New Zealand Trade Intelligence Dashboard

User Guidance

Version 1.0

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MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
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Te Kāwanatanga o Aotearoa
New Zealand Government

GLOSSARY OF KEY CONCEPTS	
Term	**Definition**
ABS	Absolute value change over a specified period.
CAGR	Compound annual growth rate. CAGR shows the average annual growth rate over a specified period, such as 1, 5, 10 or 20 years.
Commodity	A traded product or product group.
Exports	Goods or services sold by New Zealand to overseas markets.
Foreign direct investment	Investment from overseas investors into New Zealand, presented as directional basis stock of direct investment.
Foreign visitors travelling in	Short-term visitors travelling from overseas to New Zealand.
Goods balance	Goods exports minus goods imports.
Goods exports	Physical goods exported from New Zealand to overseas markets.
Goods imports	Physical goods imported into New Zealand from overseas markets.
HS code	The Harmonized Commodity Description and Coding System code used to classify traded goods.
Imports	Goods or services purchased by New Zealand from overseas markets.
Market	A country, economy or trading partner included in the dashboard.
Market group	A predefined group of markets, such as a regional, trade agreement or economic grouping.
NZ visitors travelling out	New Zealand residents travelling overseas.
Overseas direct investment	Investment by New Zealand investors into overseas markets, presented as directional basis stock of direct investment.
Services balance	Services exports minus services imports.
Services exports	Services sold by New Zealand to overseas customers. Examples may include travel, education, transport or business services.
Services imports	Services purchased by New Zealand from overseas providers.

Share of world market	The selected market or group's share of New Zealand's total trade, investment or visitor movement measure.
Trade balance	Exports minus imports. A positive trade balance indicates that exports are greater than imports. A negative trade balance indicates that imports are greater than exports.
Trade deficit	A negative trade balance.
Trade surplus	A positive trade balance.
Two-way direct investment	The sum of foreign direct investment and overseas direct investment.
Two-way trade	The sum of exports and imports.
Two-way visitor movement	The sum of foreign visitors travelling in and New Zealand visitors travelling out.
Year ended	A 12-month period ending in a specified quarter or month.

1. Purpose of the dashboard

The New Zealand Trade Intelligence Dashboard helps users explore New Zealand's trade, investment and visitor relationships with overseas markets.

The dashboard brings together information on exports and imports of goods and services, foreign direct investment, oversea direct investment, and visitor movements between New Zealand and its trading partners. It is intended to support users who need a quick overview of New Zealand's international economic relationships, as well as users who need more detailed analysis by country, market group, and commodity through Harmonised System (HS) codes.

The dashboard is organised into the following main sections:

- Main Dashboard
- Market Intelligence
- Commodity Intelligence
- FAQs
- SNZ Releases

Downloading and exporting

The dashboard includes options to download or export data in several places. Depending on the section, users may be able to:

- Copy tables
- Download CSV files
- Download Excel files
- Export PDF outputs
- Print outputs
- Download displayed data from SNZ release views

Users should check that filters, date ranges and selected markets or commodities are correct before downloading results.

Data sources, update cycle and caveats

The dashboard draws on official data sources including Statistics New Zealand (SNZ) trade, investment and visitor movement data. Goods trade data is based on overseas merchandise trade datasets. Services trade, total goods and services trade, investment and visitor movement data are drawn from relevant SNZ releases and Infoshare tables. Some global trade analysis uses UN Comtrade data (comtrade.un.org).

The dashboard's FAQ section provides data source links and definitions.

Some trade data may be suppressed in accordance with SNZ's confidentiality policy. Some visitor movement data has also been suspended or may have limitations.

The dashboard is updated quarterly, with approximately a two-and-a-half-month lag. For example, March quarter data is expected to be updated around the second week of June.

