inquiry and to ensure that investors receive consistent advice, support and client service.

If a prospective investor requires answers to detailed questions not answered on the website, we will pass these on to the Business Migration Branch for a response. If the investor is considering investing NZ\$5 million or more, please refer directly to Fiona White, at fiona.white@dol.govt.nz. While the Business Migration Branch will not be able to pre-determine the outcome of an application, it is important that the prospect receives either positive guidance or else a 'quick no' to enable them to take the next step.

New Zealand's Investor Policies

At the heart of this initiative are the amended Business Immigration policies, administered by INZ's Business Migration Branch (BMB).

There are two investor policies. One is for investors who would like to invest at least \$1.5 million dollars. The other is for investors who would like to invest \$10 million or more. You can find out more about the new policies at www.investmentnow.govt.nz.

Other business policies –

Long Term Business, Entrepreneur, and Entrepreneur Plus

People who would like to set up or invest in, and work in, their own business in New Zealand can find out more about the options at www.investmentnow.govt.nz.

We strongly encourage prospective investors to refer to www.investmentnow.govt.nz when considering their application but for specific visa and policy related inquiries they can contact Immigration New Zealand at:

For those wishing to invest in NZ – investors@dol.govt.nz

For those wishing to set up a business in NZ – entrepreneurs@dol.govt.nz

Need more information about this initiative?

To find out more about the initiative, contact Matt Hoskin at matt.hoskin@dol.govt.nz