



U.S. Commercial Service - New Zealand & Australia

Webinar on Agribusiness Opportunities and Trends

Webinar Date & Time

Thursday April 26 6:00pm EST / 3:00pm PST

In this one-hour webinar you will hear from experts in New Zealand and Australia about new trends and opportunities in these markets.

New Zealand

- One of the largest global exporters of dairy commodities, New Zealand exports large volumes of beef and sheep meat, wool, fruit, vegetables, and wine.
- Mechanized agriculture is vital to New Zealand's economy, and New Zealand routinely purchases combine harvesters, large-horse power tractors (100-hp and up), center-pivot irrigation systems, and agricultural implements from the United States.
- U.S. agribusiness companies enjoy a reputation for reliability, robustness and most importantly innovation. New Zealand farmers are receptive to technologies that help get farm tasks done more efficiently.

Australia

- The largest export market for U.S.-manufactured agricultural equipment outside North America. It ranks second to Canada as a buyer of U.S.-made combine harvesters and tractors.
- End-users are drawn from more than 85,000 commercial farms.
- Australian partners are very receptive to exploring emerging opportunities.

Fieldays: A Prime Opportunity for U.S. Companies

The [Fieldays 2018 trade show](#) in Hamilton, New Zealand June 13-16 is the Southern Hemisphere's largest agricultural event and the ultimate launch platform for cutting U.S. edge technology represents an excellent opportunity for U.S. agri-firms to gain exposure and meet new partners and end-users.

Limited Space, Register Today at:

<https://go.usa.gov/xQr4A>

For more information, contact:

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Featured Speakers



Doug Wallace

U.S. Commercial Service
Senior Commercial Officer



Scott Brown

U.S. Ambassador to New
Zealand



Janet Coulthart

U.S. Commercial Service
Commercial Specialist



Gary Northover

Executive Director, Tractor
and Machinery
Association of Australia



John Kanawati

U.S. Commercial Service
Commercial Specialist



Jim Grennell

New Zealand Fieldays
Days Society