Interpreting charts and tables

When interpreting dashboard outputs, it is important to keep in mind:

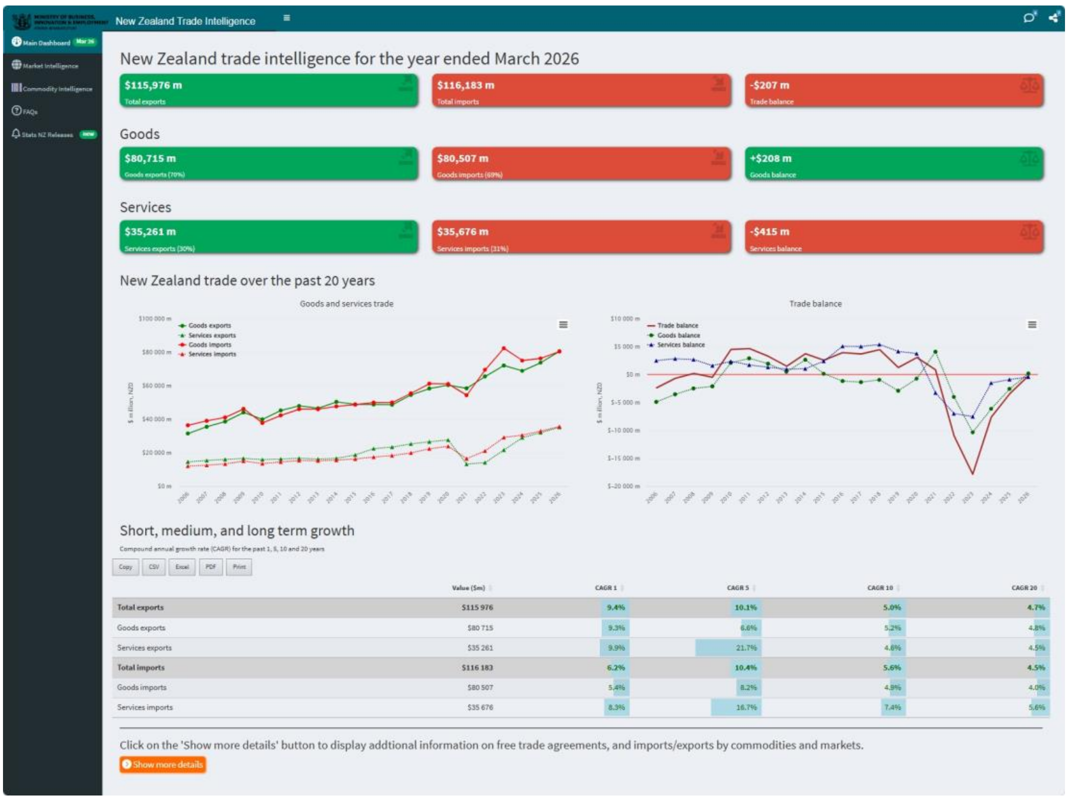
- Whether the data is annual, quarterly or year-ended.
- Whether the data is for goods, services or total trade.
- Whether growth rates are affected by short-term volatility.
- Whether a commodity or country has a low starting value, which can produce large growth rates.
- Whether data gaps or suppressions may apply.
- Whether investment, trade and visitor movement data refer to different time periods.

2. Main Dashboard

The Main Dashboard provides a high-level overview of New Zealand trade for the latest available year. A "Show more details" button, located at the bottom of the Main Dashboard, expands the Main Dashboard to show additional information. This includes further analysis on key commodities and services, global trade partners, free trade agreements in force, trading partner comparisons and heat maps.

The top section shows headline indicators for:

- Total exports & imports
- Goods exports & imports
- Services exports & imports
- Trade, goods, and services balances



Green tiles indicate positive values or balances, and red tiles indicate import values or negative balances. The figures are shown in millions of New Zealand dollars.

The Main Dashboard also shows New Zealand trade over the past 20 years. This includes charts for goods and services exports and imports, and for the trade balance. These charts help users understand long-term trade trends and compare goods and services movements over time.

