

Preparing for the future, in partnership

Industry Strategy and

Industry Transformation Plans

The Industry Strategy focuses on two core objectives...

Objectives

Transforming industries to lift productivity

By enabling the scaling up of highly productive and internationally competitive clusters in areas where we have a comparative advantage

in response to both near-term disruption caused by

COVID-19 and long-term challenges such as the shift to a low emissions economy

Supporting industries in transition

Moving from Volume to Value

These sectors are significant employers and exporters where there is opportunity to become more productive and move up the value chain, while also improving labour market and sustainability outcomes.

Scaling up Value

These are high value sectors (but currently smaller sectors) that will support a diversified, resilient, knowledgeintensive and high-value future economy.

Resetting significantly disrupted industries

These are sectors that are likely not viable in their current form in a post-COVID environment, and are facing a decline, or need significant reshaping.

Strengthening resilience of critical enablers

These are strategically important sectors that may not be significant drivers of growth, but play a critical enabling role in the economy, and significant transformation may be needed e.g. in the face of decarbonisation.

cus sectors

Primary sector Food and Beverage Manufacturing Forestry and Wood Processing **Advanced Manufacturing** Construction

Agritech **Digital Technologies**

Tourism International Education **Transport and Logistics Energy and Resources**

Tools

Industry Transformation Plans

Sector strategies and associated work programmes: e.g. Tourism Futures Taskforce



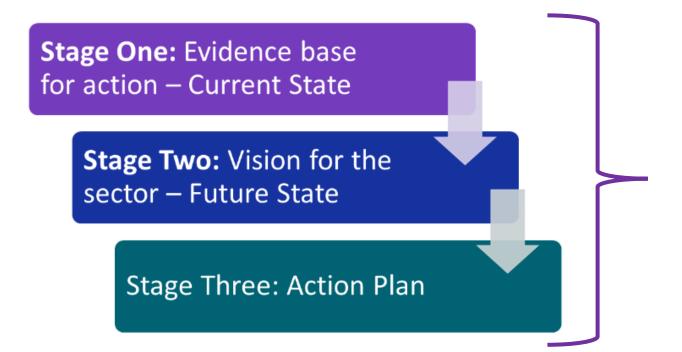
Industry Transformation Plans are a core tool in the Industry Strategy

- Industry Transformation Plans (ITPs) bring together all relevant parties around an industry to agree a longterm vision for the industry, and identify the step change actions in the short and medium term that can be taken by industry, government and others to achieve this vision
- The focus of ITPs is on scaling up clusters of large, highly-productive and internationally competitive firms in areas of New Zealand's comparative advantage
- This focus remains important especially in the context of COVID-19 severely disrupting our international connectedness

There are six ITPs underway:

- Advanced
 Manufacturing
- Agritech
- Construction
- Digital Technologies
- Food and BeverageManufacturing
- Forestry and WoodProcessing

The ITP process



An ITP takes approx. 9-12 months to develop, with significant investment of time in establishing the partnership and engaging across the sector

Example: Agritech ITP

Agritech is:

Manufacturing, biotech and digital-based technology companies that are creating product, service and value chain solutions

