

# TECH COMPANIES WHO BUYS NZ'S TECHNOLOGY PRODUCTS?

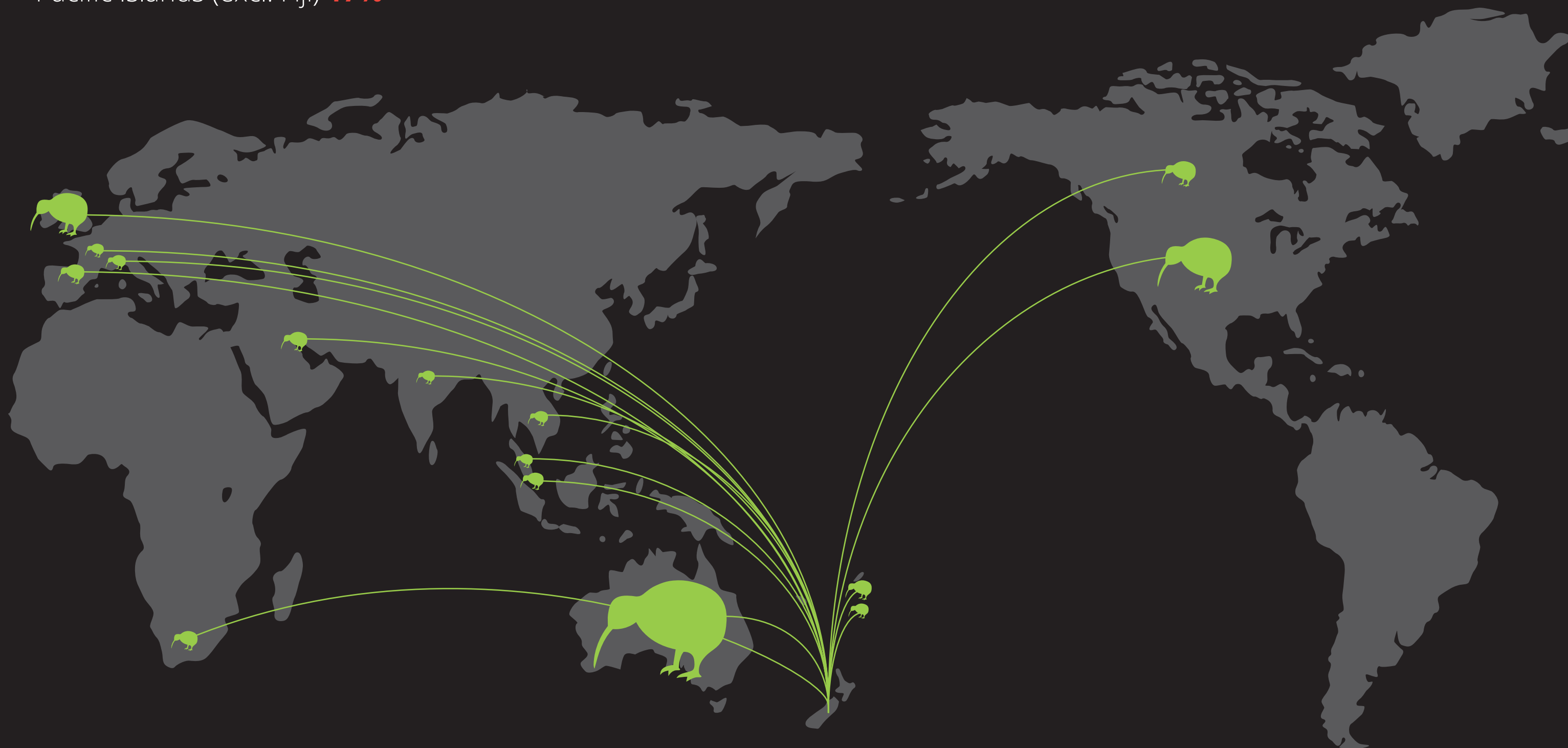
Export markets for Kiwi hi-tech companies,  
from the 2014 Market Measures study.

## 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](http://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.