The “Short, medium, and long term growth” section presents compound annual growth rates for selected time periods. These include 1-year, 5-year, 10-year and 20-year growth rates.

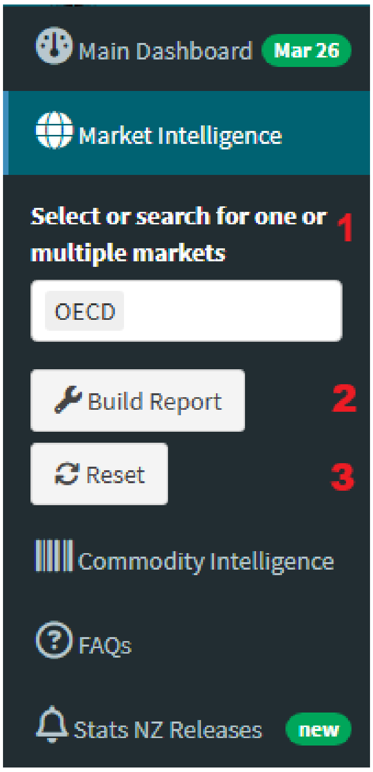
Compound annual growth rates summarise average annual growth over a period. They are useful for understanding broad trends but should be interpreted carefully where there has been volatility, disruption or a low starting value.

3. Market Intelligence

The Market Intelligence section allows users to generate a report for a selected country or market group.

To use this section:

1. Search for or select one or more individual markets or select one market group.
    a. Selecting more than one market group may produce an error, so it’s recommended to select either individual markets or one market group.
2. Click “Build Report”.
3. Wait for the report to generate.
4. Use the report sections to review trade, investment, visitor movement, commodities and market-level tables.
5. Click “Reset” before generating another report.



The Market Intelligence report includes:

- Background market information
- Trade summary
- Investment position summary
- Visitor movement summary
- Trade trends
- Investment trends
- Visitor movement trends
- Key commodities and services
- Appendix tables for selected markets

The trade summary includes total exports, goods exports, services exports, total imports, goods imports, services imports, two-way trade and trade balance. It also includes market share and compound annual growth rates over selected periods.

The investment position summary uses directional basis stock of direct investment. Users should note that investment data may be available for a different reference period from trade data.

The visitor movement summary includes short-term visitor movements. Users should note that visitor movement data may have additional limitations or availability issues.

4. Commodity Intelligence

The Commodity Intelligence section allows users to explore export and import patterns for selected commodities and services.

This section includes three main areas:

- Exports
- Imports
- Intelligence by HS code

In the Exports and Imports subsections users can select either predefined commodities or upload self-defined commodity groupings.

- Predefined commodities are based on SNZ definitions.
- Self-defined commodity groupings can be uploaded using a CSV file. The first column should contain level 2, 4 or 6 HS codes, and the second column should contain group names. Example templates are available from the dashboard.

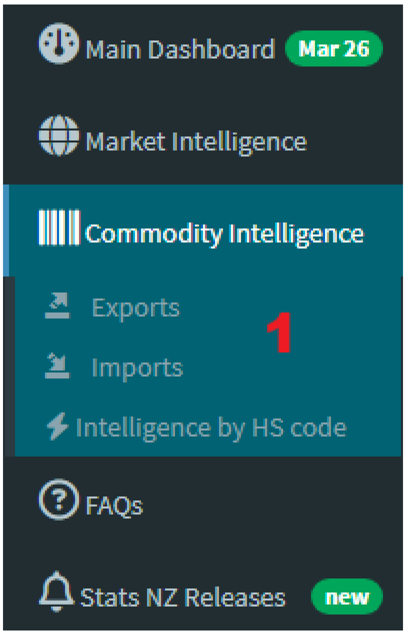
The “Intelligence by HS code” section allows users to look up commodity classifications and generate quick reports by HS code. HS specific reports can be generated for either Exports or Imports.