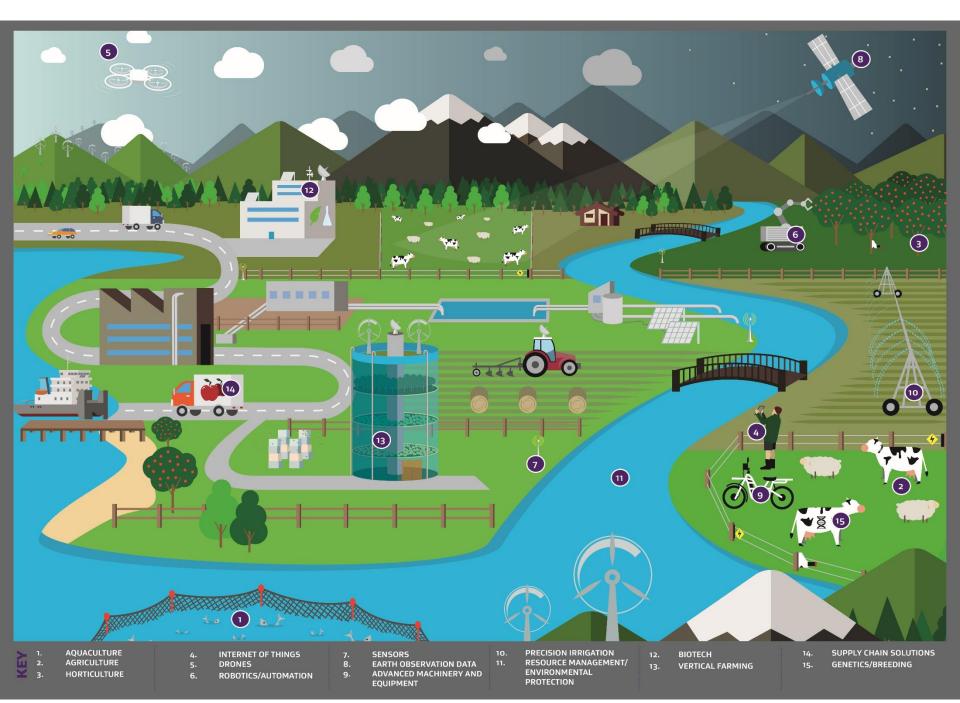
for the primary sector (agriculture, horticulture, apiculture and aquaculture),

with the aim of improving yield, efficiency, profitability, sustainability and quality.

Vision for the agritech sector

A globally competitive agritech ecosystem, producing, ingenious, value-adding companies that provide meaningful jobs, solving New Zealand and the world's sustainability problems.

New Zealand Agritech - good for the world



Why focus on agritech?

Agritech was chosen for an ITP because of our existing expertise in this area and its adjacency to our strong primary sector. We have three objectives for the ITP:

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Use comparative advantage to grow the agritech industry itself as a high-value export sector



Improve productivity and sustainability of the primary sector, enabling companies to move from volume to value



Contribute to global challenges – help feed the world, while reducing climate change emissions

Workstreams in the action plan indicate focuses

And six workstreams (with lead agencies):

Global

(NZTE)

•Ensuring NZ is well positioned internationally in the Agritech field; connecting international demand to NZ supply; and strengthening collaboration with Australia.

Commercialisation

(Callaghan Innovation)

•Smoothing out systemic issues with commercialisation of intellectual property through from the science system to products and companies.

Investment

(NZTE)

• Exploring the possibility of a specialist capital pool for agritech in collaboration with NZ Capital Growth Partners, and considering other investment issues for NZ agritech.

Data Interoperability and Regulations (MPI)

•Improving compatibility and openness of agritech data by resolving barriers with data interoperability and variance in regulations.

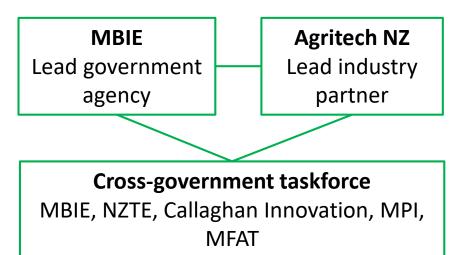
Skills and Employment (MBIE)

• Ensuring we have the suitable skills the agritech sector needs to grow, and that the primary sector has the skills necessary to use agritech.

Government (MBIE)

•Streamlining the support network of government agencies; and improving measurement of the sector.

Key partners



Workstream leads

Global
NZTE

CommercialisationCallaghan Innovation

Investment NZTE

Data Interoperability and Regulations

MPI

Skills and Employment MBIE

GovernmentMBIE

For each workstream, industry advisory groups will be established to guide scoping and implementation.

