

William Thornton
fyi-request-5770-b9e81888@requests.fyi.org.nz

12 May 2017

Dear William

RE: OIA 2016-17-30 – NZTE CUSTOMER SEGMENTATION

Thank you for your email of 22 April 2017, received by New Zealand Trade and Enterprise (NZTE) concerning an Official Information Act 1982 request. You requested the following information:

1. the name of NZ companies according to their customer segmentation (Foundation Build, Foundation Start, Focus) as of today.

NZTE is withholding this information under sections:

- 9(2)(b)(ii) of the OIA - as releasing would be likely to unreasonably prejudice the commercial position of the subject of the information.
- 9(2)(i) of the OIA - to enable NZTE to carry out, without prejudice or disadvantage, commercial activities.

In making the decision to withhold the requested information, we have considered the public interest under section 9(1) of the Act.

However, we can provide you with the following information in regards to our customer segmentation:

To achieve the most impact, and to use our resources most effectively, we've segmented our customer base. Around 80% of our efforts goes into working intensively with the knowledge-intensive, value-adding companies in the Focus 700 (F700) portfolio. These are companies that have the growth aspirations and ability to compete internationally, and where NZTE and the NZ Inc agencies can deliver the biggest impact.

We bring new companies into the portfolio when they are ready for intensive engagement, and have the hunger and capability to grow internationally. We've weighted the F700 towards information & communications technology, high value food & beverage, Māori companies, and specialised manufacturing companies. The F700 is regularly reviewed to ensure that our engagement is continuing to add impact.

We have around 700 companies in our F700 portfolio, and support another 4500 Foundation customers. We have a lighter touch engagement with these Foundation customers who are generally at an earlier stage in their international journey. They are either committed to getting started ('Foundation Start'), already exporting and wanting to become better ('Foundation Build'), or they may be companies who prefer a less intense engagement. NZTE supports Foundation customers with the practical tools, knowledge and advice they need to start or build their international journey.

You have the right under section 28(3) of the Act to seek an investigation and review from the Ombudsman about the decision to refuse your request. The contact details are:

Office of the Ombudsman
PO Box 10 152
Wellington 6143

Yours sincerely

A handwritten signature in blue ink, appearing to read 'M. Scoliege', with a long horizontal stroke extending to the right.

Marcus Scoliege
DIRECTOR – BOARD AND MINISTERIAL

Released under the Official Information Act 1982