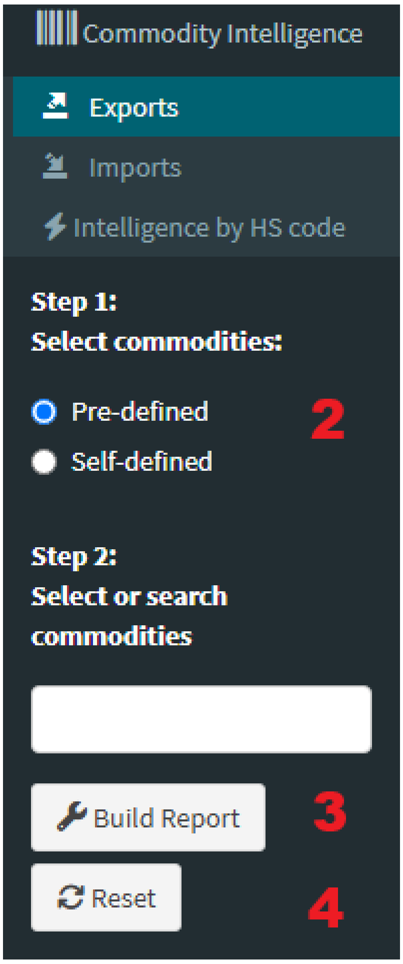
Commodity intelligence reports may include:

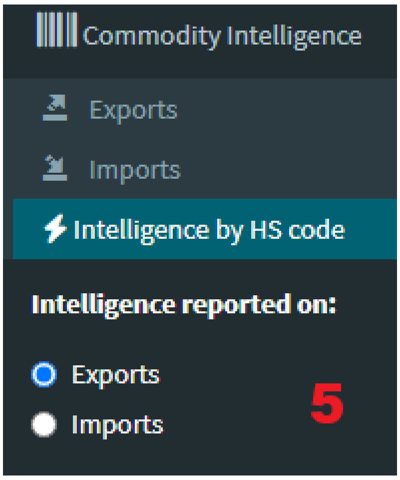
- Export or import values
- Share of total exports or imports
- CAGR over 1, 5 and 10 years
- Absolute value change over 5 and 10 years
- Market analysis for selected commodities
- Maps of export or import values
- Top market trends
- Appendix tables

To generate a commodity report:

1. Choose the Exports or Imports tab.
2. Search for and select one or more predefined commodities or upload a self-defined commodity grouping.
3. Generate the report.
4. Review time series, growth rates, market analysis, maps and tables.
5. Click “Reset” before generating another report.


Main Dashboard
Mar 26
Market Intelligence
Commodity Intelligence
Exports
Imports
Intelligence by HS code
1
FAQs
Stats NZ Releases
new


Commodity Intelligence
Exports
Imports
Intelligence by HS code
Step 1:
Select commodities:
Pre-defined
Self-defined
2
Step 2:
Select or search commodities
Build Report
3
Reset
4


Commodity Intelligence
Exports
Imports
Intelligence by HS code
Intelligence reported on:
Exports
Imports
5

5. Stats NZ Releases

The SNZ Releases section provides access to New Zealand international trade release content, graphs, tables and maps via SNZ's Trade dashboard (https://www.stats.govt.nz/experimental/new-zealand-trade-dashboard/).

This section includes:

- Graph creation
- Table creation
- Map view

In Graph creation, users can filter by country or country group, choose total trade, goods or services, select a date range, select commodities or HS codes, compare series, choose a time basis and set the number of countries or commodities shown in breakdowns.

The output can include:

- A trade time series chart
- Top export destinations
- Top import origins
- Top exports by product
- Top imports by product
- Summary text
- Downloadable displayed data

In Table creation, users can create and download tables using selected filters.

In Map view, users can view exports, imports or trade balance by country on a map. The map is colour-coded to show differences such as trade surplus and trade deficit.